



PATRIZIA PEPE

Milan, March 2012

PATRIZIA PEPE PRESENTS THE ECO-INSTALLATION “NATURE GOES TECH”,

IN COLLABORATION WITH A4ADESIGN.

FUORISALONE - DESIGN WEEK / 17-22 April, Milan

This season, once again, Patrizia Pepe will be participating in the Fuorisalone events taking place on the occasion of the Milan Salone del Mobile furniture show, with its NATURE GOES TECH project, developed by A4Adesign: a visually and aesthetically high-impact show that unites fashion, design and environmental sustainability via reinterpretations of various cult objects from the world of contemporary furnishing.

The outcome of the collaboration between Patrizia Pepe and A4Adesign - a leading company in the field of eco-design, renowned for its creations in recycled and recyclable cardboard – is a new image for the interiors and shop windows of the brand’s two Milan boutiques, in the Fuorisalone area.

The spirit behind Patrizia Pepe’s natural hi-tech eveningwear for S/S 2012 will entirely “clothe” the furnishings, following a very contemporary creative code: the graphic and geometric inspiration of the fabrics will be expressed through eco-sensitive and hyper-glamorous superimpositions between the collection’s silhouettes and the shapes of the selected furnishing icons.

In particular, the equilibrium between nature and technology – which is reflected in the colours, the stylisations and the geometries of the garments – will also model the lines and volumes of the furniture recreated in honeycomb cardboard, suggesting unusual 2D effects and scale contrasts, while obeying a multicoloured chromatic rhythm that oscillates between subtle nuances and sudden electric or neon flashes.

Through its NATURE GOES TECH project, in other words, Patrizia Pepe continues to develop its policy of innovation via increasingly contemporary and original creative synergies and forms of expression, reflecting both the brand’s green vision and the eco-compatible perspective that characterises today’s global lifestyle.

Smith-Petersen Press Office
Via Buonarroti 4, 20145 Milano
Tel: +39 02 36 53 73 28 – fax: +39 02 36 53 73 29
mail@smith-petersen.com

A4Adesign Press Office
A4Adesign – Via Davanzati 33, 20158 Milano
Tel: +39 02 45 47 79 28 – fax: +39 02 45 47 79 29
press@a4adesign.it