

**Rio+Design Milan 2015**  
**Opening for guests and press: Monday, April 13 to 18h.**  
**Exhibition opens to the public from April 14 to 19 – 10 am to 8pm.**  
**Zona Tortona - Opificio 31 - via Tortona 31**

## **Rio+Design Milan 2015**

### **Technology and sustainability: the two principal themes of Rio+Design's seventh edition**

Rio de Janeiro's design is synonymous with research, creativity, innovative solutions, and respect for the environment. So many meanings which may be summarized into two core concepts: technology and sustainability. These are the themes of **Rio+Design's** 7th edition exhibition, occurring during Milan Design Week, from April 14 to 19th. The exhibition is an initiative of the State Government of Rio de Janeiro, through the Secretary of Economic Development, in partnership with Sebrae-RJ, Apex and FIRJAN.

Taking place in the always exuberant Zona Tortona, in the center of an engaging scenario created by Guto Indio da Costa, characterized by vibrant colors and images of Rio de Janeiro, more than 75 pieces and projects from 40 design agencies will be showcased. The creations by young talent and renowned professionals are the consequence of each artists' passion for discovery and, of course, of their stimulating surroundings.

Sustainable wood will have a prominent role in the exhibition, proving the conscious and ecologically responsible choice from the creative minds of Rio. Examples of such are seen in Espécies armchair, by Studio Zanini, or Moiré table and Lumi.lu lamp, both from O Formigueiro studio, all of them characterized by a contemporary style and made with reclaimed wood. Another example is the Cobogó shelf, by Bold: product that will be released internationally during Milan Design Week, is produced with certified wood and inspired by the elements with the same name used by the modernist architecture in Brazil. Here is an interesting fact: the wood shelf production's scraps are not discarded – they are transformed into new pieces like trivets, avoiding waste and increasing the profitability of the project.

Innovation will be present through amazing projects such as "Gota", a partnership of NEXT PUC-Rio and MC Technologies do Brasil: in this case, design is used to optimize the exploitation of oil and gas on the seafloor. PUC-Rio NEXT will present textured replicas, made with 3D printer, of the most famous Brazilian monument: Cristo Redentor (Christ the Redeemer).

The public may explore the creative process that was involved in creating each piece exhibited. Monitors will display videos of details and curiosities about each project, in addition to telling more about their creators.

A special tribute will be dedicated to designer Sérgio Rodrigues, who passed last September, Rodrigues is considered one of the fathers of modern Brazilian mobile and participated in the Rio+Design since its first edition.

"Rio de Janeiro (not only the city, but the entire state) is a continuous source of interesting projects which confirm the potential of our design. We are always open to new business and partnerships with other countries and, currently, many professionals from Rio are a reference of in the world when the subject is Brazilian design", says Economic Development Undersecretary of the State of Rio de Janeiro, **Dulce Ângela Procópio**.

<https://www.facebook.com/riomaisdesign>

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