

Press Release

CONFESSION OF DESIGN

Austria taking a prominent position on Milan's international design scene with 61 representatives

In parallel with Milan's Salone Internazionale del Mobile **61** Austrian designers, manufacturers and long-established companies will be presenting the latest design trends from Austria. **CONFESSION OF DESIGN** is the motto chosen for this joint show, which is now taking place for the fifth time. It is being held at Rotonda della Besana at Via Enrico Besana 12 in Milan, from 8 to 13 April 2014.

The event, which is being organised by **ADVANTAGE AUSTRIA** with the support of **go-international** – an initiative of Austria's Federal Ministry of Science, Research and Economy and the Austrian Economic Chamber – as well as the **Austrian Furniture Industry**, is as ever characterised by a high level of quality, innovation and charm.

Growing interest in Austrian design

"I am delighted that we have managed to establish the Austrian design exhibition on the occasion of the Salone Internazionale del Mobile and so put Austria's creativity on show. There is a strong interest in the products of Austrian designers, as demonstrated by the extremely positive response from the international design scene over the last four years. With presentations on virtually all continents, in 2014 for example including Montreal, Cape Town, Tel Aviv, Hong Kong and above all Milan, we are once again working hard to achieve our goal of global positioning for Austrian design", commented Dr. Walter Koren, head of ADVANTAGE AUSTRIA, as regards the gratifyingly strong interest shown in Austrian design in the framework of Milan Design Week.

Milan – the undisputed centre of the international furniture and design sector

Milan's Salone Internazionale del Mobile is considered to be the most important furniture show in the world. Attended every year by some 300,000 visitors with an interest in design, the entire sector puts on its finest face for this event, which is now being held for the 53rd time. *"Milan's furniture show in April 2014 is the highlight of the international design calendar and comes up with surprises every year in terms of new trends and developments. It remains a key factor both for export business in the international furniture sector and for Italy's economy",* remarked Dr. Michael Berger, the Austrian Trade Commissioner in Milan, as regards the significance of this 'summit' for the global design scene.

Furniture design as a factor for Austria's international image

Furniture from Austria enjoys an excellent reputation both at home and abroad. "Made in Austria": With this label Austria's 47 furniture manufacturers and their around 6,700 staff are setting the standard for high quality, traditional craftsmanship, cutting-edge precision technology and ecological responsibility, as well as furniture design that is the result of creative trends within Austria. *"In April the eyes of the international design scene will once again turn to Milan for a period of six days, and this is exactly where we are positioning ourselves",* explained Thomas Bene, Deputy Chairman of the Austrian Furniture Industry Association. *"The joint exhibition **CONFESSION OF DESIGN** offers a unique opportunity for attracting international attention to the skilled craftsmanship and design expertise of the Austrian furniture industry, so helping it to break into new markets. For us design is the key to greater competitiveness and exports."* At the Austrian exhibition the members ADA, Bene, BRAUN Lockenhaus, Conform Badmöbel, Haapo, JOKA, TEAM 7, VITEO, Wiesner-Hager and Wittmann will all be making outstanding design contributions in the fields of interiors, office furniture and outdoor space. www.moebel.at

Contemporary Austrian design at the Rotonda della Besana

As in previous years, the choice of venue for the Austrian design show fell upon a location in the city centre in the framework of Milan's Fuorisalone design week. The Rotonda della Besana – a deconsecrated church dating from the early 18th century – is where Austrian design will be showcased: at Via Enrico Besana 12, 20122 Milan. A stone's throw away is the University of Milan, which is not just home to prestigious installations during Design Week, but also to INTERNI. Characterised by late baroque architecture, the Rotonda della Besana stands in a small park, which is enclosed by an arcade. Originally built as a cemetery for the poor and used by the neighbouring Medical Institute of Milan University, the complex gradually forfeited its clerical purpose over the years and was then made available for functions of many different kinds. Famed throughout the city as an architectural highlight, green space and venue for events, it has staged shows by internationally renowned artists and designers such as Fabio Novembre (2008), Anish Kapoor (2011) or Karl Lagerfeld (for Chanel, 2013).

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It was the studio Vasku&Klug of Vienna which was asked to come up with a concept for the 2014 show. When creating the architectural design for this event, the aim was to treat the sacred atmosphere of the Rotonda della Besana with respect and ensure that the exhibits do not enter into competition with it. In keeping with the motto **CONFESSION OF DESIGN** the products of contemporary designers as well as long-established and more recent manufacturers provide a subtle but unmistakable reference to Austria's historical tradition of product design and related fields of activity.

Tradition and innovation have always played a role in creating Austria's reputation as a country with a focus on design. In 1903 Josef Hoffmann and Koloman Moser collaborated with industrialist Fritz Wärndorfer to found a workshop of artists and designers known as Wiener Werkstätte. Their aim was to redefine art in the context of arts and crafts. Each working in independent studios, the craftsmen produced furniture, articles of daily use, textiles, ceramics and jewellery. Inspired by the innovative spirit of Wiener Werkstätte at the beginning of the 20th century, an increasing number of family firms from Vienna such as Augarten, Backhausen, Lobmeyr or Wittmann showed a growing interest in the work of Wiener Werkstätte and started to develop their own product lines. Their commitment, vision and willingness to cooperate with artists and architects represented the first steps in the history of Austrian design. Like the businesses themselves, many of their products have endured until the present day and nowadays stand for **stability of value**, which can be passed down through the generations. Others take new inspiration from such tradition, spurring them on to new creations.

*"With **CONFESSION OF DESIGN** it is such new inspiration that we wish to showcase and formulate for Austria a confession of design based on the country's relationship with tradition",* commented Andreas Klug and Michael Vasku of Vienna-based studio Vasku&Klug, describing their approach to this year's group exhibition. Vasku&Klug work in the fields of architecture and design, with their main activities including curation and exhibition design. They attracted international attention with design shows such as "Bite Me Milan" on the occasion of Milan's Fuorisalone (2013), "What's for Breakfast?", Tiflis (2013) or "The Wishing Table", a show staged in the framework of Blickfang at MAK, Vienna's Austrian Museum of Applied Arts, (2012), Sofia Design Week (2013), Munich's Neue Sammlung Pinakothek der Moderne (2013), as well as the Lodz Design Festival (2013). www.vasku-klug.com

Austrian companies surprise with furniture from top-quality materials, ecological sustainability and trendy designs for all spheres of life

*) first-time exhibitor, **) first time presented internationally

The family firm ADA*) based in Eastern Styria is one of Europe's leading manufacturers of upholstered furniture, beds and mattresses and is exhibiting the *Stella****) chair (2013) designed by Cynthia Starnes. www.ada.at The trademark of Design Ballendat*) is the integrated development of a product until series production including all technical details. *Nomado* (2012), a mobile DP workstation with power connections and lighting which folds up flat to form an elegant, closed wall partition and serves as a worktop and shelving unit, is an eye-catching item in every home office or workspace.

www.ballendat.com Blum*) is an international company that specialises in the production and

distribution of furniture fittings and manufactures lift mechanisms, hinges and drawer systems for furniture. *LEGRABOX* (2011) is based on the principles of perfect drawer design. It is characterised by clean contours, highlighted with decorative lines acting as a key product feature. www.blum.com

With *Kollektion.58*** (2012) by the Austrian architect and furniture designer Karl Schwanzer the firm BRAUN Lockenhaus* is paying homage to the 1950s. Parts of the collection can now be seen for the first time in Milan in the framework of **CONFESSION OF DESIGN**. This commercial and designer furniture manufacturer from the province of Burgenland is also exhibiting the *tendo*** chair (2012) by Delugan Meissl Industrial Design. www.braunlockenhaus.at The bathroom furniture manufacturer Conform Badmöbel* from Imst, which was set up in 1999, offers high-end, aesthetic washroom solutions satisfying stringent functional standards for both the home and for semi-public facilities. In Milan the company is exhibiting *RIVA*** (2013) www.conformbad.at Founded in 1910 and specialising in high-quality, functional upholstery, the Tyrolean company Haapo is carving out a niche for itself with its reinterpretation of Alpine-style furniture. The *VIOLA* (2012) rocking chair is the work of designer Mathias Künzler. www.haapo.at

Since 2005 Irene Maria Ganser-Ulreich has produced innovative product design under the name of Studio Bellidea*. At the show she is presenting a piece from the *albeo*** series (2014); a side table made of brass that can also be used as a coffee table. www.bellidea.at Another exhibitor that is taking part for the first time this year is Monoments*, a young, innovative company which produces attractive, high-quality plant pots for outdoors. The *Veggie Collection*** (2013) by Rainer Mutsch, a folding planter made of aluminium composite panels that is simple to assemble, impresses with its simple, clean lines. www.monoments.at One exhibitor that is on board again this year is Altholz Baumgartner & Co, a company which specialises in recycling the valuable resource of wood. The firm has been cooperating with the artist Christian Loikits since 2011 to try and help reclaimed wood shake off its traditional and rustic image. Visitors to Milan can admire *Zimmerbock*** (2014), a carpenter's work aid re-interpreted for use in the home, in addition to *Dessus*** (2013), tabletops designed as one-off pieces by Christian Loikits. www.altholz.net

An international company specialising in trendsetting office concepts, Bene is surprising the market with the launch of a new table for teamwork, meetings and informal discussions. It acts as a hub for teams, puts across a feeling of belonging and offers intelligent support for networked activity, particularly where open-plan layouts are concerned. In Milan Bene is setting off the new *Team Space*** (2014) with the *Bay Chair* (2012). In the design language of the well-known London design studio PearsonLloyd Team Space sets a counterpoint to conventional system furniture. www.bene.com Also at the show is the joinery Feldkircher from Vorarlberg, which is known for its well thought-out furniture crafted from solid wood according to ecological criteria. In Milan it is exhibiting its valet stand entitled *Galán*** (2013), designed by Jorge Gomendio Kindelan. www.hubert-feldkircher.at The company Forcher based in East Tyrol has combined the craft of joinery with cutting-edge technology for over 80 years. This year visitors can admire its chest seat *Loft* (2013), designed by Philipp Profer, for which it won the "Interior Innovation Award Selection 2014". www.forcher-tirol.at

The range of mattresses, beds and upholstered furniture available from the family firm JOKA is characterised by consistent orientation to function, quality and design. JOKA has developed a 'green' organic box-spring bed that ensures a better night's sleep thanks to its ergonomic design: *Woodspring®* (2014). www.joka.at As the third and fourth generation of a family firm, the knitwear company Kobleder is a living example of a fruitful symbiosis of tradition and innovation, craftsmanship and technology. With *BESPOKE COLOUR* (2013) Kobleder offers technology that allows it to produce innovative designs and patterns in knit according to individual customer requirements. www.kobleder.at

At Milan Neue Wiener Werkstaette has opted to exhibit the *M3 Loungechair*** (2013) complete with matching *M3 Sidetable* (2013) created by Thomas Feichtner, a winner of the Austrian State Prize for Design. With its basic geometric structure this chair features a unique design that is highly distinctive. The open, cantilevered construction made of solid oak is combined with a seat made of smooth, vegetable-tanned leather. Also available with a detachable cushion for the back, the *Loungechair* is

not just an eye-catching feature, but also a comfortable item of furniture that invites the user to linger. www.nww.at TEAM 7 – market leader for ecological designer furniture – stands for award-winning design made solely of natural wood and combined with innovative technology. The company, whose range is produced only in Austria and using traditional skills and craftsmanship, caters for all spheres of life. It maintains firm control of the entire value-added process, from the tree to the finished product. In Milan visitors can also see the *mylon*** table (2014, designed by Jacob Strobel) and the *treeO*** side table (2014, Jacob Strobel, Sebastian Desch, Stefan Radinger). www.team7.at Another item on display under **CONFESSION OF DESIGN** is the piece *SUPAflat*** (2013), a high chair for kids that folds down flat (distributed by smiling baby*), which has been created by the architect and product designer Kai Stania. www.supaflat.com

Wiesner-Hager guarantees a holistic approach with its sophisticated interior design and furnishing concepts. Its customised solutions result in greater efficiency and well-being when it comes to furnishing office archives and computer rooms and designing work, communications and regeneration areas. Visitors to the show in Milan are bound to be impressed by the elegant, monocoque office chair *por*** (2013) from neunzig° design. www.wiesner-hager.com The *Odeon*** sofa (2013) is the first piece of upholstered furniture to be created by Marco Dessi, an Italian designer based in Vienna. Dessi is an exciting new addition to the team at Wittmann and demonstrates the company's willingness to embrace new ideas without departing from its lengthy tradition. A matching stool is also available for this new model. www.wittmann.at VITEO specialises in outdoor furniture made of natural, high-quality materials such as sustainable teak from Indonesia, top-grade stainless steel or durable Corian®, which is handcrafted in small batches. This year in Milan the manufacturer from Styria is exhibiting garden furniture from the *LOW LOUNGER Collection* (2013). Taking its inspiration from the forms of nature, the design stands for clarity and harmony: sitting on the ground, but with all the comfort of a chair. www.viteo.com

Austrian designers impress with striking furniture for the lounge, dining room and for storage

** first-time exhibitor, ** first time presented internationally

A multidimensional approach, clever ideas and a varied background are Philipp Bruni's key to success. In Milan the mechanical engineer, economist and craftsman is bound to impress with his *GEOM*** table (2014). www.philippbruni.com KIM+HEEP (Mia Kim and Nikolas Heep)* have developed and realised projects in the fields of architecture and design since 2005. They are now presenting *ComeBack*** (2014), a stool that was inspired by the typically African calabash and always returns to the upright position by itself. www.kimheep.com The *Sir Isaac*** bookshelf (2013) designed by Martin Breuer Bono* was developed for your favourite books. It is made of three boxes like hampers that are joined together with piano hinges. It is a piece of furniture that changes shape depending on the way it is used. www.breuerbono.com

Thomas Feichtner's *Tram Chair* was the result of cooperation with TON, one of the oldest furniture producers in the world. Feichtner's concept of combining bentwood and moulded wood was largely inspired by the company's production processes, so forging a link between traditional and modern-day furniture. www.thomasfeichtner.com TON also teamed up with the designer Kai Stania* to develop a chair: Hand-sanded oak, upholstered in the finest natural leather, meticulously worked seams, pocket springs in the seat, reinforced edges and an ergonomic design following long-term testing: this is how *Moritz* (2012) managed to secure a place among the premium products of this company's portfolio. www.kaistania.com Another creative spirit is designer *Martin Mostböck*, who came up with the idea for *STITCH*** (2014), a coffee table made up of simple components that is designed to minimise waste during production. This product is manufactured by BRAUN Lockenhaus. www.martin-mostboeck.com The stackable *Nardo*** chair (2014), which was the result of cooperation between Alexander Gufler* and the German brand Maigrau, is not just suitable for the home dining table but also for use in public areas. www.alexandergufler.com

Since being founded in June 2012, Papertown* has specialised in corrugated card. In Milan the start-up from Vienna is exhibiting *CUBE-COUCH*** (2014), which is characterised by a virtually unlimited variety of shapes as well as stability and lightness. This seating is ideal when staging events in the

public sector. www.papertown.at Ulrike Leitner*) studied Industrial Design under Paolo Piva at the University of Applied Arts. *DADA*** (2013) is a four-piece kit for making a folding cradle out of card that can be assembled by simply inserting and folding the parts without using glue.

www.ulrikeleitner.com With the *Liquid Marble*** table (2013) Daniel Zeisner*) expresses his delight in the fascinating diversity of natural stone. This designer combines unusual slabs of marble and onyx with elegant metal or wood and uses a precision ground finish to create an impression of lightness and sophistication.

The fascination of light

*) first-time exhibitor, **) first time presented internationally

Instantdaylite^o*) develops and produces luminaires and lamps which reproduce natural daylight in CRI (colour rendering index), light temperature and UV content up to 96%. With the *Micro REL* (2011) Instantdaylite^o offers a special light fixture that creates a powerful wallwasher effect over entire walls while taking up hardly any space. www.instantdaylite.com Pillar**) (2012) designed by Bedmen*) reminds us of a lighthouse that guides us safely home with its light. The colours of the light given off by this striking object create an atmosphere of their own, which is guaranteed to delight the senses in every room. www.bedmen.at The basis for Patrick Rampelotto's *IRIS*** lamps (2014) created for the design gallery RAUMINHALT*) was provided by 25 glasses with a classical Art Deco ground finish from Lobmeyr's archives, which were originally produced as elements for chandeliers. www.rauminhalt.com

Molto Luce is a company that sets trends in the lighting sector with its concepts, products and services. The *Clip*** family (2013) and the *Soft*** series (2013) by the designer Rainer Mutsch are both on display in Milan. The *Clip* shades are made out of natural fiber-cement which was originally developed as a material for claddings and roof coverings. *Soft* consists of an extra-large pendant light, a bar pendant light and a wall light. www.moltoluce.com In 2012 Maik Perfahl and Wolfgang List of mostlikely came up with the *DIY Paperlampshades* with the aim of creating highly complex yet affordable 3D objects that can be used either as a lampshade or a mask. The latest designs from this series will be on display in Milan. www.mostlikely.at

*Bowls of Light*** (2014) by Andrea Baumann*) are a further development of the *Gold Dish* series, bowls which have been decorated with gold rims. The characteristic translucence of porcelain is particularly effective in these lamps, which are available in a range of sizes. www.andreabaumann.at The key feature of the *LuminoCity*** family of lamps (2013) is a customised illuminated town map made of brass which has been cut using water jets. The simple cylindrical light by KIM+HEEP*) is available as a chandelier, wall lamp and table lamp. www.kimheep.com The dimensions of Jürgen Rajh's *Golden Ratio*** lamp (2013), which is made of hand-blown tubing and untreated steel, are based on the numbers in the Fibonacci sequence, so coming very close to the Golden Ratio overall. The length of the longest tube in relation to the mid-sized tube is the same as this tube to the shortest. This dimmable lamp is available to order in a range of different light colours. www.kachelofen.net Inspired by snow level marker sticks, dekappa design has created *L01* (2014), a functional yet elegant lamp that stands out due to its unusual design in terms of colour and wood. This light, which is the result of cooperation with the companies Tischlerei mit Format and Metallbau Dullnig, can be positioned at different angles in the room. www.dekappa.com

Simply attractive: Tableware and accessories for the home

*) first-time exhibitor, **) first time presented internationally

Josef Lobmeyr opened his first shop in Vienna in 1823. Since this date six generations of the company have helped people discover the miracle of glass. Working with designers such as Josef Hoffmann or Oskar Strnad, it has created products made of glass which are today seen as masterpieces of the early modern period. In Milan this traditional company is exhibiting tableware by contemporary designers. Its extensive selection of drinking glasses will include for example *Trinkservice No. 282* (2010) by Ted Muehling, the *Lily* series (2012/2013) by KIM+HEEP, *Drinking Set No. 283* (2012) as well as *Stählemühle* by Mark Braun and master distiller Christoph Keller. Also on display are classic sales merchandise such as *B Series* (1914) designed by Josef Hoffmann. www.lobmeyr.at "Drinking should also delight the eye": this was the motto Vöslauer*) had in mind when it asked the two

designers from the Austrian studio Polka to come up with new drinking glasses for the commercial sector. With *Glas Edition von Vöslauer: 2 Formen, 3 Materialien – designed by Polka*** (2013), which will be on show in Milan, Vöslauer is now extending its gastro collection for the hospitality industry. www.voelauer.at

With *Diamond Tower*** (2011) Zitta Schnitt has created a vase that also exists in space as an object in its own right. www.zittaschnitt.com eL Be*) is the name chosen by designer Lena Bauernberger for her ceramics decoration business. Here she uses the traditional craft technique of underglaze painting and in Milan will be displaying unique hand-crafted pieces such as the series of storage jars entitled *Das Blaue vom Himmel*** (2013) and the *Flower, Wire, Paper***) vase (2013). www.el-be.at

When designing his *Saliera*** solid-silver salt cellar (2013), Thomas Feichtner took inspiration from Vienna's traditional silver manufactory Jarosinski & Vaugoin*). If the container is tilted, the salt can be removed with two fingers through an opening. This way Feichtner invites people to consciously think about using a salt cellar – something they nowadays tend not to do – and not just sprinkle salt on their food automatically. www.feichtner.at, www.vaugoin.com

MOA Eating Products*) designs products and design concepts revolving around food and dining. In Milan its designer Vera Wiedermann is presenting the *Te a me* series of teacups (2012) as well as various bowls from the *EVA* range (2013), used for storing, preserving and preparing food. These items have been made from materials such as enamel, ceramic and cork. www.moa-eatingproducts.com While in Africa, Andrea Baumann*) explored new techniques for working with ceramics. In Milan she is exhibiting pieces from her *Gold Dish series***) (2013), bowls handcrafted from Limoges porcelain and decorated on the inside with gold. www.andreabaumann.at Vienna-based food blogger Alexandra Palla*) came across the dottings design team (Katrin Radanitsch and Sofia Podreka) while on the look-out for the perfect cutting board. *RoughCutBoard* (2013) is an item that will delight anyone who is passionate about cooking. www.dottings.at, www.roughcutblog.com

New materials and product innovations

*) first-time exhibitor, **) first time presented internationally

The designs of taliaYstudio*) reflect the relationship people have with themselves, each other and their surroundings. In Milan Talia Radford is displaying the brand-new product *HOLDABLES***) (2014), which has been developed in cooperation with OSRAM. taliaystudio.com The Geba Carpet Company*) stands for unique handmade rugs produced according to the principles of fair trade. The carpets**) (2013) from the *Vintage* collection presented in Milan are characterised by innovative yet timeless design. www.geba.cc

Since being founded in 1849 Backhausen has designed and manufactured high-quality, design-oriented upholstery and decorative fabrics. Its successful cooperation with contemporary artists around 1900 continues today with the involvement of well-known figures from Austria's creative industries. Two innovative fabrics with a 3D effect have been designed in cooperation with the internationally renowned architects Coop Himmelb(l)au. The material is environmentally friendly and is produced without using any harmful substances. *Wave Circles***) (2013) and *Line Circles***) (2013) will be on display. www.backhausen.com In 2013 Zitta Schnitt*) was asked to design a brooch for the Museum voor Moderne Kunst Arnhem, which will be exhibited in Milan. www.zittaschnitt.com With *Vello***) (2014) Valentin Vodev has produced a high-end collapsible bicycle which stands out thanks to its original lines and exceptional styling, in addition to its multifunctional design as a racing, city or folding bike. www.valentinvodev.com

This year's focus in Milan: the province of Burgenland

After highlighting Tyrol in 2012 and Upper Austria in 2013 this year the design exhibition is showcasing the Austrian province of Burgenland. When it comes to architecture, design and cuisine Austria's easternmost province has plenty to offer – and this is why it has been chosen as the spotlight for **CONFESSION OF DESIGN** in 2014. Burgenland has acquired both a national and international

reputation thanks to its modern wine architecture, award-winning bottle and label design and local culinary delicacies. One of its representatives is Rainer Mutsch. His highly successful product designs play a prominent role in the show staged by Austria this year.

The key element of Burgenland's interactive presentation is the *iWall***), which was created by peyote cross design*). The multimedia designer Oliver Irschitz made a name for himself in 2010 with the installation he produced for Austria's pavilion at the EXPO in Shanghai. He has also undertaken many other national and international projects in the multimedia sector. The *iWall* lets visitors set off on an interactive trip through Burgenland. A further eye-catcher of the Burgenland presentation is the iconic wine bottle *ICON HILL*, which was developed by winemaker Leo Hillinger*) together with star architect and Pritzker Prize winner Zaha Hadid. And that's not all. Guests attending the Press Day and the evening functions of the show will be able to sample red, white and dessert wine from the province as well as designer snacks featuring local delicacies. www.peyote.cc, www.burgenland.info, www.rainermutsch.net

In 2014 CREATIVE REGION is once again offering six designers from Upper Austria the opportunity to show off their innovative products in Milan in the framework of CONFESSION OF DESIGN.

*) first-time exhibitor, **) first time presented internationally

HAUSNA*) is the pseudonym chosen by artist and designer Markus Gamsjäger. In his work he recycles materials and turns them into new objects. With the *Austria 2.0 Chair Series***) (2011) he pays tribute to Austria, in the context of our modern-day world. www.hausna-art.com The *CROCHET***) lighting series (2013) by Christine Hechinger is modelled on the classical lampshade frame, which in the past could be covered individually to match the decor of the owner's home. The redesigned, customised metal frame is decorated with a crochet border that has been lovingly hand-crafted and fits across the lampshade like the sail of a ship. www.christine-hechinger.com The focus of the *TRIA***) coffee table (2014) designed by BARTEL&PARTNER (Stefan Bartel and Michael Holzer*) is its unusual frame made of solid wood. A subtle yet dynamic impression is created by the arrangement and dimensioning of its individual massive struts in combination with the transparent plates of glass. www.bartelpartner.com In Milan the designer Veronika Meierhofer*) will be presenting pieces from the collection *Zwei connecting jewellery***) (2013). These items are dedicated to the link existing between two individuals. A connecting pair is created by a pattern with two elements that interlock, with the open areas of one partnering the surfaces of the other. www.vejome.com The wickerwork range *LAMPIENTA***) (2013) designed by Madeleine Plass*) features a metal frame woven round with natural materials. These baskets are available in three different sizes. Modules such as wooden covers or rods can then be added to allow them to be used as lamps or tables. *Emissaire* (2013) designed by Hannes Schreckensberger and Célia Picard is a set of ten individual glass elements which can be endlessly combined to create imaginary landscapes. The shape and feel of these glass objects invites people to tap into their playful side. Such contemplative action is meditation of sorts, so encouraging them to engage in reflection. www.celiahannes.net

With the "Passionswege" programme VIENNA DESIGN WEEK is presenting four producers from Vienna in Milan *) first-time exhibitor

This year is a first for VIENNA DESIGN WEEK's *Passionswege 2013*, being represented in the framework of the **CONFESSION OF DESIGN** exhibition with a total of four projects. *Zur Schwäbischen Jungfrau**), Vienna's leading store for table and bed linen, teamed up with the German star designer Sebastian Herkner to create highly elegant monograms. *Wäscheflott***), which is currently handing over management of the company from one generation to the next, was provided with a 'consultancy' service by the designers *chmara.rosinke*, who are originally from Poland but are now based in Vienna. At Ybbsitz in Lower Austria Oscar Wanless from London experimented with metal and enamel at the kitchenware business *Riess**). Working at the company, he was very impressed by the facilities available and the detailed knowledge of materials shown by its staff. Both the public and press were delighted by the ten-day event that was the result of cooperation between the Rath family from the company Lobmeyr with the young Franco-Swiss design team Bertille & Matthieu. Despite their reverence for the glassware created by architect Loos, the two designers managed to put their own playful spin on the firm's products, with highly aesthetic results.

The so-called *Passionswege*, a cooperation project devised and curated by the association Neigungsgruppe Design, is staged every autumn in the framework of VIENNA DESIGN WEEK. Its aim is to bring together Austrian manufacturers and international designers. VIENNA DESIGN WEEK is responsible for commissioning the designers taking part, paying for travel costs and artists' fees and for selecting the businesses and creative spirits who work together. This cooperation between industry and design revolves around the transfer of knowledge, mutual appreciation and process-based project work, freed from the constraints and procedures normally involved in commercial business relationships. www.viennadesignweek.at

Supporting programme focusing on the EXPO and Austrian Design Party

On the occasion of an exclusive Austrian Business Circle the evening of Wednesday, 9 April 2014 at 7.00 pm, is the date chosen for the international premiere of the Austrian pavilion for the next world exhibition taking place in Milan from 1 May to 31 October 2015. The Austrian pavilion is based on a concept developed by the interdisciplinary team.breathe.austria, which includes representatives from Graz University of Technology and Vienna's University of Natural Resources and Life Sciences. The motto of the project is "Energy for Life", focusing on the air we breathe and combining building and the environment in an entirely natural way. This involves planting a large area of forest 560 m² in size to draw attention to air quality. The pavilion becomes a place where visitors can step back from our hectic world. It represents a striking way of bringing together the worlds of science, architecture and cutting-edge environmental technology with art and design – made in Austria. www.expoaustria.at

From 8.00 pm on Thursday, 10 April 2014 the musical accompaniment for the Austrian Design Party, which has recently become the place to be for the international design scene, will be provided by the world-famous Austrian hang instrumentalist, percussion artist and composer Manu Delago, DJ Felix Fuchs from the Red Bull Music Academy and cult DJ Richard Dorfmeister. www.manudelago.com, www.redbullmusicacademy.com, www.richarddorfmeister.com

Acquainting children with design

This January the Rotonda della Besana became home to Milan's Children's' Museum MUBA. Workshops for kids also take place here in the framework of the Austrian show. Creative figures such as Wolfgang List and Maik Perfahl from Vienna-based design studio mostlikely will be getting together with children to make their iconic paper lamps, while young designer Zitta Schnitt will show youngsters how to create her playful PET Bottle Purses. And under the guidance of designer Julia Landsiedl, the kids will create fish brooches made of colourful pieces of leather, inspired by the Italian tradition "pesce d'aprile", the April Fool... www.mostlikely.at, www.zittaschnitt.com, www.jeplus.at

ORGANISER

ADVANTAGE AUSTRIA

The driving force behind internationalisation of Austria's creative industries

In its role as part of the Austrian Economic Chamber (WKÖ) ADVANTAGE AUSTRIA acts as the foreign trade promotion agency for Austria's economy. With over 110 offices in more than 70 countries, ADVANTAGE AUSTRIA helps all Austrian companies to extend their operations beyond the country's borders. Since 2005 it has placed a special emphasis on the creative industries. This programme of measures has numerous objectives. They include encouraging internationalisation within Austria's creative economy, heightening awareness among traders, making strategic use of "design" as a success factor for a competitive edge at an international level, helping the sector market its products abroad, highlighting the skills of Austrian designers and breaking down the barriers between traditional business and the world of design. www.advantageaustria.org

PROJECT PARTNERS

go-international

Programme to boost exports

Despite the challenging global economic climate, foreign trade is the driving force behind the Austrian economy. To ensure there is no change in this situation, the Federal Ministry of Economy and the Austrian Economic Chamber are continuing to uphold their tried and tested internationalisation initiative. The sum set aside for realisation of the current go-international export offensive managed by ADVANTAGE AUSTRIA amounts to a total of €31 million between 2013 and 2015. The go-international initiative aims to give new momentum to foreign trade, particularly in far-flung markets, and to boost the number of exporters. Consulting, events and support are organised to encourage industry to branch out beyond Austria while helping existing exporters to break into new markets abroad. www.go-international.at

Austrian Furniture Industry

International success through design, quality and customer proximity

The Austrian Furniture Industry is a professional group belonging to the Austrian association of the wood industry and is thus a suborganisation of the Austrian Economic Chamber. It currently represents the interests of 47 companies with a workforce of some 6,700 staff. Furniture "made in Austria" enjoys an excellent reputation both at home and abroad: Furniture companies, which are mostly small and medium-sized businesses, combine sound traditional craftsmanship and industrial precision with innovative design at an internationally acknowledged level. Other success factors are outstanding flexibility and reliable service as well as order-based production, also including customised manufacture according to the wishes of individual clients. www.moebel.at

EGGER

The EGGER Group, which is based at St. Johann in Tyrol, is a global leader in the woodworking sector. Founded in 1961, this family firm now has some 7,200 staff based at 17 different sites in Europe. Its international clientele includes the furniture industry, the timber trade as well as building centres and DIY stores. Last year its production volume of untreated boards including sawn timber was 7.56 m cubic metres. www.egger.com

FUNDERMAX

FunderMax is a long-established company based in Austria. Its historic roots go back to traditional woodworking and its original understanding of the business as a family firm with a high level of responsibility. Its range includes first-class materials made of wood and laminate for stylish furniture panelling and building facades/cladding. FunderMax does not just specialise in product quality but also design trends. At this company production is based on its innovative ability, wide-ranging expertise, carefully selected raw materials and sustainable sources of energy. FunderMax sets store by continuous further development and creativity, in addition to team spirit and personal engagement in terms of service and logistics. www.fundermax.at

KOBLEDER

As the third and fourth generation of a family firm, the knitwear company Kobleder is a living example of a fruitful symbiosis of tradition and innovation, craftsmanship and technology. This contrast between an attachment to its roots and international business gives rise to products that justify its claim to market leadership in the technical knitwear sector. Here Kobleder not only acts as a service-provider, but also as an initiator of research and product development. The firm has its own production department where staff manufacture knits on computerised flat and circular knitting machines.

www.kobleder.at

TISCHLEREI PÜHRINGER

Traditional furniture with a new twist. Tischlerei Pühringer develops and plans furniture in cooperation with well-known designers and architects. It is then manufactured at the family firm in the Austrian region of Mühlviertel. Its work is characterised by a passion for perfect forms. The uniqueness of the product range stems from a combination of tradition, design and a love of the raw material. Tischlerei Pühringer was founded in 1981. Its key corporate values are enjoyment in one's work and a thirst for new ideas. www.puehringer.at

WOLFORD

Wolford AG, whose HQ is based in Bregenz on Lake Constance (Austria) has 16 subsidiaries and markets its products in the segments of Legwear, Ready-to-wear, Lingerie, Swimwear, Accessories and Trading Goods in some 70 countries. Distribution is via more than 260 monobrand sales outlets (company-owned and operated by partners), in addition to 3,000 trading partners and also online. With a workforce of some 1,600 staff, the company, which has been listed on Vienna's stock exchange since 1995, generated sales totalling €156.47 million in the financial year 2012/13 (1 May 2012 - 30 April 2013). Since being founded in 1950 Wolford has developed from a local manufacturer of hosiery to a global fashion brand in the segment of affordable luxury merchandise. www.wolford.com

ZUMTOBEL

Part of the Zumtobel Group, Zumtobel is a leading international supplier of integral lighting solutions for professional indoor and outdoor building lighting applications. The company has developed innovative and customised lighting solutions for over 50 years. It can satisfy even the most stringent requirements in terms of ergonomics, economic efficiency and environmental compatibility while also creating aesthetic added value. As an innovation leader, Zumtobel offers an extensive range of high-quality luminaires and lighting control systems for a wide range of professional building lighting applications. www.zumtobel.com

EXHIBITORS

ADA · Altholz Baumgartner & Co · Clemens Auer · Backhausen · Design Ballendat ·
 BARTEL&PARTNER · Andrea Baumann · Bedmen · Studio Bellidea · Bene · Blum · BRAUN
 Lockenhaus · Martin Breuer Bono · Philipp Bruni · Conform Badmöbel · CREATIVE REGION ·
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 Kobleder · Ulrike Leitner · Lobmeyr · Magic Craft · Veronika Meierhofer · MOA Eating Products · Molto
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 Hager · Wittmann · Daniel Zeisner · Zur Schwäbischen Jungfrau

CONFESSION OF DESIGN (free admission)

VENUE	Rotonda della Besana, Via Enrico Besana 12, 20122 Milan
DURATION	8 – 13 April 2014
OPENING HOURS	Tues 8 April, 10 am – 9 pm, Wed 9 April, 10 am – 6 pm, Thur 10 April 10 am – 6 pm, Fri 11 April, 10 am – 9 pm, Sat 12 April, 10 am – 9 pm, Sun 13 April, 10 am – 6 pm
EVENTS	Tues 8 April, 10 am – 9 pm Press Day Wed 9 April, 7 pm – 10 pm Austrian Business Circle and presentation of Austrian pavilion for EXPO 2015 (by invitation only) Thur 10 April, 8 pm Austrian Design Party with Manu Delago, Felix Fuchs and Richard Dorfmeister in cooperation with Red Bull Music Academy (public)
REGISTRATION FOR PRESS DAY	If you are planning a press trip to Milan and are attending the CONFESSION OF DESIGN , please be so kind as to register with werner@kunstnet.at or call +43 1 524 96 46 22.
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PRESS DOWNLOAD	www.confession-of-design.com/press/

Vienna, 7 April 2014