



TATRAS “MY HABITAT”

TATRAS “my Habitat”: the brand that merges innovation, research and experimentation meets design.

The fashion brand presents for “my Habitat” its maxi flycase able to hold a wardrobe and a bookcase space at the Milan Design Week: a new home living concept which is functional even with reduced spaces, highly impacting.

Style and technology meet functionality and versatility. The TATRAS flycase, created as a showcase element for exhibitions and corners, has a strongly emotional impact with a chromatic austere black contrast blending in with the inside recycle wood and the nature landscape image of plexiglass front screen. The reduced, modern interpretation of this urban globetrotter element makes the TATRAS flycase one of its kind.

Very warm bedcovers and sofa covers, padded with pure down, made in technical fabrics from the new FW2014/15 collection, complete TATRAS “my Habitat”. A new home culture concept that explores the relation between body and matter.

Lastly, TATRAS, together with MOGG presents an eco-friendly limited edition: Recycle TATRAS patchwork duvets covers the armchair CHEPAKKO and the sofa CONTROPAKKO. A project apt to recover the TATRAS outerwear that is reused instead of being disposed of: sensitiveness able to prevent wasting materials that are potentially useful like nylon and down, reducing the consumption of raw materials and decreasing the use of energy.

The TATRAS showroom in via Gaspare Bugatti becomes a “**Pure Quality of Design**” gallery from 8 to 13 April 2014 and accommodates:

Kensaku Oshiro + FWS Crystal sound system by Ciresa

Due harmonic tables embedded in the purity of glass. FWS Crystal sound system seems as suspend into air and has an elegant design with a delicate contrast between glass and natural wood: genuine shapes to produce sublime music.

Motoki Yoshio design

The Royal saddles for Performa, the Bit15 smartphone for CAT and the timepieces Cambiano Bovet for Pininfarina.

Connections project Politecnico Milano Architecture work group

Old and new generations confront one another: 60 fourth-year Architecture students dedicated themselves to urban reconnection under the theme “Connect” to plan new identities in ancient and recent spaces.

TATRAS

8 – 13 aprile 2014

via privata Gaspare Bugatti, 3
Milano