



The independent design at Milan Design Week 2019 is Hiro

In a space in the Tortona area, Hiro, the **Independent Design** company, wanted to recreate a path that would make the production of a design object touch.

The place is the **Made4Art exhibition space**, in Via Voghera 14 (entrance from **Via Cerano**) in **Milan**.

It will be open from **9 to 14 April** (opening hours **10.00 - 20.00**).

Wednesday, **April 10th official presentation** event from **17.00 to 20.00**

Hiro is the **Independent Design brand**.

The newborn company deals with producing and selling the works **commissioned directly by the designers**, who choose it as a producer and as a virtual showcase for the sale of their products.

In Hiro's location, independent design will be discussed with the creations of all the designers who have already joined the project.

THE NEWS IN BRIEF

WHO: Hiro srl

WHAT: Independent Design Exposition

WHERE: Made4Art exhibition space, in Via Voghera 14, entrance from Via Cerano, in Milan.

WHEN: Open space from 9th to 14th April 10.00 am - 8.00 pm, official presentation event on Wednesday 10th April from 5.00 pm to 8.00 pm

WHY: To share independent design and production experience

PRESS REFERENCES

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HIRO

PRESS RELEASE - The first "on-demand" industry for designers is Italian.

A completely new project to create and sell furniture items. It's called Hiro and it's the factory that's just a click away.

What would happen if every designer had an industry entirely for themselves? Which projects would come out of their hands, without the mediation of big brands and market logic?

This is the question that "Hiro" wants to answer, the all-Italian company that produces independent designers and helps them sell their products. Hiro is the "open factory" where the designer can take advantage not only of the industrial machinery but also of the experience of the craftsman, to produce their projects and sell them on the web.

HOW IT WORKS - Upload your project to the hiro.design portal and have it analyzed by Hiro's technicians. In a few days, you will know how much it costs to produce a prototype and a micro-series of your design object. But it doesn't end there.

The *marketplace* has the ambition to collect all the independent design projects, promote them to the general public and sell them. No artistic selection, and therefore no market decisions, no major productions and reviews of the royalties' mechanism. The stated objectives are to provide creative freedom, small productions and earnings calculated on the price set by the designers themselves.

WHEN AND WHERE - Hiro's platform has been online since October 2018 but the idea takes shape in 2016, when a manufacturer meets a designer. We are in the industrial north-east, in Veneto more precisely.

WHY – “All the designers I was meeting were telling me their experiences, to say the least traumatic, with the world of production” says *Manuele Perlati*, founder and administrator of Hiro. “They had the ideas, I had a company able to produce them. That's when I conceived Hiro.”

Manuele Perlati, is not only the creator of Hiro, he also is co-owner of a company that builds furniture for big brands (*Penta Systems srl*). “I talked about my idea to a young designer with several awards in his portfolio, *Paolo Cappello*. There was a profound understanding from the start. Paolo helped me understand the world of design and the needs of designers.”

Many designers rely on small artisans to produce prototypes of their projects but problems arise when you start selling a few dozen pieces. Small numbers certainly, but interesting for the designer who wants to spread his style. Finding the right assistance for these micro-productions is not easy. “The designer has specific needs, for example a technical office that assists them in the engineering phase”, continues Manuele Perlati.

Not secondary, the aspect of sales: “We have to consider the storage of the pieces, the packaging of the products. Managing an online business, promoting it and dealing with couriers is not easy. And it takes away a lot of time that the designer would prefer to dedicate to creativity.”

DESIGNER FRIENDLY - Hiro produces the prototype and a micro-series, starting from the designer's project. Then puts it on sale on the web portal, managing the products in its warehouse and all the tasks like the relationship with customers, suppliers, carriers.

HIRO

The designer participates in the project by purchasing a micro-series of products and the company provides them with the sales' proceeds. The price to the public is established personally by the designer.

"Making an industry available does not just mean producing - continues Perlati - it means sharing our experience in designing and recommending the necessary changes. Making the relationship with a pool of trusted suppliers accessible, while demanding quality, respect of deadlines and special attentions even if dealing with small lots. A power that the individual does not have. "

HIRO FEATURED - Hiro also has the ambition to scout new talents. The team led by art director Paolo Cappello constantly monitors the projects presented by designers and their market response, to identify those to whom propose collaborations.

«Hiro helps designers follow a personal, freer vision. But it also stems from an aesthetic need, from the love for metal by an industry that has been working it for 40 years. With the mission to show that this material is well suited to any context", says art director Paolo Cappello. "The proposals presented to us by the first designers, who have agreed to participate as ambassadors of good design and of the style that Hiro wants to represent, are going in this direction."

Like in the wavy shapes that recall the hilly landscapes of the steel trays "Hills", by the Japanese *Mikiya Kobayashi*. The extreme versatility of his "Mirage": stool, coffee table and domestic container. Or the "Torus", wine basket by the Greek *Yiannis Ghikas*, conceived for a 360-degree grip thanks to the elegant handle that runs along the entire circumference. Or "Loop", a candle holder by the Taiwanese *Kenyon Yeh*, with its intriguing eyelet-like handle made of timeless iron.

And the "Womp" wall hangers, designed by *Paolo Cappello*, exaltation of the circular shapes as well as the penholder "Pico" formed by two tubular sections. Then, the "Orbital" mirror, with a round frame industrial style but with pop colors or the "Yin & Yang" table, also by Ghikas. The liquid forms of the "Wave" shelves and the essentiality of the "Popi" standing mirror, consisting of one piece in polished stainless steel, both by Yeh.

All projects that you can already find in Hiro's shop.

PROJECTS – Despite not enforcing an artistic selection, Hiro reserves the right to keep the quality of the marketplace high: «We cannot accept projects that would be more suitable for a do-it-yourself portal, of home-made craftsmanship. We want to give design lovers a space to find unique projects, made in limited series," reminds Perlati.

Regarding the type of projects that designers can present, says Perlati: "Our strength is to be direct manufacturers with a long experience in the use of metal, which is therefore the primary material in projects created with us. The network of suppliers we have selected allows us to accompany this material with wood inserts, glass and mirrors. As far as the production methods are concerned, we try to guide the designers towards the most economical and manageable processes, even on small quantities." However, Perlati reassures: "Each project is unique and our technical department knows how to advise on all possible alternatives. Furthermore, we work constantly to add new materials and production methods. Do not worry then: if you have a project of any kind, let's discuss it together. »

Verona, April 2nd, 2019



SUMMARY OF THE NEWS

WHO: Hiro srl

WHAT: A company that produces independent designers' projects and sells them on an online marketplace.

WHERE: Italian company, based in Veneto, province of Verona.

HOW: On-demand industry, upload your project, get a quote, we build a prototype and produce a micro-series of your products. Start selling.

WHEN: Online starting October 2018.

WHY: To share a constructive experience, to meet the needs of those who have a project and do not know how to develop and sell it. But also, to act on a larger scale, to collectively place ourselves bringing designers' projects to international fairs that would be otherwise difficult to approach individually.

PRESS REFERENCES

Photos for the press: [LINK](#)

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