

FOR IMMEDIATE RELEASE

Milan Design Week 2016

**Industry+ /
H Furniture /
Anon Paireot Studio**

**12 April - 17 April 2016
h 10.00-20.00**

**Opening Reception:
12 April. h 18.00-21.00**

**Press Preview:
12 April. h 16.30-18.00**

**Venue:
Spazio Maria Calderara
Via Lazzaretto 15
Milano**

**Tram 1, 5, 9
MM1 Lima/Porta Venezia
MM3 Repubblica**

Industry+ debut in Milan Design Week 2016: focus on contemporary Asia

Singapore-based brand Industry+ makes its debut at Milan Design Week 2016. Founded in 2014, Industry+ works with forward thinking young designers from around Asia, exploring manufacturing and craft in the region. The collection of products combine industrial production with artisanal craftsmanship, reflecting unique combinations of craft and engineering. Displaying a strong sense of artistry and elegance, Industry+ products are utilitarian in nature and also highly collectable.

Industry+ will showcase new products by Dai Sugasawa, Jun Yasumoto, Kazunaga Sakashita, KIMU Design, Anon Pairot and Studio Juju.



Jun Yasumoto re-interprets the humble soba chair with a contemporary profile in 100 per cent aluminium. 'Ebisu' is lightweight, compact and comfortable, with interchangeable seats. Shown here is 'Ebisu' in matte black with a perforated seat; in a low back chair and high stool.



'Bipod' by **Dai Sugasawa** is designed with mechanical precision, fully machined to achieve design efficiency. The table is 95 per cent aluminium and is lightweight, compact, and fully recyclable. The foldable legs system allows portable usage, and at a weight of 13kg, the table is easy to transport, fully foldable with adjustable height and retraction mechanism. 'Bipod' comes in 4 colours and comes with a sturdy carrying case. This showcase launches 'Bipod' in camouflage print.



'Shallows' by **Kazunaga Sakashita** combines a crystal vase, plant and water into one element. The design allows for the surface tension of water to become a textural element – the shallow at the top of the container gives space for liquid to be filled. The water at the surface of the vase acts as a poetic expression for the vitality of the vessel's function, to give life to the plant in which it contains. This delicate illusion invokes an appreciation for simplicity and beauty, outweighing even new materials or advanced technologies by expressing an understated elegance.



New / Old Divider by KIMU uses flexible elements that allow for a transformative experience within spatial design. The divider represents a combination of East and West – the ornamental East is represented by paper fans, and attached to a simple aluminium frame. As the fans collapse within the frame, a play between positive and negative space allow for an interactive experience that is capable of transforming the atmosphere in interior environments.



Traditional and industrial techniques are explored in 'Gabbia' by Ryosuke Fukusada and Rui Pereira.

Inspired by a simple woven basket, the Gabbia combines bamboo weave with the light-weight and colourful PVC to create this unique visual representation of traditional meets contemporary style.



'Luxury Towers' by **Studio Juju** combine crystal glass and enamel to create luxurious containers to house precious objects in.



'Ordinarian' by **Anon Pairot** elevates the ubiquitous military gallon tank into a set of objets d'art, which also function as seating. The tanks have been cast in various materials such as brass and aluminium.



The 'Tokyo Tribal' collection by **Nendo** features stools, chairs, tables, and shelves that have been produced to fit the modern urban living environment.

The collection combines solid oak, volcanic sand plaster, and hand-woven bamboo rattan. The bamboo's elastic properties make it ideal for such things as back-support. It is also used as a design feature, for instance: the table legs going right through a layer of bamboo, or the entire table itself actually encased in bamboo rattan. Through such details, these pieces seem to meld the concepts of 'furniture' and 'miscellaneous interior goods' into one.

- END -

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alamak!
DESIGN IN ASIA

**02 April -
12 September**

**XXI Triennale International
Exhibition Milan 2016**

Designers

Alvin Tjitrowirjo
Anon Pairot
P.C.EE
Gabby Lichauco
Gunjan Gupta
Invisible Designs Lab

Jo Nagasaka
Koichi Futatsumata
Kwangho Lee
Naihan Li
nbt. STUDIO
Studio Juju

Supported by:
industry+



12 design talents explore contemporary expressions of 'Design in Asia'

Industry+ also collaborates on a new exhibition, titled 'alamak!' at the XXI Triennale International Exhibition Milan, exploring contemporary aesthetics in Asia, in response to the curatorial theme, 'Design After Design'.

Exhibition: 02 April - 12 September 2016

Press preview: 31st March / Opening Reception: 1st April (invitation only)

Venue: Triennale di Milano, Viale Alemagne, 6, 20121 Milano / +39.02.724341

For more information:

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ABOUT INDUSTRY+

Launched in March 2014 at Singapore's National Design Centre, Industry+ is dedicated to producing high quality contemporary design products that are made in Asia.

The name Industry+ refers to progressive design and manufacturing, coupled with high-grade materials and innovative, handcrafted production methods. Through our network of designers, architects and artists, Industry+ wishes to develop original content that supports artistic expression, which reflects the brand's philosophy and its approach to diversity in culture and disciplines.

Industry+ engages with various forward thinking designers, in a collaborative process that oversees the areas of development and production. Through design curation and product development, Industry+ aims to showcase the contemporary ethos of Asian design.

industryplus.com.sg

Industry+

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