



Russian Design Pavilion: winter edition | RDP

CREATIVIRUS project | International project for Art and Design

PROFI2PROFIT | Educational brand-managment

Theme: "Material Connections"

Timofey Zhuravlev, Roman Bondarev, Maximovich Design, Vladimir Ivanov, MATEOglass and students installation by The Stroganov Moscow State University of Arts and Industry.

**International Design Festival "Design Act", "Federation Tower", Moscow, Russia
December 3 - 8, 2012**

www.designact.ru

For the first time there was held a sparkling wine tasting offered by "Russian Azov".
WINES & DESIGN MADE IN RUSSIA!

In cooperation with CREATIVIRUS project, PROFI2PROFIT and "Design Act" International Design Festival, the "Material Connections" exhibition of Contemporary Russian Design was successfully inaugurated in one of the most prestigious business locations in Moscow "Federation Tower" on December 3, 2012. "Maximovich Design" studio, Timofey Zhuravlev with Sabina Parfenova, Roman Bondarev, Vladimir Ivanov, "MATEOglass" brand and a group of the first-year students of the Furniture Department of Moscow State Art and Industry University Stroganov had participated in the event dedicated to the relationship between craftsmanship and design, innovation and tradition which showed a great creative potential of Russian designers.

World premieres of furniture and home furnishings made of wood, glass, metal and porcelain were displayed in the winter pavilion. Maximovich Design Studio showed a collection of light design ("Corner", "90", "Firewood") inspired by Scandinavian minimalism: simplicity, clear lines and use of natural materials were combined with multifunctionality of objects. All of the lamps designed by Maxim Maximov and Anna Denisenko were characterized by a stylish view and experimental approach making their work seem to Eco Fashion.

There were presented the new versions of workplace "SitUp Home" by Roman Bondarev which had created a craft experiment of transformation of the communication zone. By staining the wooden furniture with a bright and vibrant color like red, Roman enhanced the visual appeal and ergonomic structure of objects making his design more emotional.

In collaboration with decorator Sabina Parfenova, Timofey Zhuravlev had created some collections of elegant and functional furniture. If the "LVL - DECO" concept consisted in combination of incongruous where natural texture and structural properties of the strong building material had been softened by use of the typically Art Nouveau florid frames, by contrast, on the basis of "CityZen" collection was laid down a maximum laconicism and ecology. There were displayed the tactile tables filled with different elements of nature: "Gulf" table was rustling with pebbles and pieces of dry reed; "Beach" table was filled with sea cockle-shells and "Pine" with fragrant cones. Sofa's upholstery made you feel like sitting either on the warm moss or lying on the grass, coming nearer to the charm of nature.

Vladimir Ivanov surprised the visitors of exhibition with his innovative proposals to be on the verge of architecture and design. All objects were characterized by the simple and light construction either in assembling or in production. "Easel" lamp had a classical form of easel provided with a light element; "Bobby" could be used as lamp as desktop picture frame at the same time. "Lighthouse" furniture collection had a form of beacon: simple, elegant and expressive. All of the projects were made in one piece and filled with story and functionality.

Russian brand "MATEOglass" presented a new collection of souvenir ware "Московия Dream", a series of wine&water glasses "Sera Irida" defined by fresh look at the tradition and revision of historical patterns. Visitors were astonished by the high quality, beauty of forms, contemporary design of products, thus, the level of craftsmanship was compared with leading European Brands.

There was displayed an installation with the different forms of stools made of cardboard by a group of the first-year students of the Furniture Department of Moscow State Art and Industry University Stroganov. The outcome of their design-research has been a series of functional objects which provoked strong public interest, particularly, visitors were attracted by a creativity and students' skills to transform this material.

During the Festival everyone could participate in workshops on use of innovative materials and technologies; get information about the international design education in the world leading design schools like Domus Academy and NABA, discuss the chances of exhibition at Florence Design Week 2013 and talk about new trends with organizers and partners of the project.

On December, 3 an official press conference of the International Design Festival "Design Act" was held where the curator Anastasia Krylova spoke of the importance of foundation of the Russian Design, Investment and Export Promotion Agency abroad:

"Every year at the Salone del Mobile in Milan different countries present their national design pavilions which are aimed to highlight the innovation and the full potential of participating countries, to support the synergy between designers and the furniture industry, the internationalization of national business, and to promote foreign investment. If in 2012 Danish Design Center inaugurated more than 10 exhibitions, Poland opened 2 pavilions having launched the promotion of Poznan- Polish Capital City of Design, DITP (Department of International Trade Promotion of Ministry of Commerce by Royal Thai Government) held a great pavilion of Thai Design, Russia was laid aside. There is no reason that our country hasn't National Design because completely lacks a kind of center like SIEPA (Serbia Investment and Export Promotion Agency) for Serbian Design or Advantage Austria (Austrian Business Abroad) for Austrian Design which could support Russian Design abroad".

In collaboration with the community of designers Cardesign.ru at the "Flacon" Design Center in Moscow the official presentation of the publishing project RUB DESIGN Book was run on December, 9. Conversation with students and professionals has shown the necessity to support Russian designers in practice, through the concrete proposals and projects.