

TATRAS “MY HABITAT 2.0

Design Week 2015: TATRAS MY HABITAT 2.0. Second appointment with TATRAS, the brand that combines innovation, research and experimentation

The TATRAS showroom in via Gaspare Bugatti will be transformed into a gallery hosting the projects for brand extension from 2013 to today.

TATRAS for DITA: eyewear born in Los Angeles with the precise mission to create innovative products with a totally unique look and feel.

TATRAS for WOOD'D: the lifestyle brand of wooden accessories. Elegant wooden covers for smart phones and tablets personalized with California Spirit prints of the Spring Summer 2015 Collection. Special preview also of some of the new pieces for the Fall Winter 2015-16 collection.

TATRAS for MOGG: a limited edition of eco-friendly products. A project aimed at reclaiming TATRAS outerwear for re-use instead of throwing them away: a sensibility capable of preventing the waste of potentially useful materials like nylon and goose down, thereby reducing consumption of raw materials and reducing energy use. Alongside the eco project, a unique piece for the new Mogg collection.

TATRAS MY HABITAT 2.0. also presents the new **bed cover** California Spirit filled with pure goose down and the evolution of the **fly case** capable of containing a wardrobe and a bookcase: a new concept for home living that is practical for small spaces and a striking look anywhere.

Special Guest and Design Players will contribute to the success of the initiative.

NO CURVES, adhesive artist and philosopher follows the route alongside TATRAS exhibiting portraits and citations that delve into history, literature and cinema. An important installation of tape art will enliven the windows of TATRAS spaces.

YURI CATANIA, creative director of the TATRAS brand and professional photographer will exhibit the selection of art photos No Fashion Places depicting the palm trees of sunny California, symbol of the summer Tattras collection. An entire wall will be dedicated to the installation California Spirit.

LORENZO PETRANTONI, “master of collage” and true archaeologist of illustration, who has collaborated with Coca Cola, New York Times, Vogue and Swatch will create an ad hoc installation.

From the pearl of the Pacific Ocean, land of elegance and honour: Japan will take on the form **JAPAN HANDMADE** that will celebrate the most traditional Japanese crafts giving meaning to the most pure handmade interior design by **OEO**.

#TATRASMYHABITAT

Details and references

Tatras - *international fashion brand of downjacket* – www.tatras.it

Dita - *high-quality prescription frames and sunglasses* - www.dita.com

Wood'd - *brand of wooden accessories handmade in Italy* - www.woodd.it

Mogg - *unlimitend design* – www.mogg.it

No Curves – *tape art* – www.nocurves.ws

Yuri Catania – *photo fine art* – www.yuricatania.com

Lorenzo Petrantoni – *art illustrator* – www.lorenzopetrantoni.com

Go On – *creative art Group* – www.goon-project.com

Aoe – *interior design* – www.aoe.dk

Tatras pure quality of design

TATRAS

14 – 19 April 2015

via privata Gaspare Bugatti, 3

Milano

Press Office: Domingo Communication Via Sirtori 25, 20129 Milano
Ph +39 0220404233 Mail to: ufficiostampa@domingocommunication.it