

RUSSIAN DESIGN PAVILION

RDP: Milan edition

Fuorisalone, DIN - design in

8 – 13 April 2014

From 8 to 13 April the agencies *Creativirus* and *Profi2profit* for the first time will present **RUSSIAN DESIGN PAVILION** at Milan Design Week – the international exhibition project in which talented Russian designers and brands take part: Exprompt (Sergey Shashmurin and Alexey Bykov), A.R.Novate (Anastasia Gavrilova and Rafael Gaynullin), Alex Petunin, Woodi, Mateo, Narddecor, Maria Altukhova, Yury Veredyuk, Anna Strupinskaya and Alexey Ivashkevich, Sofya Zhukova, Vladimir Ivanov, Darya Shashorina, Anna Kharchenko, Nataliya Vishnyakova and Georgy Morozov, Anna Malyakina, Ekaterina Vagurina, Dmitry Ochakov.

After the successful organization of RDP pavilions in Florence and London, the project will present new trends in Milan - the world capital of design. The exhibition will take place in Ventura Lambrate - one of the most popular design districts, namely in a creative space of DIN – design organized by the Italian partner of RDP - *Promotedesign.it*. There will be showcased as premier products of Russian designers as new collections of about 100 designers from other countries: Italy, Sweden, Germany, Switzerland, Spain, Denmark, England, Ireland, Portugal, Belgium, Hungary, Japan, China, USA and South America.

The program of RDP events includes:

- contemporary Russian Design showroom;
- official presentation of **RUB DESIGN BOOK 2014** which has collected best concepts not yet commercially produced to connect designers with companies reducing the distance between two categories. In particular, the book provides manufacturers with the valid design ideas anticipating market demand for creativity;
- **RUSSIAN DESIGN PAVILION AWARD CEREMONY 2014**, with awards made of DuPontTMCorian®, in the nominations **Creativity, Design Quality and Innovation** and **Special Prize**. The announcement ceremony will be accompanied by stylish gifts from such brands as Evolo, Kay Rigatto, Superglamorous, Maurizio Iacopini. *The event is organized with the special support of Bealux Best Selection - Scouting & Promotion Agency (Milan) and Exprompt company, one of leaders on the Russian market of hi-tech productions with solid surfaces;*
- already traditional **RUSSIAN DESIGN PARTY** featuring the Moscow DJ Marina Kazakova (Woodi);

- presentation of the **Moscow Design Museum** by Aleksandra Sankova. *Propaganda design tours: Moscow Design Museum mobile exhibition hall on a bus*;
- presentation of the new program of **Saint Petersburg Design Week 2014** which will be introduced by one of the main partners of RDP, the President of the St. Petersburg design week - Ruslan Chernobayev.

The *Expromt* company will present a unique interpretation of the Russian craft culture embodied in modern forms and materials designed by Sergey Shashmurin and Alexey Bykov.

To create the *O-zone* collection they were inspired by biomorphic motives which were typical for traditional toys and ware of ancient Russia. The objects form a single sculptural composition with the Russian flavour and graphically stylized ornaments of the interpreted Gzhel painting style put on the solid surface with a special technology.

During the exhibition the following world premieres will take place: *Pegtop* and *Dual View* kitchen accessories, *Bird* and *Symphony of Life* lamps by Anastasia Gavrilova & Raphael Gaynullin (A.R.Novate), *Onetwothree* light collection by Alex Petunin, *Miracle* bowl, *Illusion* vase, *Peg-top* sugar bowl, *Feeling* set of plates by Mateo, *Red Hot Chili Table* and *Sun Table* by Narddecor, *Symphony* lamp by Anna Strupinskaya & Alexey Ivashkevich, *Moonless* lamp by Natalia Vishnyakova & Georgy Morozov, *Hexagon* table by Anna Kharchenko, *Dobrobox* cutlery box and *Dobrostol* bed tray table by Ekaterina Vagurina, *Bright Stalk* flower vase by Maria Altukhova, *Kubo* constructor and *I cook Moscow* baking set by Sofia Zhukova, *Waterdrop* lamp and *Uovo* washbasin by Anna Malyakina, *Tower* floor lamp by Dmitry Ochakov, *Lodestone Table* by Daria Shashorina, *Idyll* collection of candlesticks and *Dream 2* lamp by Vladimir Ivanov, *Quick USB Flash Drive* by Yury Veredyuk.

RUSSIAN DESIGN PAVILION project continues to draw attention to the problem of Russian design promotion abroad, to the question of development of international dialogue between professionals and organization of joint projects aimed at strengthening of a brand **Made in Russia**.

www.russiandesignpavilion.com

Calendar of RDP events:

Friday, 11 April

5. 00 - 6.00 pm

Presentation of RUB DESIGN BOOK 2014

6.00 - 6.30 pm

Presentation of Moscow Design Museum

6.30 - 7. 30 pm

Presentation of Saint Petersburg Design Week 2014

www.rubdesigners.com

www.spbdw.com

www.moscowdesignmuseum.ru

8.30 pm - Russian Design Party & DJ Marina Kazakova

RUSSIAN DESIGN PAVILION AWARD CEREMONY 2014

KOKO MILANO

Viale Regina Margherita, 30

www.kokomilano.it

in collaboration with brand Woodi

www.woodido.ru

DIN / RUSSIAN DESIGN PAVILION opening hours:

8 - 13 April: 10.00 am - 8 .00 pm

Via Massimiano 6, Ventura Lambrate

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www.creativirus.it

Maria Tvardovskaya

www.profi2profit.com

in co-operation with Italian agency Promote Design (Milan)

www.promotedesign.it

with special support of Natalya Leon

Bealux Best Selection - Scouting & Promotion Agency (Milan)

www.bealux.wordpress.com

Exprompt

One of leaders on the Russian market of hi-tech productions with solid surfaces.

www.exprompt.su