



press release -11 July 2013

## **Kiton chooses A4A for its new Milan showroom.**

***Inaugurated in Via Turati 25, during the June Men's Fashion Week, an installation for the accessories area.***

Architecture  
Interior design  
Retail

Kiton's new showroom, which is on some 800 square metres, is right in the centre of the city, in a district known for its modern architecture.

The A4A installation underscores the brand's coherence, and makes the most of the many advantages of cardboard - here used with other materials - for the fashion world with its fast and frequent changes of scene.

The installation for the new men's accessories collection has been designed to conserve the quality spaces in the new showroom, with large windows creating a constant overlapping between the indoor areas and the city outside. The facades of the historical buildings around the showroom act as a backdrop for the display elements, creating a theatrical and striking effect.

The well-defined installation uses **selected materials and flexible solutions** that can be used for different configurations. The distinguishing element is the base module consisting of a **fluctuating platform in honeycomb cardboard**, measuring 150 x 150 cms, freely **equipped with tools** which have simple yet full (cardboard) or slim and transparent (raw iron) forms, with shiny plexiglass tops and trays: white, black and reflecting.

The artisan component, fruit of the best Italian traditions, is accentuated by the attention to detail in the supports which have been hot bent, and in the bevelled edges of the plexiglass elements which contrast with the raw iron and the texture of the cardboard.

This temporary installation, designed for the fashion event, is **extremely flexible and reusable**, making it possible to create **new and different configurations**, also in other parts of the showroom. The assembly does not require specialized personnel and is extremely fast - in fact it took only one day.

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