

BRAND NEW WORLD MILANO 2015 @DUŠAN

BRAND NEW WORLD, produced by **Vesna and Jovan Jelovac**, forecasters of design future, presents some of the most exiting design works of 2015, in what is arguably one of the most elegant showrooms in Milan - **DUŠAN**. **BRAND NEW WORLD** shows **"DESIGN 2.0" powered by LAUFEN**, bringing together key international studios who epitomize the new concept of **Designers - Makers - Entrepreneurs**, rethinking the entire business and creative model, unthinkable of only a few years ago. The stellar line-up includes **DANTE - GOODS AND BADS, STUDIO DRIFT, TOM STRALA, STUDIO APPETIT, ADRIEN ROVERO, BURO BELEN, REINIER BOSCH and CAROLINA WILCKE, and ILAN GARIBI FOR GAL GAON COLLECTION**. An exquisite opening vernissage will feature a musical score by the German DJ Wunderkinds – **Kill The Tills** - powered by **ARCHITONIC**.

Brand New World's curator, Jovan Jelovac, said: "We are very excited to recreate the idea of a classical author's salon at Dušan's so fashionable showroom, with works and the spirit matching his own terribly high couture propositions. After all, the name is Saloni, not another Design Week, and the city is none less than Milano, so we are speaking of rarefied class, deeply rooted in both cutting edge avant-garde, as well as laser sharp craftsmanship. The location is smack in the middle of town, in one of the legendary Gio Ponti buildings, on the border of Brera and the new up- and coming San Gregorio area, which our friends from Wallpaper, Droog Design and Kvadrat, among others, have so beautifully opened for international design now. Congratulations!"

Date & time

14 – 19 April 2015

General opening hours for Brand New World Milano 2015 @ Dušan

Tuesday April 14th – Sunday April 19th: 11:00 – 19:00

Press Preview on Monday April 13th: 11:00 – 19:00

Opening party on Tuesday April 14th: 20:00 – 22.00

Location

San Gregorio

Via Zarotto 1

Milan, Italy

www.brandnewworld.ch