

Milanese design duo Studioepepe to create exhibition architecture for international newcomers' award ein&zwanzig

Frankfurt am Main, 30 January 2019

This year's exhibition for ein&zwanzig, the award for emerging talents, will be designed by Arianna Lelli Mami and Chiara Di Pinto, founders of Studioepepe. Once again the German Design Council will pay homage to 21 outstanding design talents, giving the most promising emerging designers on the international scene the opportunity to display their products and product designs in an exhibition in the Tortona Design District during Milan Design Week 2019.

For their design for the exhibition architecture, Studioepepe has drawn inspiration from the idea of the stadium. The conceptual frame for the spatial configuration consists of a curved lamellar structure. This playfully undermines the idea of fixed open and closed spaces, creating a strong contrasting effect with light and shadows. This is where the exhibition will be presented. The structure also includes separate rooms for holding workshops, lectures and informal talks – with lounge seating also designed by Studioepepe. The central area features a platform spanning several levels, with screens serving as plinths and presentation spaces for the exhibits.

“Playfulness is always an important aspect of our work,” explained Arianna Lelli Mami and Chiara Di Pinto from Studioepepe. “And especially in this task of creating a setting for the works of the designers who are going to shape tomorrow’s world, we wanted joy and lightness to be important motivating forces. The exhibition should radiate optimism, it should show that design really does have a social function.” This aspiration is supported by the designers’ choice of colours, combining the radiant yellow of the ein&zwanzig award with powerful, more matt pink, purple and red tones.

“Studioepepe has created a brilliant interpretation of the basic concept behind this competition: they have created an open forum for an international scene in which the focal point is centred equally on the participants and on their designs,” explained Andrej Kupetz, CEO of the German Design Council. “We are proud of the fact that over the last few years the ein&zwanzig award and the associated exhibition have become a hotspot for young international designers to get together during the Salone del Mobile, and network with important manufacturers and other prominent companies. The positive response from the media has also shown that this competition for emerging talents has gained a central position in the public awareness. This helps our emerging designers to gain valuable experience in communications, and to present their work to a wide public beyond the exhibition itself.”

For previews of the design concept for the exhibition, visit: <http://bit.ly/presse21>

Studiopepe

Arianna Lelli Mami and Chiara Di Pinto met each other at the Politecnico di Milano, and founded Studiopepe in 2006. Their conceptual approach draws on historical design references which they combine with a visionary purpose. They design interiors, and with their love of detail they create emotional objects for international design firms such as Agape, Cassina, Fritz Hansen and Spotti Enizioni Milano.

www.studiopepedesign.it/

ein&zwanzig

With the international competition ein&zwanzig, the German Design Council promotes and supports talented young designers. It is open to design students and graduates who are producing innovative, pioneering work in the areas of furniture, home accessories, lighting, floor coverings, wall coverings, textiles and lifestyle. From among all the entries, an international panel of expert judges chooses 21 outstanding works from which one is to be honoured with the "Best of Best" title.

The awards ceremony will take place at Via Tortona 31 on 8 April 2019, as part of Milan Design Week. This coincides with the opening of the exhibition designed by Studiopepe in which the award-winning products will be displayed from 8 to 14 April 2019.

www.ein-und-zwanzig.de

German Design Council

The German Design Council is one of the world's leading centres of expertise in communication and knowledge transfer in the area of design and branding. Currently, more than 300 companies belong to its foundation. The German Design Council was founded in 1953 on the initiative of the German Bundestag to support and enhance the design expertise of German industry. It pursues a wide range of activities with a single goal: to communicate increased brand value on a sustained basis via the strategic use of design.

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