

EDELKOORT EXHIBITIONS

Lidewij Edelkoort will be Talking Textiles at this year's Milan Furniture Fair

For Immediate Release

Trend forecaster and design curator, **Lidewij Edelkoort**, will be promoting textile design talent at 2011's Salone del Mobile with **Talking Textiles**, a new exhibit at two exciting venues:

On show at the prestigious **Spazio Gianfranco Ferré** will be a large selection of design that uses innovative textile techniques, heralding the revival of textiles in our interiors. This large space will include the latest work of **Another Country, Maarten Baas, BCXSY, BLESS, Bokja, Nacho Carbonell, Kiki van Eijk, Ora-ïto for Stepevi, Studio Job, Hella Jongerius for Maharam, Claudy Jongstra, Dominique Kieffer for Rubelli, Maarten Kolk & Guus Kusters, David Lynch in collaboration with Raphael Navot, Christien Meindertsma, Ulf Moritz for Sahco, Raw Edges, Scholten & Baijings, Inga Sempé, and Paul Smith for Maharam**, among many others.

A selection of young graduate designers will also be showcased in the dynamic **Ventura Lambrate** area as part of Edelkoort's ongoing initiative to promote textile design education. The installation will bring the freshest European design talent to public attention and expand our perception of where textiles can take us.

Edelkoort explains that after a "reaction to the increasingly digital landscape of our lives, a craving for tactility and dimension has lead several designers to reconsider the role of fabrics once more. The near future will see the overwhelming revival of textiles in our interiors, covering floors, walls and furniture in an expansive and personal manner. These textiles will speak loud and clear and become the fabrics of life, narrating stories, designing pattern, promoting well-being and reviving the act of creative weaving".

The design on show will include textiles, rugs, curtains, lighting, accessories and upholstered furniture, but also multimedia installations, digital animations and film projections.

Talking Textiles is organised by **Edelkoort Exhibitions** in collaboration with **Rossana Orlandi and Spazio Gianfranco Ferré**, with sponsorship courtesy of **Cerruti Baleri, ComON, Kvadrat, Loro Piana Interiors, Maharam and Ratti division d**. The graduate designers are supported by **British Fashion Council, Mohair South Africa, Skillset, Texprint and UK Fashion & Textile Association**. Several projects are produced in collaboration with the **Audax Textielmuseum Tilburg**. Cocktails will be provided by **Campari**.

SPAZIO GIANFRANCO FERRÉ

Via Pontaccio, 21
Tuesday, April 12 – Sunday, April 17
open: 10:00 – 20:00 daily
press preview: Monday, April 11 from 15:00 – 18:00
cocktail: Thursday, April 14 from 19:00 – 21:00

VENTURA LAMBRATE

Via Ventura, 6
Tuesday, April 12 – Sunday, April 17
open: 10:00 – 20:00 daily
press preview: Monday, April 11 from 15:00 – 20:00
cocktail: Wednesday, April 13 from 19:00 – 23:00

For press images please visit www.trendtablet.com

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Notes to Editors:

- As an educator, curator, founder of Trend Union and one of Icon magazine's 20 most influential people in design, **Lidewij Edelkoort** is championing textile design talent, saying, "It is so important to take notice again of contemporary textile designers who are becoming an endangered species". Edelkoort Exhibitions has created design installations in museums, institutes and cultural spaces around the world and also promotes young talent on Edelkoort's new network www.trendtablet.com
- **Rossana Orlandi** is Italy's most innovative design gallerist, travelling the world to discover new talent, whether it be cutting-edge newcomers or international design stars. Her charming Milanese store is located in a former textile factory and distributes one-of-a-kind editions as well as serially-produced items and home accessories. Her clients can find out more by visiting www.rossanaorlandi.com
- **Spazio Gianfranco Ferré** is the luxurious venue situated at the Gianfranco Ferré Headquarters on Via Pontaccio 21 in Milan where the brand has presented its fashion shows since the building's inauguration in 1998. Aside from the label's own shows, on very special occasions Spazio Gianfranco Ferré hosts different kinds of events from exclusive charity gala's to unique exhibitions.
- **Anne Tyrrell** MBE, designer and Council member of the supporting organisations, feels that "This is a great opportunity to showcase what UK textile design talent has to offer and demonstrate the incredible things that can be achieved by mixing new technology with traditional skills in a creative way."
- **Texprint** is the UK charity that provides a vital bridge between higher education and industry. Each year out of 200 textile design graduates nominated as their best by UK universities, 24 are selected by industry professionals, mentored and introduced to the global marketplace, where many are now working at the highest level. Texprint is completely dependent on its sponsors to continue its work. Find out more at www.texprint.org.uk
- **Skillset** is the Sector Skills Council (SSC) for Creative Media, with responsibility for 60 per cent of the UK's creative industries. SSCs are licensed by the UK Government and by Ministers in the devolved administrations to tackle the skills and productivity challenges by sector. They are independent, UK-wide organisations, are employer-led, and actively involve trade unions, professional bodies and other stakeholders in the industry. Find out more at www.skillset.org
- The **British Fashion Council** (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and business globally and promote British fashion and its influential role in Creative Britain and Creative London. The BFC Colleges Council offers support to students through its MA Scholarship, links with industry through Design Competitions and Graduate Preview Day.
- **UK Fashion & Textile Association** (UKFT) exists to promote the growth of the UK fashion and textile sector through the development of members' businesses, the advancement of jobs, skills and training, and through political representation on a national and international level.

ROSSANA ORLANDI Gianfranco FERRE

cerruti
baleri

kvadrat



Loro Piana
INTERIORS
DESIGNER FOR INTERIORS & ARCHITECTURE
FABRICS FOR INTERIORS AND FURNISHINGS

RATU d

maharam



BRITISH
FASHION
COUNCIL

WAREHOUSE

skillset
The Sector Skills Council for Creative Media

ukft
One industry. One voice.



TEXPRINT
TEXTILE FUTURES