

# &Tradition®

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## **&Tradition announces 'The Preview', an exhibition of reissued mid-century classics and new contemporary pieces to show at Salone del Mobile 2019**

As Danish design continues to exert international influence, local company **&Tradition** has built a reputation as its premier purveyor. A new exhibition, '**The Preview**' reflects their bold ambition to bridge the gap between old and new to produce furniture with timeless appeal. Showcasing classic mid-century Danish designs from past masters alongside new pieces from contemporary talent, the exhibition will run at the 58th edition of the Salone del Mobile 2019 in Milan. Each piece on display will later be available to buy.

After trawling through the Danish design archives, **&Tradition** decided to curate a series of tables, chairs and lamps by legendary design duo **Hvidt & Mølgaard**. Shown for the first time at 'The Preview,' these reissued pieces – including a standing lamp that is in production for the first time – display the pair's rigorous approach to furniture design. Characterized by exceptional craftsmanship and a clean, mid-century aesthetic, Hvidt & Mølgaard's precise approach to form and function remains highly sought-after.

While these pieces were elevated, they were also democratic: the pair sought to create furniture that allowed for mass production and easy assembly. This pioneering attitude helped Danish design become widely available on an international scale.

In addition to these enduring classics, '*The Preview*' will exhibit several pieces from contemporary Spanish artist and designer



**Jaime Hayon.** Known for his irreverent approach to design, Hayon takes inspiration from unlikely sources – such as a shell chair in the shape of an elephant. His pieces are instant collector’s items, their playful appearance underscored by a deep commitment to function.

“At &Tradition, we seek to create a design experience that celebrates the legacy of past masters while simultaneously looking forward to the future,” says **&Tradition founder and CEO Martin Kornbek Hansen.** “*The Preview*’ showcases this philosophy as we display the continuing innovation of modern design.”

Alongside the exhibition there will be a series of evening events in collaboration with leading figures in art and design.

**From April 9th – 13th, cocktail hour will also occur daily from 5 – 8pm.**

**Location: Design Republic Gallery, via Giovanni Raiberti, Milano**

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