

# CAMRON

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## Camron events during the Salone

If you want to contact the teams involved with these launches please email [conciierge@camron.co.uk](mailto:conciierge@camron.co.uk)

### B&B Italia

**Dates of in-store launch:** 17-23rd April 2007  
**Address:** B&B Italia, Via Durini 14, Milan  
**Press preview:** 17th April, 12-6pm, in-store  
**Launch party:** 18<sup>th</sup> April, 8.30pm -2am, Rolling Stone, Corso XXII Marzo 32, Milan  
**Exhibition hours:** 18-23<sup>rd</sup> April, 9.30am – 9.00pm  
**Extra notes:** New product launches by leading designers - Naoto Fukasawa, Patricia Urquiola, Antonio Citterio, Zaha Hadid  
Designers and Georgio Busnelli and Luca Fuso of B&B Italia are available for interview  
Website: [www.bebitalia.co.uk](http://www.bebitalia.co.uk)

### Bisazza

**Presents:** Installations by Studio Job and Jaime Hayon  
**Dates of Installation:** 17th - 23rd April 2007  
**Address:** Superstudio Più, Via Tortona 27  
**Press Preview:** 17th April, 12-6pm  
**Extra Notes:** Bisazza previews its new Home Collection by Studio Job and Jaime Hayon. For interviews email [bisazza@camron.co.uk](mailto:bisazza@camron.co.uk)  
**Launch party:** Superstudio party is on 20th April until midnight  
**Website:** [www.bisazza.com](http://www.bisazza.com)

### Cosmit / Salone Internazionale del Mobile

**Dates of the Salone:** 18-23rd April 2007  
**Address:** New Fair Ground, Rho, Milan

**Preview party:** For satellite exhibition, 'Room with a View' - art and interior products throughout the decades from 1900 to 2000  
17th April at Palazzo Reale, Milan, **by invitation**

**Website:** [www.cosmit.it](http://www.cosmit.it)

### **Gaia & Gino**

**Dates of exhibition:** 18th- 23rd April  
**Exhibition** 'GIANT GIANTS " designed by Arik Levy  
**Address:** Sportmax, Via Della Spiga, no: 30 Milan  
**Press Preview :** Date TBC email [minna@camron.co.uk](mailto:minna@camron.co.uk)  
**Extra Notes:** Arik Levy describes the exhibition as follows:  
"In the world of transparent Giants and monochromatic environments, a colorful geo-visual landscape creating an imaginary color mass in an endless horizontal plans. The feeling of growing endlessly, mixing the colours was a great temptation to create the Giant Giants."

**Website** [www.gaiaandgino.co](http://www.gaiaandgino.co)

### **KEF & Ross Lovegrove**

**Presents:** 'Muon' designed by Ross Lovegrove  
**Dates of Exhibition:** 18<sup>th</sup> – 23<sup>rd</sup> April 2007  
**Address:** 'Sala del Cenacolo' at the National Museum of Science and Technology - Via San Vittore 21 - 20123 Milano  
**Press Preview:** 18<sup>th</sup> April, 3-5pm  
**Press interviews:** There are limited slots to interview Ross during 19<sup>th</sup>-23<sup>rd</sup> April.  
**Launch Party:** 18<sup>th</sup> April, **by invitation**  
**Extra Notes:** [British company KEF has commissioned Ross Lovegrove to design the worlds most outstanding and iconic loudspeakers, called Muon, these 2 metre high "sculptures" contain the most advanced loudspeaker technology, pushing the boundaries of anything that KEF has produced to-date. Muon is stunning to look at too, the sculptural, organic shape that Ross Lovegrove has designed uses an aluminium super form process giving Muon its hitherto unachievable "design statement" form.](#)

**Website:** [www.kef.com](http://www.kef.com)

### **Swarovski Crystal Palace**

**Dates of exhibition:** 17 - 23rd April 2007  
**Address:** Via Savona 56, Zona Tortona  
**Press preview:** 17th April, 3-7pm  
**Launch party** 18<sup>th</sup> April, 9.30-11pm, invite only, Via Savona 56

**Designer talks:** 18th April, Via Savona 56  
11.00am: Bouroullec Bros  
12.00pm: Stefano Ricci  
1pm Elizabeth Diller & Riccardo Scofidio  
2pm: Dr Masaru Emoto  
19<sup>th</sup> April, Via Savona 56  
3.30pm – 4.30pm: Design Forum with Yves Behar, Kengo Kuma, Arne Quinze, Patrik Fredrickson & Ian Stallard

**Extra notes:** Swarovski Crystal Palace will unveil 19 exciting new designs by leading contemporary designers and artists from around the world who have reinterpreted the traditional chandelier. Nadja Swarovski and the following designers involved are available for interview: Yves Behar, Ronan & Erwan Bouroullec, Diller, Scofidio + Renfro Masaru, Dr Emoto, Hariri & Hariri, Jaime Hayon, Ben Jakober and Yannick Vu, DB Kim, Kengo Kuma, Amanda Levete / Future Systems, Pierre Paulin, Arne Quinze, Stefano Ricci, Sheikh Majed, Al-Sabah & Stoiq, Fredrikson Stallard, Philip Treacy, Patricia Urquiola and Natasha Zupan

**Website:** [www.swarovskisparkles.com](http://www.swarovskisparkles.com)

### **International Design Initiative**

**Date:** 19<sup>th</sup> April

**Time:** 11.45-13.00 hrs

**Venue:** Ales Groupe Navcentre, 2<sup>nd</sup> Floor, Via Della Moscova 3, Milan.

In advance to the first International design Forum in Dubai (27-29<sup>th</sup> May), the International Design Initiative is bringing its Design Challenge to the Salone de Mobile on Thursday 19<sup>th</sup> April.

Zaha Hadid, Marcel Wanders and Karim Rashid, will be joined by other IDI board members in a special one off discussion based on the International Design Initiatives

**Design Challenge** [www.whatsyourdesignchallenge.com](http://www.whatsyourdesignchallenge.com)

Moderated by Marcus Fairs, Editor of Dezeen, [www.dezeen.com](http://www.dezeen.com) the panel – which also includes Peter Zec, president of Red Dot Germany, Stefano Boeri, former editor of Domus and Sheikh Majed Al Sabah, CEO of the prestigious Villa Moda retail group, will explore their thoughts on the design challenges facing the Middle East.

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