



RUSSIAN DESIGN PAVILION 2.0

20 - 26 May 2013, Florence Design Week
Lungarno Collection

On May 21 in Lungarno Collection by Salvatore Ferragamo, one of the most prestigious places of Toscan capital, the Second Edition of Russian Design Pavilion was launched by the agencies Creativirius project and Profi2profit. The exhibition was held at Florence Design Week, with support of Saint-Petersburg Design Week and Moscow Design Week, in collaboration with the production companies AR.T.EX and Vitra, trade marks «Polugar» and «Russian Caviar House».

The show-room of Contemporary Russian Design included the works of well known Russian designers as well as the emerging product designers and companies: Dima Loginov, Andrey Dokuchayev, Vladimir Ivanov, Maria Todorashko, Maximovich Design studio, Mateo Glass and Woodi brands.

The special guests invited by RDP were Igor Smirenniy and Andrey Melnikov. Igor Smirenniy - the Chief Editor of «Container and Packaging» magazine presented 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. It is worth mentioning that the collection attracted much attention of Italian public and other RDP visitors. Another special guest, Andrey Melnikov - the Director of the Kiev InterBudExpo exhibition presented the project of international contest SVIT FORM aimed to the development of product design and creating favorable conditions for cooperation between the Ukrainian and foreign companies.

The Italian public has seen not only interesting samples of contemporary Russian product design and graphic design heritage but also has met with the RDP participants personally due to their residence in the same area in Lungarno Suites and in Gallery Hotel Art which has become the first innovative project of «Luxury&Design» format in the Italian hospitality business. Within the Florence Design Week RDP showroom was open for public in the Lobby area of Lungarno Details, thus, Italian public and other visitors had the opportunity to communicate with Russian designers and learn more about their projects, also RDP participants had the possibility to meet with local producers and international design experts, for example, with SIDA delegation (Shenzhen Industrial Design Profession Association) from China.

The exhibition area and the designers' residence were located close to each other that definitely helped to create the atmosphere of creative Russian quarter in the city center.

On May 19th in Palazzo Vecchio the press conference of Florence Design Week was run. Among the participants and speakers were: the president of FDW Alex Pumpo, the representatives of a city administration, the curators of exhibitions of the program 2013, well known journalists, the local artists and designers. Anastasia Krylova, the organizer of Russian Design Pavilion, presented the project, its participants and partners. The particular interest of public was attracted to the invitation

of FWD guests to Liquid Design Party where gastronomic tour to traditions of the Russian culture of food and drink took place. For the first time in Italy there was tasting of the grain wine Polugar made on the recipes of the XVIII-XIX century with snacks made of the national delicacy provided by the Russian Caviar House company.

On May 20 in Palagio di Parte Guelfa the Florence Design Week opening ceremony took place. All participants and special guests of the Russian Design Pavilion were invited to take part in it. Much attention was paid to cultural and economic cooperation of Florence (the region of Tuscany in general) with the foreign companies which confirmed their presence of guests from Spain, Bulgaria, China, France, Romania, the USA and other countries.

On May 21 in Lungarno Collection the Second Edition of Russian Design Pavilion in Florence was officially launched. The uniqueness of the project was emphasized both by the number of guests and invited talented designers. Within the exhibition the following world premieres took place: a collection of porcelain «Cockerels» and vodka cups "Scacchi" (Mateo Glass), "The Fifth Avenue" sofa (Dima Loginov, AR.T.EX), decorative furniture of "Decorus" (Maria Todorashko, TODO), "Inflect watch" (Andrey Dokuchaev) and Tomy lamp (Vladimir Ivanov).

The choice of the curator concept was also successful: the preservation of a national decor and traditions of applied art in contemporary Russian design was highly appreciated by guests of the pavilion as well as quality of projects' presentations.

On May 23 in one of the famous cocktail bars of Florence - "Fusion" at Lungarno Collection the "Liquid Design Party" gathered the guests of pavilion and FDW to celebrate the official opening of RDP and its success in Florence.

The format of project as "Residence & Showroom" showed its efficiency: within a week the designers communicated with various public, got contacts, made appointments in the pavilion, so from the exhibition start they lived in the dynamic work and creative atmosphere. It is important also to consider the place where the pavilion took place, and the high level of local public.

Finally, RDP organically fitted into the atmosphere of Lungarno Collection showroom belonging to the fashion house of Salvatore Ferragamo which is a bright example of aristocraticness and luxury of Florence.