

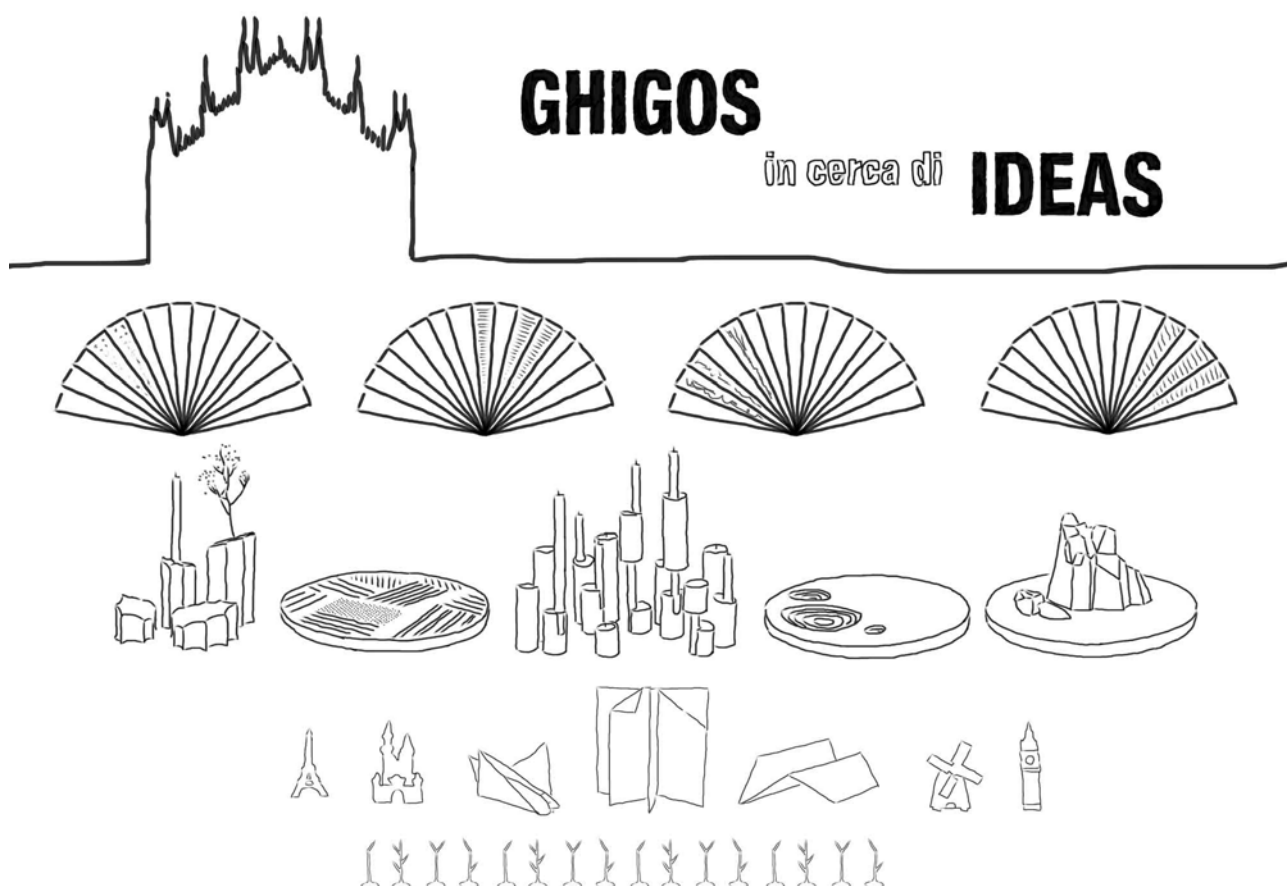
PRESS RELEASE

Salone del Mobile 2015

Ghigos for Ideas bit factory

presents the setup

GHIGOS LOOKING FOR IDEAS



Milano, 14 - 19 aprile 2015

Brera Design District

Chiostri della chiesa di San Marco, Piazza San Marco 2, Milano

Opening times:

from Monday to Sunday, h 10:00 – 23:00

Free entrance.

Inauguration 14th April 2015, h. 18:30

Ghigos Ideas, Emilio Lonardo, Marco Ornella and Francesca Vicari give birth to Ideas Bit Factory, the new design brand for self-production that offers experimental research about home and furnishings.

The kitchen world, the charm of déjà-vu and the discover within wastes are themes that intersect in this thousand-faces setup.

The ancient fan theme is reinvented once again, side sights to transform wastes from a mine into refined house objects and a stylish exercise to Set the city.

EXPOSED COLLECTIONS

Darsi delle arie

A collection of fans full of highly tactile and decorative inserts that cause an “estraniante” effect, that amaze with unexpected anomalies, able to show a symbol of tradition with fresh eyes.

Recycled Stones

Natural wastes of stone production, observed from a new point of view, become original and seductive tableware.

Apparecchiare la città

Playing with different scales we draw urban sizes in a domestic way, realized with symbol-tableware: icons reinvented and inserted in a extraneous context.

Project made by

Ghigos Ideas for Ideas bit factory

In collabroation with

Emilio Lonardo

Marco Ornella

Francesca Vicari

Website

www.ghigos.com

www.ideas-bit-factory.it

Download the press-kit:

http://www.ghigos.it/dati/press/ghigos_ideas/press_kit_ghigos_ideas_low.zip

http://www.ghigos.it/dati/press/ghigos_ideas/press_kit_ghigos_ideas_high.zip

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