



PRESS RELEASE ENG

## DESIGN APPARAT – 21st Class Objects

**After the launch at Salone del Mobile 2009 and the following exhibitions at the Belgrade Design Week 2009 and at Berlin DMY 2009, Design Apparat presents in Tokyo its first collection inspired by a renewed look at Bulgarian design in the second half of the twentieth century, with a particular reference to the Soviet time.**

The stylistic traits of **Bulgarian interiors of the 20th century** provide the starting point for the design research of a new brand in the furniture sector, *Design Apparat*. Its objective is to elaborate new forms and uses in line with the expectations and tastes of the 21st century.

The material culture of the Soviet period is a panorama that faces extinction, with the risk that its heritage may gradually be forgotten altogether, on account of its undeniably controversial political connotations. With this in mind, *Design Apparat* has set out to find inspiration in a school of design that still offers noteworthy elements of attraction and some contemporary values: not an operation of retro nostalgia, much less a chauvinist celebration, but rather an impassioned design exercise, capable of combining authentic style and unexplored potential, especially with regard to the most pressing contemporary concerns, such as **sustainability, duration and recovery**.

The *Design Apparat* products combine elements of local charm with the working method of Italian design tradition, in what amounts to a **glocal rationalism** crossed with a series of later, updated traits of identity. The combination of factors influencing the design is unique, bringing together the privileged situation of local availability (limitation of costs and consumption of the sector) and a painstaking selection of materials – **produced in short supply chain** in the furniture district of Bulgaria- with technological execution that meets the highest standards worldwide, so as to satisfy the highest expectations of the best possible duration over time, in such as way as to lengthen the lifecycle of the entire project.

*Design Apparat* is a brand created by **Nido** –the leading importer of Italian furniture in Bulgaria- and by **Valiyan** – a manufacturer of both mass produced and custom furniture for the local market. The collection is designed by **Mirko Tattarini**, designer and professor at ISIA Florence. The strategic design activities are handled by Lagos Design Studios. The working relationship established between Bulgaria and Italy, represented by the partners in this project, constitutes a brand-new, previously untapped source of potential for the construction of a European design hub.

**In Tokyo:**

**DESIGN APPARAT - Hyatt Regency Tokyo Century Room (Shinjuku) –  
4th Nov (11-18:30)- 5th Nov (10-18:30)**

with the sponsor of the **EU Gateway Programme for Interior Design**.

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