



RUSSIAN DESIGN PAVILION 2.0

FLORENCE, LUNGARNO COLLECTION

20- 26 MAY 2013

PRESS RELEASE

On the 21 of May the Second edition of Russian Design Pavilion will be inaugurated at the Florence Design Week.

The main feature of the coming Russian Design Pavilion project is its positioning as a showcase of contemporary Russian design abroad which is oriented to the reaction and demand of the European public: what they expect from our designers and which trends of Russian design are interested in. The format of pavilion is a kind of an experiment which determines the direction of concepts of further exhibitions and development of the Russian design through the residence of designers in Italy and direct dialogue between professionals.

The last year European taste and style played the crucial role in the choice of objects of Russian designers for the Florentine exhibition. However, then the Italian public didn't get enough projects of the New Russian Style, with traditional elements of the Russian culture. Therefore, the new concept of pavilion is based first of all on the traditions of national applied art.

RDP will be held in one of the most prestigious locations of Florence - in Lungarno Collection design district by Salvatore Ferragamo Group. The Russian Design Pavilion 2.0 program includes:

- The showroom of contemporary Russian design (furniture, light, interior accessories, crystal and porcelain ware). The participants are Dima Loginoff, Andrey Dokuchayev, Vladimir Ivanov, Maria Todorashko, Maximovich Design studio, Mateo Glass and Woodi brands. The world premieres will take place at the exhibition: a collection of porcelain «Cockerels» and vodka shorts "Scacchi" (Mateo Glass), "The Fifth Avenue" sofa (Dima Loginoff, AR.T.EX), "Decorus" decorative furniture (Maria Todorashko, TODO), "Inflect watch" (Andrey Dokuchaev) and Tome lamp (Vladimir Ivanov).
- The special guest of the project is Igor Smirenniy, the Chief Editor of «Tara i Upakovka» magazine, he will provide a unique collection of antiquarian labels of the Russian vodka brands existing at the end of the XIX – beginning of the XX centuries (till 1913) from the archives of Packaging and Advertising Museum and Moscow collectors.
- During the celebration in honor of opening of the Second edition of Russian Design Pavilion in Florence a gastronomic tour to traditions of the Russian culture of food and drink will run. For the first time in Italy there will be a historic Russian breadwine tasting of Classic Rye Polugar brought back to life using the recipes of noblemen and distilled in copper pot stills reconstructed from the 18 th century drawings with snacks made of the national delicacy provided by the Russian Caviar House company.

The representative of design community of Ukraine, Andrey Melnikov, who is the Director of the Kiev InterBudExpo exhibition, will also participate in RDP and will present the project of international contest

SVIT FORM aimed at development of product design and creating favorable conditions for cooperation between the Ukrainian and foreign companies.

OFFICIAL EVENTS:

20 May - 5.00 p m - Official opening of Florence Design Week in Palazzo di Parte Guelfa

23 May - 7.30 p m - LIQUID DESIGN PARTY: the party to celebrate the opening of Russian Design Party 2.0 in Florence.

The Fusion Bar & Restaurant

Vicolodell' Oro 3

Opening Hours:

21 May: 4.00 p m - 11.00 p m

22 - 25 May: 7.00 a m - 11.00 p m

www.russiandesignpavilion.com

Organisers:

Anastasia Krylova, Curator

Creativirius project: international agency for art and design

www.creativirius.it

Maria Tvardovskaya, Coordinator

Profi2profit: educational brand management agency

www.profi2profit.com

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