

## PRESS RELEASE

### **FUORI SALONE. FOR THE 9TH EDITION, COONTEMPORARYMOOD, THE TEMPORARY STORE GALLERY OF CREATIVE FASHION, ART, DESIGN, SPLITS INTO TWO: OPIFICIO – VIA TORTONA 31 AND SUPERSTUDIOPIÙ – VIA TORTONA 27**

Milan, March 19, 2015 – From April 14 to April 19, as part of Fuori Salone, the 9th edition of coontemporarymood “splits into two”. This year two locations will host this event dedicated to creative fashion, art and design: Space Ponti c/o Opificio via Tortona 31 and Space 4 Rooms c/o Superstudiopiù, via Tortona 27.

In the heart of via Tortona, the recognized center of Fuori Salone. Over 70 selected creatives which will exhibit and sell directly their products during the days of this new event. These are young emerging talents as well as older artists who have made the grade and have turned their passion into business.

Some figures: eight previous editions, which have seen altogether the participation of approximately 200 creatives, have been visited by over 200.000 people including visitors, sector operators, buyers, journalists and bloggers. The results are a confirmation of the growing interest towards creativity, which means uniqueness, relentless pursuit of styles and new materials, experimenting with innovative solutions, attention to detail, combined with a strong glue that is the artisan ability.

coontemporarymood, ever since its first edition, back when the direct sales to the public were not in use during Fashion Week and Fuori Salone (mainly directed to the operators), chose to open to a wide audience to create the greatest possible opportunities to exhibitors. You can then buy directly exposed each item, choosing from a careful selection: special outfits, accessories, design objects and furniture, always preview and strictly limited edition.

The three editions of coontemporarymood take place every year at time when Milan is in the limelight thanks to the Fashion Weeks of February and September and the Fuori Salone. This year the offer is enriched by new thematic issues.

The coontemporarymood format has been evolving: there are a website, a magazine dedicated to news updates, new trends, in addition a web display called “Creatives” divided into sectors and product categories, and an on line shop where you can buy directly.

The dates and times:

Monday, April 13 - from 2 pm to 8 pm – press preview

Tuesday, April 14 to Saturday, April 18 from 9am to 9 pm

Thursday, April 16 – from 9 am to midnight

Sunday, April 19 – from 9 am to 6 pm

Photos can be sent upon request.

Some are available on the web:

<http://www.coontemporarymood.com>

<http://creativi.coontemporarymood.com>

Facebook:

<http://www.facebook.com/coontemporarymood>

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coontemporarymood

is an initiative conceived, promoted and coordinated by:

oon – essere, comunicare.