

FURNITURE DESIGN MEETS PERFORMANCE ART AT STOCKHOLM DESIGN WEEK 5-9 FEBRUARY 2018
DE LA ESPADA LAUNCHES NEW PRODUCTS AND DESIGN COLLABORATION

Stockholm, 18th December 2017

For Stockholm Design Week, Portuguese furniture brand, De La Espada presents 'Let's Pretend This Never Happened' – an event that mixes furniture design, drama, sound and music, within the intimate setting of a Stockholm home once owned by the manager of ABBA.

A new collaboration between De La Espada and Brooklyn-based industrial designer Jason Miller launches at the event with the introduction of five new products. Further product launches include new designs by Shanghai-based architects Neri&Hu, London-based industrial designer Matthew Hilton, and Venice- and Stockholm-based designer Luca Nichetto.

The total of fourteen new furniture designs will be presented through a performance by two actors, Fernando Nobre and Vania Rovisco, with a specially written storyboard designed to celebrate the pieces and bring them to life. The actors will inhabit different rooms of the apartment creating different dialogues and interactions with the spaces, with the public and with the products. The performance, directed by Lisbon-based artist Joana Astolfi, on a stage designed in collaboration with interior architect Roberta Ellingsen, will run for four days and will have variations throughout each day, responding to the different 'episodes' of the storyboard. Props, music, sound and lighting will accompany the actors, set design and furniture to engage the audience, forging a memorable and emotional learning experience.

Guests will experience the De La Espada narrative through a sensory journey incorporating the heart of daily life around which the products are designed: a place to eat, a place to rest and a place to sleep.

KEY INFORMATION

PRESS PREVIEW

Monday February 5th 2018

EXHIBITION DATES

Tuesday February 6th - Friday February 9th 2018

LOCATION AND PERFORMANCE TIMES

The central Stockholm location and performance times will be revealed by invitation in January.

BOOKING

Capacity is limited and booking is essential. Please contact sdw@delaespada.com to register your interest.

INTERVIEWS

Interviews with the director, actors and furniture designers are available during the press preview and during the four days of the performance. For booking interviews please contact phoebe@delaespada.com

NEW PRODUCTS

Product previews will be available mid-January, with complete product information available from the press preview onwards.

FILM AND PHOTOGRAPHY

Following the exhibition, a final complete film and photography will be released in March of 2018.

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ABOUTDE LA ESPADA

De La Espada is one of the world's absolute luxury woodworkers and master upholsterers. At their dedicated factory in Northern Portugal they utilize both traditional and innovative craft methods to create industrial design with a warm heart, where luxury is expressed through tactile materials and obsessive detailing. Partnering in a unique manner with leading industrial designers, they create fully developed product lines that are true to the creative vision of each, resulting in diverse yet aligned product families that are the building blocks for authentic interiors. They focus on the key pieces of furniture for the home: a place to eat, a place to rest, a place to sleep, and a place to work.

JASON MILLER

Jason Miller is a Brooklyn-based designer and the founder of Roll & Hill. Born in New York and raised in Darien, Connecticut, Jason's suburban upbringing heavily influenced his early, more conceptual pieces and continues to inform the elegant, historically rich work that has become his signature. His designs capture the sumptuous qualities of a traditional American aesthetic, while introducing a more modern, pared down design language.

NERI&HU

Neri&Hu is an inter-disciplinary award-winning architectural design practice based in Shanghai, China, with an additional office in London. With their product line, 'neri&hu', they seek alternatives to the normative, questioning the potential in "Chinese design". neri&hu is the reinterpretation of the beauty in the raw material, changing perceptions through what is revealed, examining history and its path, or capturing an ordinary scene in a snapshot.

MATHEW HILTON

Matthew Hilton is an esteemed British designer whose eponymous product line expresses the technical knowledge and clarity of vision gained over three decades in the industry. Utilising robust materials that improve with the mark of age, Matthew Hilton creates timelessly beautiful, exceedingly functional products that are rigorously engineered. Every view of a design is valued equally, every aspect carefully considered, allowing for a sense of appreciation over time as new details are discovered.

LUCA NICHETTO

Luca Nichetto is an acclaimed Italian designer with offices in Venice and Stockholm. His work is informed by his collaborative approach to design and deep respect for craft across all disciplines. For his product line, 'Nichetto', he creates products with personality, distinction and versatility for residential and contract interiors. The pioneering yet classical forms highlight the unique characteristics of the premium materials and superior craft.

JOANA ASTOLFI

Joana Astolfi is a Lisbon-based artist, architect and designer whose artworks, installations and window displays are inspired by imperfections, mistakes and the irrepressibility of humor. A keen sense of history also characterizes her interior design and architectural work for commercial and private clients. Astolfi sees objects and spaces as experiences, caught in time, but also capable of transcending and bridging time, and she leads her audiences on this fantastic journey. Joana is head of Studio Astolfi, a team of artists, architects, and technicians who specialize in telling stories, evoking memories, and captivating the curiosity of audiences. Studio Astolfi's client list includes Hermès Iberica, Hermès Travel Retail, Claus Porto, Sonae, José Avillez Group, Casa Pau Brasil, Teixeira Duarte, São Lourenço do Barrocal, Sumol and ETIC, amongst others.

ROBERTA ELLINGSEN

Roberta Ellingsen is an award-winning Stockholm-based interior architect known for her creative art direction and styling for commercial clients. Whether designing sets, events, or installations, her strength lies in her ability to tell a client's story in an engaging way, applying her unique sensibility and global perspective: Swedish-born, she was raised in the Middle East and Far East, and educated in London and Milan. Ellingsen was the Interiors Editor at Wallpaper* magazine for many years, and has been working internationally as a creative director and stylist since 2000.

VANIA ROVISCO

Vania Rovisco was a performer for Meg Stuart/Damaged Goods from 2001-2007, and since 2008 she has identified as a performing visual artist, bridging the body with the art gallery, and expanding her artistic works to other media including live installations, light, and video. She has been teaching workshops and directing movement since 2003 and continues to work as an interpreter. From 2012-2015, Rovisco curated events in collaboration with Museum Arpad Szenes Vieira da Silva. Her solo shows include *The Archaic*, *Looking Out*, and *The Night Knight*. She was the director of the performative installation *Silos de Carros e Estradas Giratórias*. She is also co-founder of the artistic platform *Aktuelle Architektur der Kultur-AADK*. Her most recent project, *Reacting to Time*, is a Portuguese-language performance dealing with archive and transmission of works from the late 60's. In 2017, Vania made the group piece *Equanimity - Unchangeable Mood* for the Festival Walk&Talk in the Azores Islands.

FERNANDO NOBRE

Fernando Nobre is an actor, singer and performer born in Mozambique and educated at the Lisbon School for Theatre and Cinema. Fernando has collaborated with theatre companies including *Teatro da Garagem*, where he was a resident actor for over 10 years, *Teatro Meridional* and *Teatro do Bairro*. He has starred in over 50 theatrical productions including *Alma em Lisboa* by Paulus Munker with Simone de Oliveira, *O Significado da Mobília* by Carlos Pessoa and *Ruínas* by António Pires. He has directed and starred in theatre productions such as *História de Amor sem Fim*, which toured in Angola; *Bom Feeling* with Sara Tavares; and *Ofélia*, an original adaptation of Shakespeare's *Hamlet*, with Sofia Baessa and scenery design by Joana Astolfi. Although he has devoted most of his life to theatre, Fernando has also worked in cinema, participating in films such as *Mata Hari*, alongside Cristopher Lambert; *Nzinga, Queen of Angola* by Sérgio Graciano and *Videovigilância* for RTP. Fernando has participated in various TV series, such as *Sal*, filmed in Cape Verde (SIC); *Ouro Verde* (TVI) and *Paixão* (SIC). Alongside his acting career, Fernando teaches theatre classes on interpretation, body expression and voice. He has kept his career as a singer running alongside his acting career, under the name of *Silk*. *Silk* is founder and lead vocalist of the soul and funk big band *Cais Sodre Funk Connection*, having just released their second album *Soul, Sweat and Cut the Crap*. Fernando has hosted several corporate, cultural and artistic events for brands such as *Red Bull*, *Monkey Shoulder*, *NOS* and *Produtores Associados*.

YVES CALLEWAERT

Belgium-born photographer Yves Callewaert was educated in London at Chelsea College of Art and Design before moving to Los Angeles to study Film and Television at UCLA. After living in Morocco and India, the photographer returned to his origins, to Belgium, where he continued his work in film. In 2002 his photography career was launched when he won the World-wide Photography Competition with "Future Adults" organised by Bristol&Myers, and was invited by *Blue Travel* magazine to photograph several parts of the globe for almost 4 years. In 2006, he began freelancing in the advertising world. In 2010 he began his production company and established his studio in Lisbon, from where he develops multiple projects both for the Portuguese and international markets. He has won much recognition for his advertising work, including winning at the PDN awards, *One Eyeland*, *Cannes Lions*, *MIFA* awards, and being named one of the 200 Best Ad Photographers world wide by *Lurzer's Archive*.