



## PRESS RELEASE

### DESIGN APPARAT – 21st Class Objects

c/o Innovation/Imagination  
Face to Superstudio Più  
Stand 22 – Selected Objects  
Via Tortona, 54 – Milano  
12 -17 April from 10 a.m. to 9 p.m.  
press preview: Monday 11 April from 3 p.m. to 9 p.m.

Two years after its debut at Superstudio, which heralded an exciting and up-dated interpretation of the Soviet phenomenon in the world of furniture design, Design Apparat is once again taking part in the *Innovation / Imagination. Face to Superstudio Più* exhibition with a new and re-vamped 21<sup>st</sup> Class Objects collection that is poetic, colourful and functional as well as price-friendly.

The new pieces, created once again by Italian designer **Mirko Tattarini** the brand's Art Director, extend the range and remain faithful to the project's original philosophy: **versatile furniture** designed for use in any setting, whether at home or in the work place that has also been **made to last**. This ensures that items benefit from an extended lifespan that in itself furthers the concept of environmental sustainability that is reinforced by the use of materials from a short supply chain.

This time however, the inspiration behind the new pieces came from the **furnishings of public buildings** in Bulgaria during the second half of the 19th century, including ministries, schools, hospitals and universities. All had areas that were in common use, furnished with multi-purpose pieces that could be used in a multitude of ways characterized by a programmed longevity and low production costs. All of these qualities can be found in the new items featured in the catalogue, including the “*Boyko*” wardrobe and “*Boy*” bed, still made from **plywood**, the company's favourite material that reveal a predilection for flat surfaces combined, in some instances, with a laminate facing. These choices not only benefit production costs, but also **reinforce our policy of making our furniture more than accessible to consumers**, an increasingly necessary factor in this climate of economic crisis that is however, showing some signs of improvement however unstable and hesitant.

The use of chrome is also completely new is what makes the new pieces in the collection stand out. Colours like **powder and ancient rose pink**, alongside shades that range from **sky to greyish blue** undoubtedly dominate all aspects of the collection, softening the severity and essential nature of Design Apparat's earlier pieces that has been replaced, in our home settings, with a lighter and more far-sighted quality that enhances a sense of fun and enjoyment.