



LOVETHESIGN
BE COOL, STAY HOME

Brera Design District

Press preview: 14 April, h 11:00 - 17:00

Via della Moscova 28, Milan

MILAN DESIGN WEEK 2015

LOVETHESIGN IN THE GLASS CUBE OF MEDIATECA SANTA TERESA

The leading Italian e-commerce for home design presents ThESIGNbox, a multifaceted design space, and introduces its first furnishing range

Milano, 27 March 2015 – **LOVETHESIGN** chooses the exclusive glass cube of the Mediateca Santa Teresa, at the heart of the Brera Design District, to create ThESIGNbox. Here LOVETHESIGN will introduce ThESIGN, its brand new range of furnishings and home accessories. The spotlight goes to **RODOLFO, a modular seating system** created in partnership with Architect Davide Negri. The space around it and the outdoor garden area will be a showcase for the best Italian and international designs, events, talks, parties and much more.

ThESIGN RODOLFO

The first born of the ThESIGN range is RODOLFO, a modular sofa designed to interpret the Italian way of living. Its concept is simple yet innovative. RODOLFO is composed of just 3 types of modules – a steel rod frame, a double folding cushion and an ottoman. Sold separately, **these elements allow endless combinations and maximum customisation** – from a single module to extensive solutions for large spaces. RODOLFO is a contemporary seating solution taking inspiration from an innate Italian need and habit – that of gathering with family or friends even when spaces are small and not suitable for large parties. RODOLFO adapts and creates that extra seat exactly when and where you need it – for an extra friend at dinner or for a surprise guest staying the night.

«This project is all about freedom and flexibility. Three elements for a thousand layouts – from a classic two-seater to strongly characterised compositions», explains Davide Negri. **Lightweight and easily movable, RODOLFO embodies Italian hospitality** in a home rich with charme and personality, boasting a refined look and top functionality. RODOLFO evolves with its owner's life – **perfect for a single youth in its smaller version, it adapts to welcome a growing family**. RODOLFO is about customisation, too. Everyone can create their own unique sofa by choosing among a vast array of fabric textures and colours, mixing and matching until a fully personalised seating is achieved. Italian style, hospitality, simplicity, innovation, multifunctionality and customisation are the keywords that best describe RODOLFO.

LOVETHESIGN S.p.A.

Address

via Mecenate, 76/85
20138 Milan - Italy

tel/fax +39 02 5060648

mail info@lovethesign.com

website www.lovethesign.com/eu





ThESIGNbox

A glass cube resting on a deconsecrated Baroque church. Modern meets ancient, contemporary glass walls balance XVIII century columns. All this is Mediateca Santa Teresa, the location of ThESIGNbox, the where LOVETHESIGN's founding values take shape in the real world. Modern thinking growing on the grounds of tradition, seamlessly. The history of Italian design finds in LOVETHESIGN a contemporary lens and fertile soil, always with an eye to the future.

The set up project follows this conceptual path – no boundaries between old and new, inside and outside, now and tomorrow. Just as it does on its website, LOVETHESIGN will host in its physical space some of its partners – Flos with its designer lighting, Officinanove with its indoor furnishings, Tonki with its vertical accessories, Fatboy and Intentions with their innovative outdoor solutions.

ORIGINAL ThESIGN

LOVETHESIGN protects and supports every day copyright and intellectual property. It does so also inside ThESIGNbox with the Original ThESIGN room – a conceptual, minimal installation dedicated to an icon of Italian design, showcased in a provocative, unconventional way to send a strong message.

LOVETHESIGN

Italian design and international trends, established brands and local artisans. LOVETHESIGN is a dynamic marketplace where design lovers can buy trendy designer items and iconic must-haves that made the history of Italian design, and where they can also read stories and interviews, find inspiration and get advice about home decoration.

8,000 items on offer, partnerships with over 1,000 brands, an ever-growing permanent offer and weekly flash sales with discounts up to 70% off – all this underlies the success of LOVETHESIGN, the reference e-shop in Italy for buying designer items. LOVETHESIGN sells across Europe and plans to expand in the USA by the end of 2015.

Press contact

press@lovethesign.com

+39 025060648

