



Vick Vanlian, ph. Marco Poggi

## V World at Milano Design Week 2012

Heritage mixes and match future with icons  
of fashion, signed by Vicken Vanlian

Milan, March 7, 2012 - The Armenian-Lebanese interior designer Vicken Vanlian, 34, joins for the first time Milano Design Week as industrial designer with V World: an extraordinary, luxurious loft furnished by four of his new collections taking temporarily domicile at Dimore Studio, Via Solferino 11, from 16 to 22 April 2012 in the heart of Brera District.

*Private Session, Beyond, Re-fuse, and Globe trekker* collections will land in Milano for a world preview at which Vicken Vanlian will invite press and buyers: all the furniture and the lighting on show - immediately available for orders in open editions and also limited, bespoke

versions with any customizable colors - have been designed in Beirut and entirely manufactured in Italy between Tuscany and Lombardia.

V World stands for the highest skills and passion for a keen mix&match international style enlightened by a sage dosage of techniques with no boundaries to experimentation and combination of materials with color patterns.



*Futur Rock, storage-tv unit, Beyond Coll.*

At the entrance door, V Worlds opens slightly itself up onto and in the **Beyond** collection, a dreamy space-ship travelling toward new times inviting visitors to discover a rich, sophisticated cosmogony of details and geometries - from walls to ceiling. A bed, two benches and an uncommon tv-storage unit - with strong lines and vivid lacquered colors (from white to red) - are combined with sofas that are subverting their line orientation. Enriched by unusual partitions and extensions made of glass and aluminum, the Beyond sofas signed by Vanlian are spreading new poetry onto unexplored parts of the furniture as the bottom layers. The superbly decorated Dimore Studio ceiling will be enriched by a lighting star made by mirrors and led lights.



Pipe Pipe Chair, Re-fuse Collection

Wandering through **Re-fuse** collection, V World discloses new tastes made of industrial pipes and iron-rich details coming from traditional ironmongers, while **Globe trekker** pieces are rewording the act of travelling with furniture made from and out suitcases of any size and vintage leather nuances branded by the VV logo.



Miss Legs, wall table, Private Session Collection

**Private Session** collection is reflecting Vick Vanlian's love for fashion and his aim to capture its essence, by celebrating it in bright colors and the finest textures, what is transitory in the haute-couture garments, that are often used for very few times before disappearing forever at each new wardrobe seasonal change. He makes them alive and imperishable in a strongly pop, happy and domestic habit which also pays homage to the language of Jeff Koons and Takashi Murakami, two among the artists Vick Vanlian

prefers.

A mini-skirt made by the finest Italian sheepskin and cashmere leather, (real) haute-couture shoes, as well as incredible yellow and red sheath dresses, find new life by becoming chairs, small wall chest-tables inner coated with the same leather, dining tables and lamps shaped with a dominance of feminine forms.

Throughout all styles of *Private Session*, *Beyond*, *Re-fuse*, and *Globe trekker* - Vick Vanlian expresses a great versatility and an unequalled richness in details while he plays with time-based meanings hidden in each of the four. *Re-fuse* is writing a tale about the present by recycling existing icons of ordinary life, as wheels and pipes, turned into chairs, lights and sofas. *Private Session* aims to immortalize another side of the same present, made of luxury and fashion, celebrating deathless forms of female human shapes into glossy tables, lights and chairs and fashion accessories. *Beyond* is the Vanlian's access door to a further living dimension.

**Vick Vanlian on V World:** "Fashion makes up a big part of our daily human choices; showing our character and need for extreme personalization which we live in. The ordinary of *Re-Fuse* and the extraordinary of *Private Session* relate to each other in a continued and circular present tense with the corresponding act of recycling from one side and the act of uniqueness from the other. A complex, two-faceted actuality I like to embody in my creations. *Beyond*, is the perfect example of a collection which embodies the next need, in terms of forms and materials, new shapes, unparalleled geometrical scenarios for home furnishing."

Born in Beirut (Lebanon) in 1977, Vick Vanlian spent childhood and high school years between Beirut, New York and Montreal. Then he studied Interior Architecture at the Lebanese American University (LAU) and graduated with high distinction in 2000.

With a strong vocation toward interiors and design, since his childhood he started early to visit Milano Design Week: his father, a brilliant local entrepreneur and self-made man in furnishing industry since 50 years, took him to work in the solid family-ruled company (Vanlian) each time he was in school leave since the age of 7 and also brought him in Milan during many editions of Salone del Mobile - his

first edition as visitor was at the age of 10! With his innate sense of design, he completed his first interior design project while he was in second year of design school. Since then he has had an overflow of projects ranging from apartments to palaces, restaurants, bars and hotels always showing the different aspects of his fun and loving personality with eclectic, luxurious designs that are all out of the ordinary embracing the pop culture of the moment. After the graduation he worked in the family company until five years ago when Vanlian creates his Envy Interiors, leading Middle East firm in be-spoke interiors for residential or business and retail clients. Vick signed interiors and special furniture for the members of Royal families in Emirates, for famous Middle East pop-stars, sometimes fulfilling extravagant requests as designing a private sex room for a princess or a 350.000 euro gem-set leather sofa for a Lebanese celebrity.

***Vick Vanlian's Design Philosophy:*** "To create lifestyle concepts which will entice four of the five senses wherever possible: touch, smell, sight and sound which are all part of experiencing a certain space, be it interiors or architecture. In designing furniture and accessories, I challenge myself and my team to go beyond any guidelines and dare to start new trends always adding some fun and twist to things and awakening the senses...The resulting collection of bold original furniture pieces, including the set of aesthetic decorative home articles is what ultimately distinguishes Vick Vanlian designs from any other designs. But while I make design & uniqueness a priority, utility and comfort is never compromised. I seek to combine both comfort and splendor and trigger curiosity, which are indisputably the foundations which constitute a well designed environment, furniture or object. The Vick Vanlian team undoubtedly recognizes this and strives to bring individuality, beauty, & harmony to every project, as we understand the significance of an attractive atmosphere which makes us think how and why things are made. This challenge to spread joy and style is essentially our philosophy. In return, the joy that reveals itself on a happy customers face is our greatest reward and ultimately our incentive simultaneously.

The future is now, feel the moment, embrace the mode, love life, take chances. Make the world just that much more interesting.

Love, *Vick Vanlian.*"

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Note to the editors:

V World Fuorisalone 2012/Milano Design Week

Address: Dimore Studio, Via Solferino 11, inner court II floor

Exhibition days: 16-22 April 2012, Hours: 11 am - 9 pm

Cocktail time: everyday from 6 pm to 8 pm

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