



LIVINGOOH IN WONDERLAND – OPIFICIO 31, Via Tortona 31, Milan
Launch event for Livingooh.com a new vision for Italian design culture
DESIGN WEEK
14th – 19th April 2015

Livingooh launches its new portal at FuoriSalone Opificio 31 - Via Tortona 31. A dream atmosphere inspired by the story of Lewis Carroll, Alice in Wonderland becomes the setting for a journey into the essence of the Italian culture of design.

Livingooh is a young and innovative e-commerce platform, born in September 2014, with a **new approach**. A journey to discover all the expressions of design, from the large to small companies, that meet in a single **marketplace**. The e-commerce becomes a place of trade in which selected products are suggested, stories are told and ideas are exchanged. The portal, which was selected by the **Politecnico di Milano** to be part of **POLIHUB** - Startup District of **excellence** among innovative Italian startups, has more than 5,000 products that constantly increase.

All the accessories and furnishings selected by **Livingooh** sum up the philosophy of the portal, each one tells a different story, tells the story of those who dreamed, designed and built the single objects. Each piece of the e-commerce has a common denominator: the **Italian culture** narrated in its many shades.

The continuous research of companies and products in all corners of our country which are ready to export their philosophy all over the world, drives **Livingooh**. The idea behind the e-commerce is to recreate the well known **hospitality** feeling of Italy, those who enter the **Livingooh** website must feel welcomed as in an **Italian home**.

Every customer/user is followed individually. **Livingooh** offers a tailor made **customer care** service in order to create unique and customizable spaces in which you can feel the passion for quality, style and well living.

Enter the mad hatter room, or the Red Queen room, be thrilled by the products and the materials of the selected Italian companies.

During the next FuoriSalone Livingooh will be present at **the Opificio in via Tortona 31** with its **dream exhibition**, a multi-sensorial journey, inspired by fairy tale Alice in Wonderland. A series of **fantastic locations** will guide the visitors through the presentation of the products and materials of the **Italian companies** showcased in Livingooh.

The tiny door leads to the garden, the room of doors and the room of the queen. An **innovative** way to present the excellence of the Italian design. Each of us has an **ideal world**, a dimension where everything is permitted, where **design** becomes the fantasy **element of our dreams**, where everything is the right or wrong size, as Alice herself that becomes big and small.

A moment when everyone can immerse themselves in their own world of wonders, lose sight of the sense of time, skip reality.

All the products showcased will have a QR code that directly points to the product in **Livingooh.com**, to allow visitors to view and purchase any item. Each day there will be presentations and events that will animate the setting.

The space **will open to the public** on **April 13th at 2:00pm**, and in the following days lectures and tastings will take place.

The lectures will touch various issues: starting from **April 16th** with the participation of Giuseppe and Francesca Padovani, father and daughter, who will present **AVANGUARDIA**, green company



with high ethical content. **April 17th** a conference will be held by Dr. Villarini, researcher and coordinator of some studies of food intervention at the **Fondazione IRCCS-National Institute of Cancer**, who will address the issue of addiction of industrial foods.

Umberto Tolino professor of visual communication Politecnico and founder of Thingk, will conclude the series of meetings.

Schedule

- 13th April at 2:00 pm Opening for press preview
- 15th April at 5:00 pm Livingooh and Acad collective presentation
- 16th April at 6:00 pm AVANGUARDIA - History of a social enterprise by Francesca and Giuseppe Padovani.
- 16th April at 6:00 pm LE FUREZZE product tasting. Wine tasting of Serene and Le Vigne di San Pietro
- 17th April at 6:00 pm INDIPENDENTEmente, How to get rid of addiction of industrial foods by Dr. Anna Villarini
- 18th April GREEN TECH - Naturally technological objects and ... vice versa by Prof. Umberto Tolino of Thingk company

Visit us at:
www.livingooh.com

Download the press kit here:
<http://livingooh.com/wonderland-comunicato.zip>

Press Contact
Claudia Gelosa tel +39 328 6433258
re.publique comunicazione d'architettura tel. +39 055 7740330 claudia@republique.it