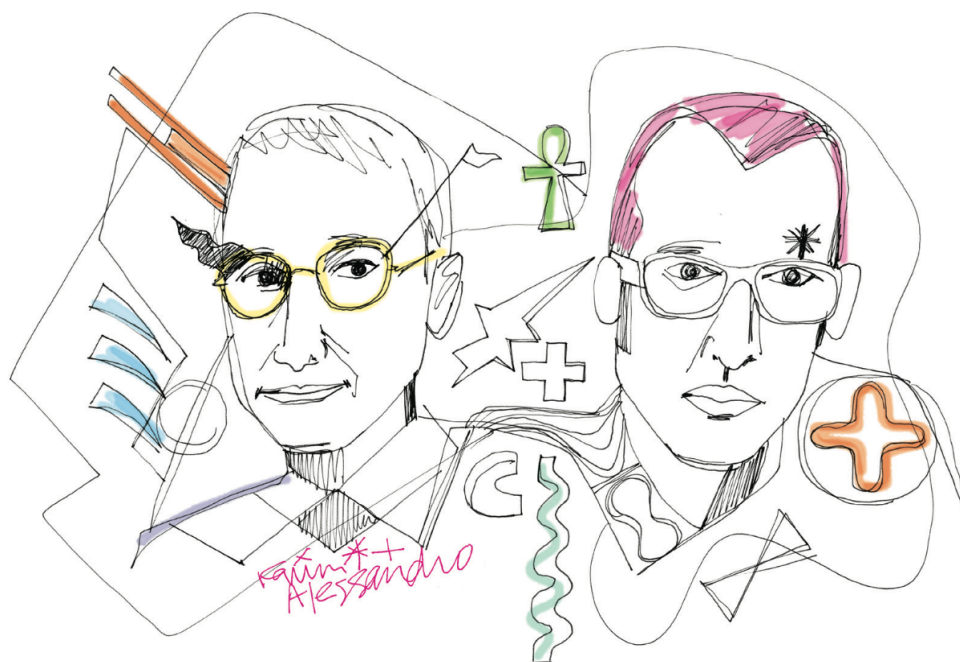


PURHO

Tribute to Alessandro Mendini The Royal Family by Karim Rashid



Milano Design Week 2019

**Rinascente Milano piazza Duomo
Design Supermarket, piano -1
April 9th — 14th, 2019**

On the occasion of Milan Design Week 2019, Purho will exhibit in the spaces of the Rinascente Milano Design Supermarket, floor -1 a selection of Murano glass vases signed by two great names in design and architecture, Alessandro Mendini and Karim Rashid.

To commemorate the first, extraordinary interpreter of the world of international design, Purho was glad to accept the invitation to exhibit some works created in 2015 by the Milanese architect and designer in the context of an exhibition paying tribute to his inexhaustible career. The **Gemella** and **Gemello** vases and the **Freccia** vases will be presented at the Design Supermarket in both the large and small versions.

If the former play on complementary shapes, contrasting volumes, the first apparently more slender, the latter softer, winking at the male / female silhouette, the Freccia vases plunge into slender lines and material surfaces capable of emphasizing the overall perception of dynamism.

Mendini said about his collaboration with Purho: *"Purho is a company made entirely of transparency and colors. Namely, it is made of the elegance of Murano glass. It is also the result of the quality of its authors, who devote themselves to this game of collections and evanescence. Every visit to Murano is an immersion in a past full of energies, which have been renewed for centuries into new iridescent objects (both old and contemporary), with a maniacal transfiguration of styles, customs, techniques, and sensations. Purho company is working at the heart of this system, creating small masterpieces. My vases for Purho work on shapes, colors and surfaces with much freedom, but they do follow the rules of a sophisticated catalogue that specifies common standards, scripts and mentalities. My three lines of vases Petalo, Freccia, Gemello feature wide variations of shapes, colors and sizes, and they represent a domestic overview by which I am deeply fascinated myself, with its strong and delicate charm."*

The vases created by the two designers are linked by their complementary natures.

If Mendini played on the male / female figure, **Karim Rashid** widens the field of action to represent an entire **Royal Family**: **King** and **Queen**, **Kount** and **Kountess** and the trusty **Knight** described by the designer:

*"Embracing fluid movement and forward momentum, the **Royal Family collection** I designed for Purho reimagines the sculptural possibilities of Murano glass with an eye toward the future.*

***King and Queen** are curvaceous vases that combine regality with visual wit. The ovoid "crown" of King extends upward, while the top of Queen resembles a rounded "halo", endowing each vase with a distinct character. **Kountess** is a stately, sculptural jar with lid, while its counterpart, **Kount**, is composed of discrete elements (a bowl and a vase) that can combine to form a noble centerpiece.*

*Color stands out in the **Knight** vase, displaying its playful undulating stripes of polychromatic glass. I have always loved Rinascente department store. I am proud to have my objects there."*

On all styles the perfection of Murano glass is available in the 21 shades - created in purity - that make up the Purho colour chart: dense, cheerful, a "vitamin supplement."

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AtemporaryStudio — PR di Giovanna Felluga e Samantha Punis
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Press Office Coordinator - Special Events
Samantha Punis
s.punis@atemporarystudio.com
mob. +39 339 5323693