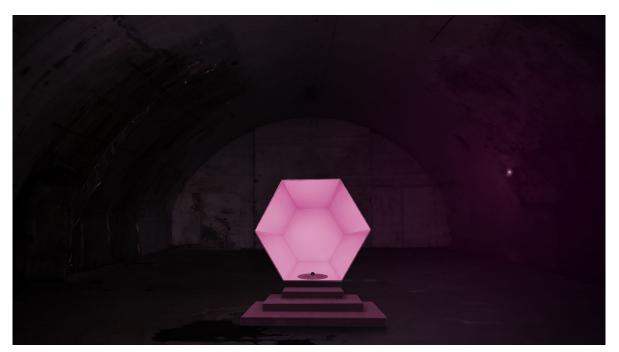
SKY-FRAME

PRESS RELEASE

Sky-Frame with 'A Piece of Sky' at Milan Design Week 2019

London, March 2019 – Sky-Frame, the Swiss-based global leader in frameless sliding door systems will debut at Fuorisalone with an interactive installation 'A Piece of Sky' by Stephan Hürlemann, the renowned Swiss architect and designer. The atmospheric immersive installation will turn Sky-Frame's claim "A view, not a window" into an experience where visitors encounter something unexpected and totally removed from the hustle and bustle of the annual festival.



"'A Piece of Sky' is an experience of different dimensions, perspectives and spaces. The name of the installation, combined with the experience it offers, conjures up images of the universe, the earth and its very creation, offering visitors a different and poetic view of their own existence," claims designer Stephan Hürlemann, who was awarded a prestigious Milan Design Award in 2018 for the most innovative presentation of a brand for his Giants with Dwarf installation with horgenglarus.

Visitors will enter a dark enclosed space in one of the abandoned warehouses beneath the Central Station. The space is filled with a whooshing and distant sound that becomes louder the closer the visitor approaches the luminous hexagon in the foreground. The sound is the Earth's rotation recorded by NASA, which translated the electromagnetic vibrations generated by the Earth's rotation into frequencies audible to the human ear. When entering the hexagonal funnel, a gigantic sphere opens in front of guests. The sphere glows in a bright colour, which visitors can change by pushing a control integrated into the floor.

SKY-FRAME

The second experience of 'A Piece of Sky' is offered by a point of light that disappears and reappears in the dark area behind the mirror funnel, Hürlemann calls it the 'Singularity.'

"We are looking forward to offering visitors the opportunity to take a break from their busy itinerary at the Milan Design Week, leave the earthly world for a few minutes to escape the hustle and bustle of everyday life." Andrea Zürcher, Marketing Director, Sky-Frame.

The installation will be located in Ventura Centrale, Via Ferrante Aporti 17, during Milan Design Week (9-14 April 2019).

@skyframe_global #apieceofsky #skyframe #aviewnotawindow www.a-piece-of-sky.com

For media requests please contact Sandford PR:

UK Media

Katherine Sandford-Anderson | <u>katherine@sandfordpr.com</u> | +44 (0)7802 481 996 Melissa Byrne | <u>melissa@sandfordpr.com</u> | +44 (0)7795 805 937

International Media

Cristina Belmonte | cristina@sandfordpr.com | +1 (778) 686 4723

A view, not a window - about Sky-Frame

Sky-Frame's immense passion and in-depth understanding of architecture, spatial design and technology has made it the leading international supplier of frameless sliding window systems. The large, flush-fitted glass panels eliminate the boundary between indoors and outdoors and create entirely unique living experiences in free-flowing spaces.

The owner-operated company with a development and production location in Frauenfeld, Switzerland, employs 180 people and has branches in Rothrist, Vienna, Milan and Los Angeles. Ever since the first Sky-Frame window was installed in 2002, the Swiss company has helped to make more than 6,000 individual lifestyle dreams come true on six continents.

www.sky-frame.com | @skyframe global

Stephan Hürlemann

Swiss architect and designer, Stephan Hürlemann (1972) is the creative mind behind Studio Hürlemann in Zurich. He studied architecture at ETH Zurich and was the business partner of well-known designer Hannes Wettstein. Following Wettstein's death in 2008, he took over the creative directorship of Studio Hannes Wettstein, which was renamed after him in 2016. Today, Stephan is among the most sought-after designers in Switzerland. He conceptualises and designs buildings, spaces, furniture, products and installations for international brands such as Vitra, PwC, Hermès, Piega, UBS, horgenglarus and Vontobel. He has collaborated with Sky-Frame since 2012.

www.huerlemann.com | @stephan.huerlemann