

A BRIGHT FUTURE! ITALY CRUCIFIED.

A PROVOCATIVELY TRANSGRESSIVE STATEMENT INTO A POSITIVE CONTEMPORARY MESSAGE: A "BRIGHT FUTURE" MADE WITH SWAROVSKI ELEMENTS

From April 12 to 17, at Art Hotel Nhow - Milan, via Tortona 35 (Lobby – SPA Lounge), in the year of the 150th Anniversary of Unity, Italy is crucified!

A way of saying that **Daniele Basso** turns into an image and an object. The mirror Italy, with a height of 180 cm and sparkingly clad in **SWAROVSKI ELEMENTS**, compels those who look at it to carefully ponder on the ongoing crisis of identity in society. It makes us feel deep inside that we all should recover our role because we are Italy!

"The economic crisis and the great social changes, says **Daniele Basso**, owner of **GlocalDesign**, point at ominous future scenarios, full of excesses and poor in values. But we must not surrender. We proudly answer that we "can make" excellent products, whose quality, innovation and originality shine in the world.

The mirrors in the **Message Limited Edition** collection are made of 100% recyclable steel and beautified by the addition of genuine **SWAROVSKI ELEMENTS** that make them unique home jewels with a deeply rooted artistic vocation.

Strictly "Made in Italy", laser-marked against counterfeiting, suitable for indoor or outdoor installation, the **GlocalDesign** mirrors add the explosive energy of light that only genuine **SWAROVSKI ELEMENTS** can capture to the multi-faceted elegance of the **GlocalDesign+Molteni&C** collection (*designed by Nicola Gallizia*) and the minimal baroque style of the **GlocalDesign for SanPatrignano** collection (*designed by Daniele Basso*).

They are unique and exclusive products that are created to tackle the growing need for quality and excellence, as the new "Made-to-Measure Set" by **GlocalDesign**, mainly intended for the Contract sector (Retail, Hotels, Showroom...) and Architects, but capable of satisfying also household needs.

Art, Fashion and Design, being aspects of the "Made in Italy" success in the world and in **GlocalDesign's** DNA since ever, speak about who we want to be, help us become as we want to be. Together, they cast a glance farther on and plan the "Bright Future" we all long for.

GlocalDesign also is at Rho Fiera in the *Molteni&C* area and in Milan at the Showroom in Corso Europa 1, and again in Rho in the SanPatrignano area. The valuable collections exclusively developed in cooperation with both brands are displayed in all these venues.

The **mirrors DieMauer** and **DreamScape** from the "Message" collection, a limited edition designed by Daniele Basso, will be exhibited at "**Akille: Italian design collection**" on Friday, April 15, from 7:00pm to midnight. During this event organised by *Luisa Bocchietto*, a selection of the best Italian emerging designers will furnish Piazza della Borsa in Milan.

GlocalDesign (Think Global, Act Local) is a creativity firm supplying Strategic Design (Marketing, Product & Communications) and planning in the Fashion, Interior, and Furniture & Lighting Sectors. From their Biella offices, they coordinate projects with the major Made-in-Italy brands and rely on a consolidated international network of firms and professionals capable of creating emotional innovation.

SHOWROOM, UFFICIO STAMPA & COMUNICAZIONE

Glocal Design di Daniele Basso – Via Salita di Riva, 3 – 13900 Biella – Italy
Phone/fax +39 015 2523296 – e-mail: info@glocaldesign.it

Daniele Basso: +39 329 2323148 - daniele@glocaldesign.it
Giorgio Basso: +39 335 7503572 - giorgio@glocaldesign.it

LISAR HOME COLLECTION

LISAR, a leader in interior contracts for the retail, hotel and residential sectors, now at the second generation under the management of Antonio Fabris, is starting a new era of its **Home Collection** with Agile Table System as their first product.

Agile Table System, designed by **Daniele Basso** from **GlocalDesign**, and its many variants are characterised by an innovative interlocking support structure based on the use of magnets which makes it very fast and easy to assemble and disassemble and offers lightweight, robustness and a neat styling all in one.

"The precious and elegant asymmetrical plane - says Daniele Basso, GlocalDesign's designer – soon with the addition of new high-tech finishing details derived from the yacht and car sectors, revolutionises the field of Luxury tables, normally heavy and bulky. Lightweight, thin and fast-mounted, it nimbly moves in the space. It's a nomadic table that customises interiors dynamically and meets the growing need for flexibility in modern lifestyle".

Agile Table System, as an almost a minimal-style item featuring technical details, advanced materials and innovative technological solutions, will welcome your guests with an amazingly balance of esthetic taste and instant functionality.

LISAR and **GlocalDesign** capitalise their excellences mutually and meet the needs of people that love being surrounded by unique and highly distinctive products that, like **Agile Table System**, come in different sizes and with exclusive finishing details for the most disparate type of interiors. Also, dimensions and details can be customised ad-hoc for the most demanding customers.

LISAR have a thirty-years long experience, acquired both in Italy and abroad, in the sector of furnishing contracts for the worlds of fashion retail (boutiques, shops, corners and outlets), jewellery & watches, perfumeries and - last but by no means least - for the hotel sector.

LISAR facilities, at the forefront of research and innovation, produce excellences in the world of interior contracts using automated and PC-controlled machinery, but always accompanied with the irreplaceable touch of the hands of experienced craftsmen.

LISAR's heart is perfectly tuned between engineering and manufacturing thanks to their Design & Project department that develops projects, originated either in-house or by free-lance professionals, using CAD/CAM or rendering systems, and solid modellers for their engineering and prototyping activities.

Therefore, **LISAR** directly manufacture, pre-assemble and test all the materials used to make their furniture (wood, metals, crystals, marbles, paints, resins, Plexiglas, fabrics, lighting, etc.). They take care of all stages before every project is realised and after it is installed, providing their customers with excellent assistance everywhere in the world.

The continuous technological update and search for innovative design solutions, often even in advance on trends, guarantee and safeguard the excellent quality of their strictly "Made-in-Italy" standard.

STABILIMENTO & SHOWROOM

Lisar Spa – Via Boccaccio, 68/72 – 22070 Carbonate (CO) – Italy
Phone +39 0331 836111 – Fax +39 0331 821420 – e-mail: info@lisar.it

Arch. Stefano Vaio: +39 0331 836111
segreteria1@lisar.it – segreteria2@lisar.it

www.lisar.it