

Vitra Accessories Installation Durini Design District Milan Design Week, 2019

During Milan Design Week, Vitra will be showing a selection of accessories in an installation on Via Durini in the Durini Design District. The installation will also function as a 24-hour shop, offering passers-by the opportunity to order the displayed objects directly online using a QR code. The theme of this temporary installation is animals, a motif that has found manifold interpretations in the Vitra Accessories Collection.

Motifs taken from nature, particularly of animals, have played a central decorative role since the earliest known interiors. Starting with the Eames House Bird, an American folk-art figure of a wooden bird that was highly cherished by Charles and Ray Eames, a small family of animals has gradually formed over the years within the Vitra Accessories Collection – including L'Oiseau by Ronan & Erwan Bouroullec and the Eames Elephant as prominent examples.

The most recent additions to the menagerie are the Resting Animals conceived by the Swedish design duo Front. This group of slumbering creatures consists of a bear, a cat and two birds in different sizes.

The installation in the Durini Design District allows a fresh look at the Vitra Accessories Collection. Visitors can order items directly from Vitra's online shops by scanning the QR code.

Vitra Accessories Installation
Via Durini 24, Durini Design District, Milan
8 - 14 April 2019, 24/7

www.vitra.com