



20/02/2008

SHOWPIECES

The Unique and the Multiple in a Global Marketplace

Dutch design has set an adventurous course for the field in the 21st century. In the past decade Droog design, followed by many others, has taken the symbolic quality of everyday objects to extremes. This year, Royal Tichelaar Makkum is taking things even further. The family firm is introducing four variations on a 17th-century flower pyramid, created by Jurgen Beij, Studio Job, Hella Jongerius and Alexander van Slobbe. These objects evince a respect for local tradition within the realm of today's global design culture. They are perfect examples of what could be termed modern-day showpieces; unique pieces of craftsmanship that have found a place on a new global market. Who needs such showpieces and limited editions? Where do they come from, and where are they leading us?

Premsele, Dutch Platform for Design and Fashion, invites you to join author and journalist Tracy Metz in a discussion on the sense and nonsense of showpiece design during Milan Design Week 2008. This event is a good opportunity to meet the Dutch designers present in Milan.

Date: Wednesday 16 April 2008

Time: Discussion 7:00pm / Cocktails 8:00 -10:00pm

Location: Romeo Gigli Café, Via Angelo Fumagalli 6, Milan

Transport: Metro to Porta Genova / tram 2 / bus 74

Showpieces is a project of Premsele, Dutch Platform for Design and Fashion, in cooperation with pr/undercover and WOM Word of Mouth; the Netherlands Board of Tourism & Conventions; the Dutch Embassy in Rome; and the Dutch Consulate General in Milan. Showpieces has received financial support from the Dutch Culture Fund (HGIS Cultuurprogramma).

www.premsele.org/milan

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