

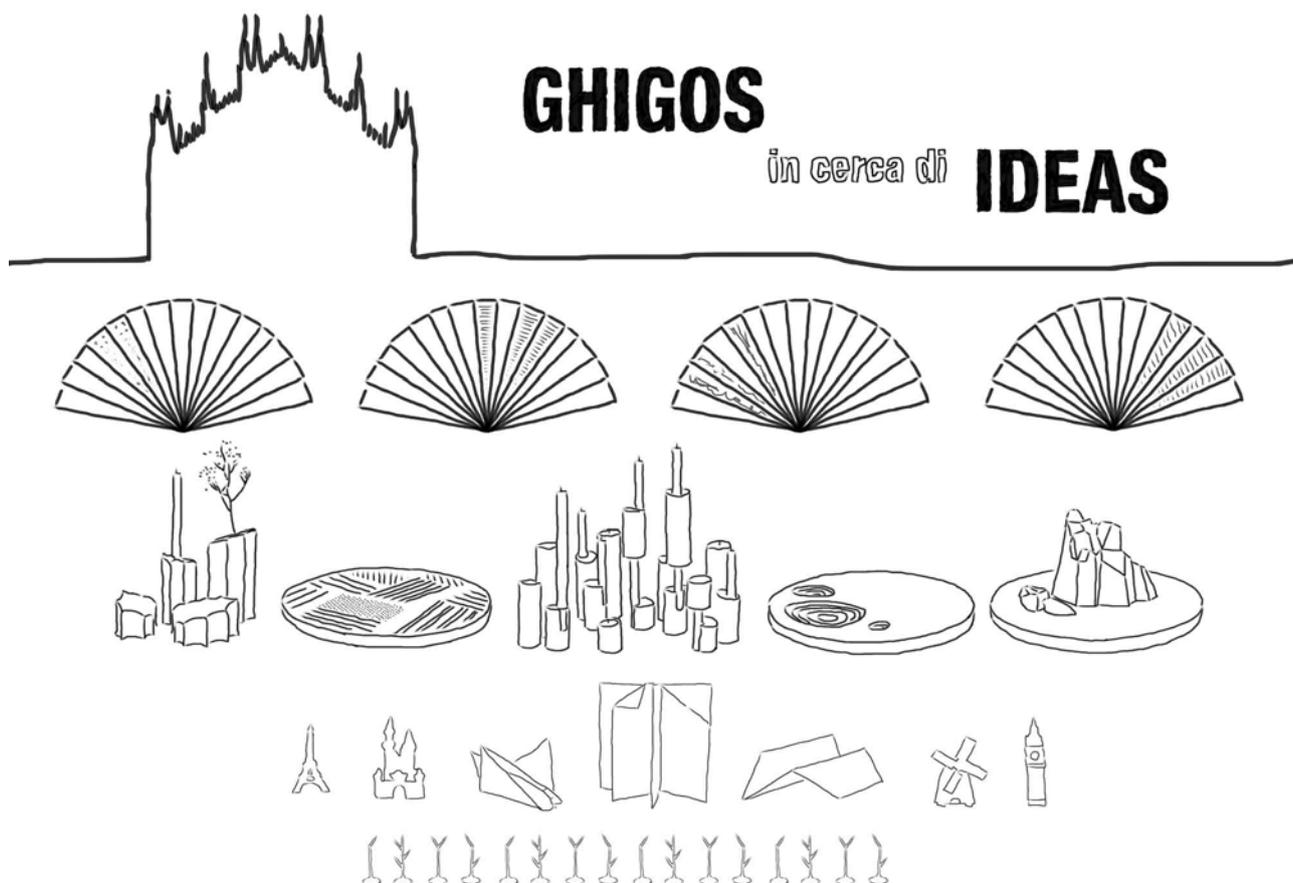
PRESS RELEASE

Salone del Mobile 2015

**Ghigos for Ideas bit factory**

presents the setup

## GHIGOS LOOKING FOR IDEAS



Milano, 14 - 19 aprile 2015

Brera Design District

Chiostri della chiesa di San Marco, Piazza San Marco 2, Milano

Opening times:

from Monday to Sunday, h 10:00 – 23:00

Free entrance.

**Inauguration 14th April 2015, h. 18:30**

Ghigos Ideas, Emilio Lonardo, Marco Ornella and Francesca Vicari give birth to Ideas Bit Factory, the new design brand for self-production that offers experimental research about home and furnishings.

The kitchen world, the charm of déjà-vu and the discover within wastes are themes that intersect in this thousand-faces setup.

The ancient fan theme is reinvented once again, side sights to transform wastes from a mine into refined house objects and a stylish exercise to Set the city.

## EXPOSED COLLECTIONS

### *Darsi delle arie*

A collection of fans full of highly tactile and decorative inserts that cause an “estraniante” effect, that amaze with unexpected anomalies, able to show a symbol of tradition with fresh eyes.

### *Recycled Stones*

Natural wastes of stone production, observed from a new point of view, become original and seductive tableware.

### *Apparecchiare la città*

Playing with different scales we draw urban sizes in a domestic way, realized with symbol-tableware: icons reinvented and inserted in a extraneous context.

### **Project made by**

Ghigos Ideas for Ideas bit factory

### *In collabroation with*

Emilio Lonardo  
Marco Ornella  
Francesca Vicari

### **Website**

[www.ghigos.com](http://www.ghigos.com)

[www.ideas-bit-factory.it](http://www.ideas-bit-factory.it)

### **Download the press-kit:**

[http://www.ghigos.it/dati/press/ghigos\\_ideas/press\\_kit\\_ghigos\\_ideas\\_low.zip](http://www.ghigos.it/dati/press/ghigos_ideas/press_kit_ghigos_ideas_low.zip)

[http://www.ghigos.it/dati/press/ghigos\\_ideas/press\\_kit\\_ghigos\\_ideas\\_high.zip](http://www.ghigos.it/dati/press/ghigos_ideas/press_kit_ghigos_ideas_high.zip)

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