

# Leif.designpark at Porta Romana, Milan 2011

12-17 April 2011 Spazio 9, Spazio Botta, Via Carlo Botta 8, Milan 20135



At Fuorisalone this year, six designer-led brands working in collaboration with De La Espada will present new work at Porta Romana. Autoban, Charlene Mullen, Leif.designpark, Matthew Hilton, Soren Rose Studio and Studioilse will exhibit on adjacent stands in Spazio 9 of Spazio Botta. De La Espada proudly introduces collaboration with Denmark's Soren Rose Studio at the event.

New work includes

## - Matthew Hilton

Orson desk, Welles table, McQueen sofa, McQueen Bed, McQueen chest and Different Trains cabinet. Matthew Hilton will also launch a range of five Windsor chairs manufactured by Ercol and distributed exclusively through De La Espada. Ercol is the last of the High Wycombe furniture makers, their history of making Windsor chairs an essential part of this range.

## - Soren Rose Studio

Dragon Table and Dragon Chair

## - Studioilse

Companions range, consisting of two bedside tables, a folding table, and a personal desk. Also launching is Together Table which previewed at LDF 2010.

## - Autoban

Butterfly chair, the latest launch from LDF 2010

## - Charlene Mullen

Embroidered cushions which launched at LDF 2010 including Blackbirds, Dove Right, Sparrows on Aerials, Lovebirds, Double Cross, Connect 4, Chicken Wire, Basket Weave, Big Jax and Small Jax.

## - Leif.designpark

Products launched at LDF 2010 including Lily Dining Table, Lily Family of side tables, Hug 2-seater sofa, Flower Cup chair, and Tone Chest.

# Further Brand Information

## - More on Leif.designpark

Leif.designpark, a Japan-based design studio consisting of Takashi Ueno, Mamoru Naito and Keizaburo Honda, has been designing products in a variety of natural materials, with a specific emphasis on wood since 2006. Leif.designpark holds Monozukuri (the art of traditional craftsmanship) in high esteem, and values the warm, playful relationship between a product and the user, as well as the comfort of the space where the two enjoy interaction. Their aesthetic is a result of applying monozukuri to the construction of modern designs to give the products a connection to traditional Japanese culture. The team works on a range of projects including interiors, art and product design. 'Drawing on century-old Japanese craft traditions and ancient mythology, the team has created highly original, sometimes whimsical, works', Wallpaper\* magazine.

[www.leif-designpark.com](http://www.leif-designpark.com)

## - More on De La Espada

De La Espada is a groundbreaking design management firm and manufacturer with nearly two decades of experience in the design, craft and retail of solid wood modern furniture. Alongside their signature line, De La Espada manufactures for select designer-led brands. Each designer has creative control over every aspect of their brand from product design to art direction, creating product lines that are authentic and exactly as the designer intended. De La Espada realises each design through premium materials and expert handcrafting whilst providing a strong retail network allowing each designer greater freedom to focus on the creative aspects of the business.

[www.delaespada.com](http://www.delaespada.com)



# Location

## Spazio 9, Spazio Botta,

Via Carlo Botta 8, Milan 20135. The Porta Romana metro stop is 2 minutes from the venue.

## Opening hours

Tuesday - Sunday 10am to 7pm,

Wednesday 10am to 9pm



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## Visit the dedicated Spazio Botta Facebook page

to stay abreast of the activities of the various exhibitors.

<http://www.facebook.com/pages/Porta-Romana-2011/188394437860562>

### For further information

#### Japan

E: [info@leif-designpark.com](mailto:info@leif-designpark.com)

#### United Kingdom

Phoebe Montoya

E: [phoebe@delaespada.com](mailto:phoebe@delaespada.com)

**Spazio Botta is a key destination at Fuorisalone this year, with SCP, Ercol, Case, and Pinch Design also exhibiting.**

## JAPAN Earthquake & Tsunami Relief Fund

### ELLE DECO young talents on show 2011

東日本大震災復興支援チャリティーイベント

Japan was hit by the biggest earthquake ever recorded in its modern history on Friday, March 11th 2011.

As representatives of Japan for "ELLE DECO YOUNG TALENTS ON SHOW 2011", Leif.designpark would like to take this opportunity to support those in our nation affected by the earthquake and tsunami. Supported by ELLE DECO all family and ELLE DECOR Japan, our first step is to call for contributions and distribute 'Japan Relief' charity badges at the exhibition venue, daily between 10:00am – 17:00pm.

This project aims to develop cooperation between design industry professionals who come together during Salone del Mobile. We appreciate your kind concern. Please help Japan with your warm support.

Leif.designpark extend our deepest sympathy to those who have lost loved and irreplaceable friends and family in the earthquake and tsunami. Our thoughts and prayers are with the people experiencing difficulties.

PRAY  
FOR  
JAPAN



#### LOCATION

#### ELLE DECO – "YOUNG TALENTS ON SHOW 2011"

11-17 April 2011

#### STELLA McCartney showroom

Via Forcella, 5, 20144 – Milan, Italy,

**Press Preview:** Monday April 11th (invitation only)

**General Opening:** Tuesday April 12 – Sunday April 17, 10am-10pm

#### DONATION

#### The Japanese Red Cross Society

<http://www.jrc.or.jp/>

※Your gift and all funds received will be donated to The Japanese Red Cross Society to help those affected by the earthquake and tsunami in Japan.