

LUNGARNO COLLECTION and CREATIVIRUS project present



22 MAY- 3 JUNE 2012

RUSSIAN DESIGN TALENTS IN FLORENCE

PRESS-KIT



Tuesday 22 May – Sunday 3 June 2012 from 7 am To 11 pm
Lungarno Collection – Vicolo D'Oro 5 - Lungarno Acciaiuoli 2P-4D

22-27 May 2012
FLORENCE DESIGN WEEK

Vernissage: Wednesday 23 May, from 19.30 pm

www.russiandesignpavilion.com

CONTACTS

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Russian Design Pavilion will be located in one of the most prestigious places in Florence «Lungarno Collection» and become a business card of the country to attract more investors and media to Russian designers. It promotes a better understanding of Russian culture and makes for increasing its own competitiveness at the moment of global development and integration process.

Florence Design Week offers an opportunity to young Russian designers to display their work in Italy and to meet with local companies that will stimulate the creation of more original projects in Russia. It also will represent the way to favour the development of cultural and commercial exchanges between Tuscany and Russia.

Organization of the 1st Russian Design Pavilion in Florence will be an occasion to abandon the stereotypes in respect of Russian contemporary design and to change the paradoxical situation in which some Russian designers are more popular abroad than at home, to establish another kind of relationships based more on trust in Russian designers by producers.

This event doesn't aim to show "the exotic objects of national traditions" but a stylish, functional and innovative design being competed with European brands. The most striking examples are the projects by Dima Loginoff and Vadim Kibardin, winners of the most prestigious international design awards such as iF Product Design Award and Red Dot Design Award.

Famous English designer Ross Lovegrove said that Vadim Kibardin "has opened his eyes on Russian design". He is the only designer who was given the grant of the Federal Chancellor of Germany in the area of industrial design. Vadim developed the system of visual communications for the Ministry of Finance of Republic Kazakhstan. He has organized and participated in more than 20 personal and group exhibitions.

Some of the most reputable magazines in the world of design such as Women's Wear Daily, Elle Decoration, Frame, Harper's Bazaar and others have had interviews with Dima Loginoff. His designs have been featured not only in a huge number of magazines such as Interni, L'Officiel Hommes, Glamoure, Domus, Collezione Trends, Maison Francaise, but in many books as well. The famous New York agency Agenda Inc. which has cooperated with some of the top brands such as Louis Vuitton, Dior, Vivienne Westwood and others has named Dima a designer of "shockingly beautiful things".

Another young emerging Russian designers SashaDashadesign, Maxim Maximov, Anna Denisenko, despite their young age, have already participated in different international festivals and have won many important design contests. This fact once more demonstrates a necessity for large investments to support and promote Russian designers on the international scene.

RUSSIAN DESIGN TALENTS IN THREE EVENTS

Russian design Pavilion is a part of Florence Design Week (22-27 May) which is one of the most interesting showcases in Europe reflecting technical innovations and bold experiments in design to favour the development of cultural and commercial exchanges of Tuscany with other countries. There will be organized an interactive bridge between Florence Design Week and Saint-Petersburg Design Week being held in conjunction.

Project aims to promote striking trends of russian contemporary design, introduce european public to the talented colleagues from Russia whom exhibition and residence will be located in one of the most prestigious places in Florence «Lungarno Collection».

Final exhibitions of Wine Label Design Contest 2012 organized by the tuscan brand "Paxa" and its further presentation at The International Festival of Packaging in Moscow "Packshow" (12-15 September, 2012). The jury is composed of winemaker Marco Bernabei and vice president of European Packaging Institute Igor Smirenniy

Photo series "GaStar Project" and "Taste of The World" by Masha Knyazeva.

«GaStar Project»: This project is about painful matter of eastern expansion in Europe. It's dedicated to millions of immigrants from the countries of Asia, the people who are moving for a better life to a new territory, those who are used to wearing hijabs and observe namaz from the very early childhood. It's about cross-cultural communication, different people living under the same sun. It describes a very complicated process of transfusion of various traditions, human types and cultures.

«Taste of The World»: The series represents a selection of stereotypes not matched on reality, a collection of cliché found only in our... minds.

WINE
LABEL
DESIGN
CONTEST



PARTICIPANT OF THE PAVILION



DIMA LOGINOFF

Designer has been the recipient of some of the most prestigious design awards, including the Red Dot Design Award and the iF product design award. Twice nominated for "Young Designer of the Year" by Russian edition of the ELLE DECO International Design Award. More than 22 designs by Dima Loginoff have been awarded at the DESIGN AND DESIGN International Design Awards in Paris.

www.dimaloginoff.com



In Florence, from May 22 to June 3:

New sofa series: "Diamond Lounge", "Kisses", "Confusion", "Not Too Late" produced by AR.T.EX and "Curl My Light" collection by Studio Italia Design.



PARTICIPANT OF THE PAVILION



VADIM KIBARDIN

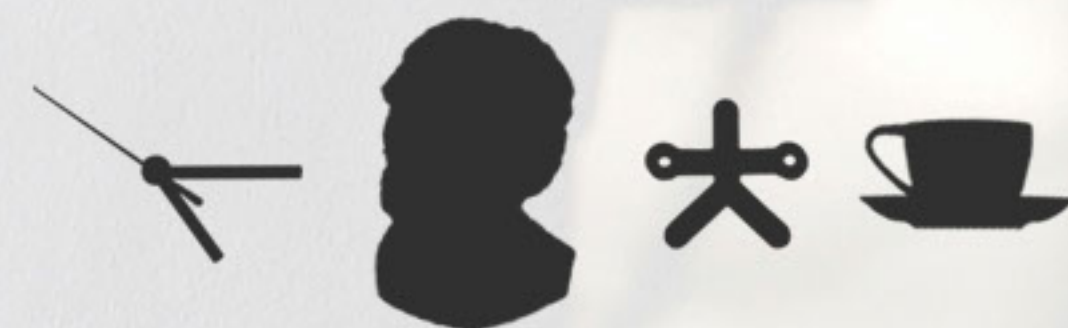
Designer has been the recipient of some of the most prestigious design awards, including the Red Dot Design Award and the iF product design award in Germany, Promosedia International Design Competition in Italy, Charman design competition in Japan and Design Innovations Award in Russia. Since 2005 Vadim Kibardin has lived in Prague where his Kibardindesign studio started production of his own trade mark goods.

www.kibardindesign.com



In Florence, from May 22 to June 3:

New LED clock collection "White&White" and home accessories & lifestyle products.



KIBARDINDESIGN

PARTICIPANT OF THE PAVILION



SashaDashaDesign

SashaDasha Design is two young and creative designers. Sasha Gantseva and Dasha Gantseva are twins. They founded their own studio in 2010. Nominated for "Young Designer of the Year" by Russian edition of the ELLE DECO International Design Award. Participants of Milan Design Week, Valencia Design Week, Just Mad Contemporary Art Fair (Madrid), IDENTITY (Ecuador), Arch Moscow.

www.sashadasha.com



In Florence, from May 22 to June 3:



During the project research, many variations of the structure of the city were found, such as natural landscapes, historical developments, road networks, general plans of the city and districts. Bowl Moscow is also based on the administrative districts of the city, like the "Paris Bowl" and the table "Copenhagen".



SashaDasha Design

PARTICIPANT OF THE PAVILION



ANNA DENISENKO

Winner of different design contests and participant of many exhibitions such as "Brand the Future", "Audi Rus", "Imm Cologne 2010", "Stockholm Furniture Fair+Nothorn Light 2010" and „Russian Design Night 2011“. More than 5 designs by Anna Denisenko have been awarded at the DESIGN AND DESIGN International Design Awards in Paris. Participant of the SalonSatellit 2011 in Moscow.

www.denisenko-design.com



In Florence, from May 22 to June 3:

Presentation of the candle holder "Bend" and the lamps "Cage" and "Origami".



PARTICIPANT OF THE PAVILION



MAXIM MAXIMOV

Winner of the Perm Furniture Award 2011 in nomination "Retail space". More than 11 designs by Maxim Maximov have been awarded at the DESIGN AND DESIGN International Design Awards in Paris. Participant of the SalonSatellit 2011 in Moscow.

www.maximovich-design.com



In Florence, from May 22 to June 3:

Light collection "W&M", "S1+" and "Crosswise".



MAXIMOVICH



Florence Design Week
www.florencedesignweek.com
www.immaginae.com



Saint-Petersburg Design Week
www.spbdesignweek.ru
www.finestreet.ru



Interiors Magazine



Country&Town House Magazine



Forum for Designers and Architects



On-line Design Magazine



International Festival of Packaging in Moscow
 "PackShow"
www.packshow.ru



Packaging Magazine



Magazine for Furniture Producers
www.mprorussia.ru



Italian design network
www.promotedesign.it



Information network
www.citycelebrity.ru



Design Magazine
www.magazine-mc.narod.ru





ORGANIZERS RUSSIAN DESIGN PAVILION IN FLORENCE

Concept

CREATIVIRUS project: is an international platform for action on contemporary culture that deals with strategic and cultural planning and art direction for companies, institutions, artists and designers. Agency has a strong creative strategy based on the highly qualified team to promote art and design advancing cultural exchanges among Russia and Italy and create professional partnership.

www.creativirus.it

Anastasia Krylova
Executive director

Lungarno Collection: is an Italian hospitality company of luxury and design hotels, villas and retreats owned by the Ferragamo family, famous for its own personality and for a role taken place in the history of contemporary design.

Valeriano Antonioli
Chief Executive Officer

Graphic design

Maxim Maximov and Anna Denisenko

www.maximovich-design.com

www.denisenko-design.com

Video

Dima Loginoff

www.dimaloginoff.com

Event technical support

AR.T.EX

www.artexitalia.it

Studio Italia Design

www.studioitaliadesign.it



Russian designer's residence in Florence
Lungarno Suites
Hotel Lungarno
www.lungarnocollection.com

Location

Russian Design Showroom and photo exhibition by Masha Knyazeva: Lungarno Acciaiuoli 2P-4D
Wine Label Design Contest 2012: Gallery Hotel Art, Vicolo D'Oro 5

Wine tasting

tuscan brand D.O.C. e D.O.C.G. «PAXA»
www.enoproject.it

