



## **Press Release / RDP 2.0 Milan edition: Alexander Zhukovsky & Ekaterina Kokurina**

Fuorisalone, DIN - design in, Lambrate District

From 14 to 19 April Russian Design Pavilion for the second time will introduce national trends at Milan Design Week – the international exhibition where talented Russian designers Alexander Zhukovsky (St. Petersburg) and Ekaterina Kokurina (Vladimir) take part in. The event will be held in Lambrate Area - one of the most popular design districts, namely in a creative space of DIN – design in organized by the Italian partner of RDP - Promotedesign.it. There will be showcased as premier products of Russian designers as new collections of about 150 designers from other countries.

Especially for the Polish brand D&K, a company producing furniture from beech and oak for HoReCa and home interiors, Alexander Zhukovsky has developed the BRENT stool collection for bars, restaurants or cafe. Its name comes from the oil brand Brent and the image was inspired by the oil rig construction. Due to many diagonal girders located in different angles, the ergonomoc form let you feel more comfortable at any height and angle of inclination. Basic color combination is black and gold.

Ekaterina Kokurina will present to the European public the PLEXUS lamp that creates with soft lighting effects a relaxing atmosphere in any interior. The frame consists of four identical modules, twisted so that their elements intertwined each other and in general build up a visually continuous form. Lamp can be collected without requiring any additional fasteners.

### **The program of RDP 2.0 events includes:**

- stand with BRENT stool collection by Alexander Zhukovsky in collaboration with D&K company;
- PLEXUS lamp by Ekaterina Kokurina showcased in DIN Group;
- presentation of Ekaterina Kokurina & Alexander Zhukovsky (D&K). Anastasia Krylova, Head of Russian Design Pavilion (RDP), will discuss the promotion of "Branding Russia" through intersection of service innovation design and national culture;

- distribution of Guide to Russian Design / Milan 2015 (DIN - design in, Lambrate District). Catalogue has included the article about Russian contemporary design written by famous fashion – blogger Max Kiryanov; presentation of Russian participation in Expo 2015 (May 1 – October 31, Milan); chapters dedicated to Jewelry and Product design where have been published collections by Olga Domozhirova(Jewelry Stories), Sasonko Jewellery House and The IDEA furniture factory, design projects by Ekaterina Elizarova, Anastasia Gavrilova, Arseny Leonovich, Evgeniy Bugakov, Ekaterina Kokurina, Janna Page (Artlight), Lyudmila Ryabova (Larital) and Pavel Kulakov;
- presentation of the book “Design For 2015” which has included RDP Selection, the chapter dedicated to Russian, Ukrainian and Belarusian product - designers.

After successful organization of publishing and exhibition projects in Italy, Great Britain, China and Singapore, RDP has been continuing to draw attention to the problem of international dialogue between professionals, to strengthen a position of the brand Made and created in Russia, to discover new names and to contribute in promotion of talented Russian designers.

[www.russiandesignpavilion.com](http://www.russiandesignpavilion.com)

[www.promotedesign.it](http://www.promotedesign.it)

[www.alexanderzhukovsky.com](http://www.alexanderzhukovsky.com)

[www.dnk-furniture.com](http://www.dnk-furniture.com)

[www.behance.net/KokurinaEkaterina](http://www.behance.net/KokurinaEkaterina)

### **Calendar of RDP events:**

Wednesday, 15th April 2015, 5.00 pm

Presentation of Ekaterina Kokurina & Alexander Zhukovsky (D&K) with contribution of Anastasia Krylova, Head of Russian Design Pavilion (RDP).

Saturday, 18th April 2015, 5.00 pm

Presentation of the book “Design For 2015”

### **Opening hours:**

April 14 – 19 / 10.00 am - 8 .00 mp

Via Massimiano 6, Lambrate District

Hashtag: #din2015

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### **Organizers:**

Anastasia Krylova (RDP) [www.russiandesignpavilion.com](http://www.russiandesignpavilion.com)

in co-operation with Italian agency Promote Design (Milan) [www.promotedesign.it](http://www.promotedesign.it)