

**This spring in Milan, Valvomo is displaying designs of its twelve years of existence in order to find more manufacturers to work with. Some thirty designs are shown, over half of which are new ones.**

Valvomo, a design studio founded in 1993 has gained international recognition as a creative think-tank of eight designers and architects. To coincide with the Milan international furniture fair in mid-April this prominent design collective from Finland is displaying selected works at Galleria Milano.

Meticulous attention to detail has earned Valvomo a place on the lists of many international brands and museums such as MoMA. Some of the products are being manufactured by companies in Europe and Japan.

Apart from various types of furniture and lamps the catalogue also reaches out into architecture. Valvomo is mainly occupied with designing restaurants, offices, shops and other public spaces, but several private homes have also been done.

In Milan, the exhibition will be a marriage between old and new. The public has an opportunity to view some thirty Valvomo designs, the most renowned of which are the Globlow lamp, the Soundwave panel and the Chip divan.

These well-known favourites will be accompanied by more than a dozen new, unseen objects. To name but a few, on display will be CCL – Compliment Color Lamp which appears in different colours depending on the viewing angle; OKA, a coat rack hanging with a wire and TAKSI, an office chair based on wood rollers, as with the seat covers used by taxi-drivers. Lots of chairs, sofas, tables and accessories will be shown too.

Valvomo was born out of necessity during the recession years of early nineties. Back then, career opportunities for young architects were virtually non-existent. The answer was combining architecture and design in a new way. Needless to say, for die hard designers this was bordering on blasphemy.

Presumably because of these early breakthrough years, Valvomo's personnel has remained intact enabling a free flow of unhindered, border-hopping ideas, as well as positive, forward looking criticism.

Valvomo's work has always been endowed with a reluctance to follow certain trends or isms. Even if many a novel solution has seen the light of day, tradition has not been ruled out. The often humorous and always innovative design has frequently emanated variations of existing themes and schools.

If anything, the focus has been on usability and the deployment of latest technology, which has often acted as a starting point for design. It can all start from the scratch, without preconditions. This said, Valvomo has strictly distanced itself from elitist pitfalls and has never overlooked small or "ordinary" furniture.

Some of Valvomo's designs are being manufactured by Inno (Finland), Offecct (Sweden), David Design (Sweden), Lucepura (Italy), Softbox (Sweden) and Idée / Sputnik (Japan). The rest of the designs are looking for a home amongst the manufacturing companies visiting the show.

Valvomo is: Teppo Asikainen, Vesa Hinkola, Markus Nevalainen, Kari Sivonen, Ilkka Terho, Jan Tromp, Rane Vaskivuori and Timo Vierros. They all started studying architecture at the Helsinki University of Technology in 1989.

Galleria Milano, via Manin 13, via Turati 14. April 13th-18th, 2005.

PRESS OFFICE: MARIANGELA VITERBO, TEL +39 0255 11054, viterbo@impulse.it

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