

RUSSIAN DESIGN PAVILION

RDP: Milan edition

Fuorisalone, DIN - design in

8 - 13 April 2014

On the 8th of April the first international project of Russian Design Pavilion opened at Milan Design Week in collaboration with Italian partners - agencies Promote Design and Bealux Best Selection. The program of RDP is a Silver winner of the prestigious A'Design Award in Event and Happening Design Category, 2013 – 2014, organized by Anastasia Krylova (Creativirus) and Maria Tvardovskaya (Profi2profit).

Unlike the pavilions held in Florence and London, this time another exhibition format was chosen: since the aim of the project is the constant experimentation with exponential forms, after the show room and classic stand the organizers have decided to present the Russian design in industrial trade format and they were not mistaken. Thanks to the strategic position of a creative space DIN (2,000 sq. m.) with opposite entrances from two central streets in the quarter Ventura Lambrate, thanks to eco-design (recycled cardboard and pallets were used) and open area, an atmosphere reminiscent of Fiera Rho, the exhibition was visited by over 100 000 people.

The company Expromt in collaboration with designers from Yekaterinburg Sergey Shashmurin and Alexey Bykov showed its high potential in working with acrylic stone DuPont TM Corian and its manufacturing. Applying innovative material, while based on the national craft traditions, the designers presented interpretation of gzhel painting style and motifs of traditional toys and utensils of Ancient Russia in the collection O-zone for Expromt.

Moscow Studio of innovative design A.R. Novate (Anastasia Gavrilova and Rafael Gainullin) showed 4 items of emotional, sensual design combining a system approach. The rotating cup Pegtop aroused great interest from public due its function to mix drinks without a spoon.

Alex Petunin, an architect and industrial designer from St. Petersburg, surprised once again the European audiences with bold avant-garde forms, light and color effects that did not go unnoticed. Mateo brand in its new collections of crystal and porcelain tableware reinterpreted traditions of Russian and European arts and crafts, turning them into high-quality design. The furniture bureau Woodi continued expansion of its collection in Scandinavian style, presenting new pieces of furniture and home accessories which main qualities are comfort and functionality.

The new tables of NardDecor were characterized by bright colors and expressive forms, delivered with sense of humor. The creative duo of designers Georgy Morozov and Natalia Vishnyakova introduced a new lamp, preserving energy by increasing the brightness of the light source due to its special design. Designers Anna Strupinskaya and Alexey Ivashkevich bravely continued their experiments with silicone and decorated pavilion with two original lamps from this material.

Design of Anna Kharchenko differed the functionality and geometrism, simple and dynamic forms. Little visitors could not break away from the magnet constructor and baking set made by Sofia Zhukova, her projects attracted visitors throughout the exhibition.

Experimenting with fiber cement in the products of Petersburg designer Ekaterina Vagurina and use of the method of induction in everyday objects of designer Dmitry Ochakov from Mahachkala presented another, not decorative trend of Russian design to the European public.

Surrealistic collection of lamps and vases of Maria Altukhova made an emotional effect not only on the ordinary visitors, but also on Fabio Novembre who took one of the lamps to his home.

Anna Malyakina's biomorphic objects made of acrylic stone DuPont™ Corian showed its functionality through the sculptural expression. Designer Daria Shashorina in collaboration with psychologist Oksana Yarskaya have developed a philosophy of designing objects in geometry which protects the enclosed energy, transforming furniture into mascots.

Stylish, but at the same time simple and intuitive design of Vladimir Ivanov was loved by Milanese public, showing high commercial potential of the brand new lamps' and candlesticks' collections. Huge success had unusual USB flash drive designed by Yuri Veredyuk for F.O.R. company where gaming element carried a key role, causing public's feelings from delight to surprise.

Besides the RDP exhibition held in April 8-13, there was a program of events held in April 11: the presentations of RUB Design Book, Moscow Museum of Design and the new program of the St. Petersburg Design Week, - all these events were aimed to deliver the idea of a complex development of Russian design and its history to the European community.

During the traditional Russian Design Party there was an Award Ceremony where all participants received the prizes and gifts from Italian brands Evolo, Maurizio Iacopini, Key Rigatto and Superglamorous. The winners of Russian Design Award in 2014 were: Veronica Lazareva, Mateo (Special Prize), Alex Petunin (Creativity) and Anna Strupinskaya with Alexey Ivashkevich (Design Quality & Innovation). The Award was made of Dupont™ Corian, designed by Sergey Shashmurin & Alexey Bykova (Opendesignbrand) and produced by Exprompt company.

Having changed three cities for exhibitions and having received an international recognition, the project RUSSIAN DESIGN PAVILION is facing a new period when it is not necessary to prove the existence of the Russian design but further discover new names and trends, remaining true to the guiding principle of the project: to give the opportunity to all designers who believe in their skills or want to get the response of the professional community to show their products, to assist the designers who are motivated to learn and develop, who want to gain experience and grow with us .

www.russiandesignpavilion.com

www.rubdesigners.com

Organizers:

Anastasia Krylova

www.creativirus.it

Maria Tvardovskaya

www.profi2profit.com

in collaboration with the Italian agency Promote Design (Milan)

www.promotedesign.it

supported by Natalya Leon

Bealux Best Selection - Scouting & Promotion Agency (Milan)

www.bealux.wordpress.com

Exprompt

One of the leaders in the production of acrylic stone in Russia

www.exprompt.su