

London

RUSSIAN DESIGN PAVILION

RUSSIAN DESIGN PAVILION AT 100% DESIGN IN LONDON

Earls Court, 18 – 21 September 2013

International Pavilion

Stand 264

Russian Design Pavilion is a creative marketing project aimed to promote national design abroad. Russia will be a special guest of 100% Design London for the first time with a team of emerging brands & designers: Nikolay Nikitin (StoryStore), Woodi, Mateo, Mikhail Belyaev, 5 Tochka, NardDecor, Anna Strupinskaya & Alexey Ivashkevich, Alex Petunin, Dima Loginoff (AR.T.EX), Alexey Chugunnikov (F.O.R.), Ilya Tkach, Olga Kryukova, Yury Veredyuk (Ver-ba), Sergey Shashmurin & Alexey Bykov (OpenDesignBrand), Polina Privalova.

The RDP stand is especially supported by the **StoryStore** project which is an online shop of interior design objects and design bureau in Moscow. London edition of RDP is managed as usually by the partners **Anastasia Krylova** (Creativirus) and **Maria Tvardovskaya** (Profi2profit) in collaboration with the furniture brand "**Woodi**".

The purpose of the Pavilion is to promote striking trends of Russian contemporary design and introduce the talented colleagues from Russia to European public. There will be presented furniture, porcelaine and crystal sets, lamps and fashion accessories.

Nikolay Nikitin offers the "**Flex Shelf**" designed for StoryStore which is a bookshelf consisting of segments of various lengths and colors made of ash-tree. Connecting hinged segments allow to create an infinite number of choices of tracks.

Mikhail Belyaev, a young multidisciplinary designer based in St. Petersburg, will present his shelf based on Kazimir Malevich's black square.

Red Dot design award-winner **Dima Loginoff** has worked for world famous brands such as Vitra, Microsoft, Elle Decoration, Studio Italia Design and others, and won numerous international awards. The **Kisses** sofa (**ART.E.X**), crafted with fabric, steel and wool, is a definite attention-grabber and a fitting addition to the designer's already impressive portfolio.

The **Magnon** lamp by industrial and product designer **Ilya Tkach** consists from just two parts: a metal base and wooden brick with an LED and magnet inside. The two elements are connected by magnetic force and can be easily moved along each other as required. Another project by Ilya at 100% Design is **Marine** vase.

Designer **Alex Petunin** fully embraces 3d technologies from concept to finished product and will be

showcasing the **Lay_r Table**, **Stool** and **XY clothes rack** in London for the first time.

According to the legend, the **Acapulco Chair** was created in Acapulco, Mexico in the 1950's by an unknown Frenchman, who was inspired by the open string construction of traditional Mayan hammocks. Young Moscow based workshop **NardDecor** have brought the new technology of crafting the Acapulco Chair suitable for use in the conditions in the Russian climate.

WOODi furniture is inspired by the Scandinavian design tradition and made in Russia. The **Duck** Flower stand, **Gemma** coffee table and **Drop** side table are a tribute to modernist furniture of the 50s.

MATEO's crystal and porcelain collections "**Festa**", "**City Lights**", "**Parallels**", "**Ornate**", "**Gramophone**" and "**Peg -Top**" were born for inspiration. Reverent attitude to form and content, ideal balance of the proportions, noble palette, perfect ergonomics and pursuit for excellence – everything defines MATEO's unique style, which is based on the modern interpretation of Russian and European arts and crafts traditions.

Follower of the northern tradition of the Ural design school, **Yury Verdyuk** presents the textile project "**New Russian**" (**Ver-ba**).

The "**Razgulyaev & Blagonravova**" brand will showcase the house footwear collection inspired by Russian avant-garde art.

The concept of the "**Mikki**" sofa by designer **Olga Kryukova** is based on the toy - a teddy bear. The image of the bear has been made easily - a soft pillow tightened in four places by ropes.

Polina Privalova, a young designer from Moscow, will present the **Bundle** armchair perfect both for outdoors and home interiors. She believes that creating furniture she makes some kind of a little revolution which can change atmosphere and people's mood and behavior.

Meltzer is a contemporary furniture brand from Saint-Petersburg presents the **Ninja** armchair from the exclusive collection of sofas and chairs.

The pendant **LAMPSLAMP** by design duo **Anna Strupinskaya & Alexey Ivashkevich** will be launched exclusively at 100% Design 2013. The object is made with the use of burned-out halogen lamps that provide brilliant light effect through a translucent layer of violet silicone.

Red Dot design award-winner **Alexey Chugunnikov** will showcase his seamless leather wallets designed for **F.O.R.**

Fence Lamp by Red Dot design award-winners from Ekaterinburg **Sergey Shashmurin & Alexey Bykov (OpenDesignBrand)** with a modular and flexible structure gives not only soft lighting and creates relaxing atmosphere but can be used as storage for objects.

The main idea of the very first RDP: London Edition is to show that Russian design exists not only in the world famous traditional artisan objects like Matryoshka dolls or ancient Khokhloma wood tableware, not only in heavy state industry samples of weapons, space and aviation means but also in the commercial products such of furniture, tableware and accessories. By this exhibition

RDP would like to present the contemporary Russian design as many-sided: ironic and nostalgic, conceptual and playful, technological and creative, but always of high quality and often innovative.

RDP and young designers are looking for the partners and producers to develop and promote good design with rich cultural Russian background! Welcome to our stand!

Opening Hours:

18 September: 10.00 - 19.00

19 September: 10.00 - 21.30

20 September: 10.00 - 19.00

21 September: 10.00 – 18.00

www.russiandesignpavilion.com

www.100percentdesign.co.uk

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

Coorganisers:

Vera Balashova, Polina Balashova, Marina Kazakova

Furniture brand "Woodi": design for home interiors and commercial spaces

www.woodido.ru

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