



PRESS RELEASE

DESIGN APPARAT: an inedited European path between Italy and Bulgaria

The brand **Design Apparat** is the result of a unique collaboration between Italian and Bulgarian players, operating respectively in the complementary fields of design and production in the furniture sector.

Design Apparat has been founded by two leading Bulgarian companies: **Nido**, first importer of Italian furniture in Bulgaria and leading design showroom in Sofia, and **Valiyan**, a furniture and contract company working primarily for the local market. The main factory is located on the outskirts of Sofia.

The collection is designed by **Mirko Tattarini**, professor at ISIA – Florence, founder and current CEO of Lagos Design Studios, the agency in charge of concept development and brand management of **Design Apparat**.

This inedited path of European creativity benefits from the fusion of Italian design methodology together with the market competitiveness of the Bulgarian district in terms of raw materials, provisions and human resources.

Many exciting features arise from this collaboration. In the first place, this partnership contributes to enlarge the map of European “design-focused” producing regions, beyond the geography of well established furniture districts, and surpassing the model of outsourcing as the only option adopted by Western companies operating in the East of Europe. A model, this last-named, that is currently unveiling elements of fragility as a real long term opportunity of economic growth of Eastern European countries.

Design Apparat, on the contrary, contributes in creating an alternative model of economic development for the local furniture industry, based on the entrepreneurial engagement of local leaders, who are called to build a network that is involving foreign designers and consultants. Moreover, **Design Apparat** respects the environment, thanks to the rigorous choice of respecting the requirements of a short supply chain (90% of the raw materials are in-country provisioned in a 200km ray and transformed in the factory, giving employment to more than 300 people), and opens up these advantages to the final consumer, who benefits from enhanced access and inclusion in its own primary market, that of Europe. A way to consider sustainability as environmental, social and aesthetic.

Finally, **Design Apparat's** interest in the valorisation of Bulgarian material design culture, an unexplored aesthetics so far, becomes a geopolitical symbol of the European Union enlargement, a small but significant renewal indicator of a wider and emerging European identity.

Design Apparat previews its collection from 22 to 27 April in the “Discovering Other Worlds, Other Ideas” Section of the “Temporary Museum for New Design 2009” as part of the Milan FuoriSalone, the “Supersudio Più”.