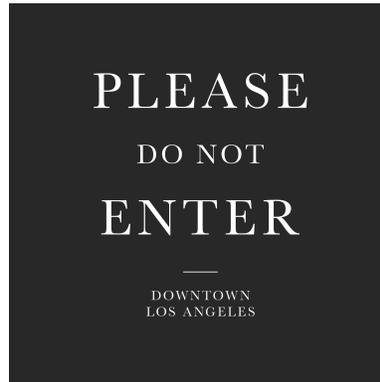


FOR IMMEDIATE RELEASE
THURSDAY, SEPTEMBER 17, 2015



**DA VETRO
BY
FABRICA DESIGN**

NEW LIMITED EDITION GLASS COLLECTION WORLD PREMIERE

NOVEMBER 11–DECEMBER 5, 2015

**COLLECTION DEBUT AND SALE WEDNESDAY, NOVEMBER 11, 2015, 6-9PM
PLEASE DO NOT ENTER, 549 SOUTH OLIVE STREET, LOS ANGELES, CA 90013**

Los Angeles— Please Do Not Enter will launch *Da Vetro*, a new limited edition glass collection designed for the home and produced in collaboration with Italian communication research center Fabrica. The collection consists of 22 pieces, designed by seven young, international designers participating in Fabrica's cross-disciplinary design residency. The pieces convert allusions to human gestures, postures and scale into a series of playfully poetic, utilitarian objects.

In the collection, vases, carafes, domes and containers explore useable design as a social language, often playing with balance and expectation. Entirely made by hand in Italy by the well-known glass blower Massimo Lunardon, each individual piece is numbered and produced in a limited edition of 30. The *Da Vetro* collection is exclusively available worldwide through Please Do Not Enter.

The *Da Vetro* collaboration began in April 2014, when Sam Baron, French designer and Creative Director of Fabrica Design Studio, visited Please Do Not Enter in Downtown Los Angeles. The gallery's co-Founder, Nicolas Libert, says of the encounter: "He immediately understood our concept, and made the connection between Please Do Not Enter and the ongoing project of *Da Vetro*, offering us worldwide exclusivity for the complete collection. This project was perfectly suited to our vision and our interest in exploring the intersection of art and design. We loved the idea of a collection that fused rare craftsmanship with a strong, contemporary aesthetic. It also reveals the at times indistinguishable frontier between usable design and art. And finally, it serves one of our primary goals: to bring affordable yet exclusive pieces to LA."

Fabrica's Sam Baron says of the *Da Vetro* collection: "We have proposed some unique and functional objects with a distinctive presence. They are designed to strike the right balance between the personal expression of Fabrica's international young talents, and the specific influences of their cultures, the knowledge of Massimo Lunardon, the master Italian glass blower we are collaborating with, and also Please Do Not Enter's desire to offer outstanding design objects at an accessible cost. We have developed each piece with these criteria in mind, bringing some unexpected shapes and details to life to create objects that reflect human gestures and habits".

The 22 pieces in the *Da Vetro* collection will be presented by Please Do Not Enter over the course of three individual exhibitions; this being the first of its three installments. A truly international collection, *Da Vetro* reflects the great care and craftsmanship of Italian design, channeled through the creative contemporary visions of Fabrica's individual designers from France, Scotland, Portugal, Italy, Germany and Japan. Pieces in the collection range from \$150-\$600, for inquiries about purchasing, please contact 213.263.0037 or contact@pleasedonotenter.com.

THE COLLECTION

Balance by Ferréol Babin

A carafe that seems to teeter and nearly fall, but that is in fact stable. This slight movement establishes a contrast with the horizontals and verticals of a dressed table.

Nage by Ferréol Babin

A collection of vases and containers that play with scale and invite you to jump into the water. A glass pool ladder poetically suggests a familiar human pastime, and is set against an uncluttered clear shape.

Penne, maccheroni & spaghetti by Dean Brown

A collection of glass containers to store penne, maccheroni and spaghetti. The lid handles are formed into the iconic pasta shapes and the lids themselves allow you to measure the correct portion of pasta for cooking.

Pegar by Catarina Carreiras

There are many ways of holding an object, especially when it comes to a glass dome. The different geometric handles of these domes elicit different physical interactions and gestures. By playing with their use and purpose, these multi-use objects convey individual characters to a very basic semi-spherical shape.

Rea by Federico Floriani

Rea is a water carafe. You fill the carafe from the top and can pour water from the front aperture into your glass in an elegant way. The handle creates a loop that allows you to easily carry the carafe, giving you a perfect grip to pour the water.

Bloom by Pascal Hien

Bloom is a small vase to present single flowers. One, two or three glass rings hold the flowers in place forming a bouquet. Without flowers, the vase still works as a decorative object.

Cut&bend by Pascal Hien

Cut&bend focuses on the process of hand-blowing glass. The object gets cut, heated and bent to become a functional carafe, ready to be filled with refreshing drinks.

Fanfare by Pascal Hien

Fanfare lifts fruit or cupcakes high upon a pedestal. Inspired by the horn shaped opening of a musical instrument, the food can be highlighted, separated and combined on an elegant hand-blown glass object.

Postures by Tomomi Maezawa

A pair of small flower vases with wine-glass-stems fit the atmosphere of the dining table. Inspired by human postures, the vases can be animated with flowers as their heads.

Dora by Giorgia Zanellato

Dora is a glass carafe with handles, that are extended from outside to inside the water container. The result is an unconventional handling of a conventional carafe.

Up by Giorgia Zanellato

Up is a collection of glass containers that have a special place for flowers. Inside each shape, long, protruding glass tubes become the perfect place for a flower.

ABOUT PLEASE DO NOT ENTER

Please Do Not Enter is a one-of-a-kind curated store in the heart of Downtown Los Angeles. This unique space features an eclectic array of exclusive timeless contemporary pieces, including contemporary design, high fashion, luxury accessories and contemporary art. Carefully selected and curated, most pieces are unique or part of small editions. Please Do Not Enter is an unseen shopping destination in the Los Angeles scene.

Being contemporary art and design collectors themselves, the two French founders, Nicolas Libert and Emmanuel Renoird, have amassed an important outdoor sculpture garden on the grounds of their unique country home in Normandy, France. Their contemporary collection includes site-specific works by artists such as Saadane Afif, Karsten Födinger, Vincent Lamouroux, Guillaume Leblon, Arik Levy, Vincent Mauger, Richard Nonas and Andra Ursuta. Libert and Renoird extend their passion as art patrons to Please Do Not Enter, viewing it as a

supportive platform for contemporary creation, and as a conduit through which to sponsor and produce outdoor installations and commissioned works for special projects.

<http://www.pleasedonotenter.com/>

FABRICA DESIGNERS

Ferréol Babin - France

Ferréol Babin was born in 1987 in Dijon, France. After first graduating in Spatial Design, he spent a semester at the Nagoya University of Art & Design in Japan. He then worked as an intern at Studio Robert Stadler in Paris. In 2012 he graduated in Object Design from ESAD of Reims. Since then, he has worked as an independent designer, mainly focusing on lighting engineering design. His projects are always based on an awareness of function and rationale, combined with a poetic, emotional dimension. Babin worked in the Fabrica Design Studio in 2014 and 2015.

Dean Brown - Scotland

Dean Brown is a London based designer with an interest in concept retail, narrative driven installations and cultural artefacts. Alongside his own practice, he was a long term design resident and senior consultant for Fabrica. His work has been exhibited internationally at the Milan Furniture Fair, ICFF New York, London Design Festival, the V&A and Design Museum, London. Dean was born and raised in Scotland and looks accordingly.

Catarina Carreiras - Portugal

Graduated in Communication Design, Catarina Carreiras is working as consultant for Fabrica's Design Studio since 2009, after spending one year there as a Fabricanti. Between 2009 and 2010 she collaborated with the studio Karlssonwiker Inc., in New York. Divided between Lisbon and Treviso, Catarina has her own graphic design studio since 2011, Studio AH—HA, in the heart of her hometown. List of clients include: Zanotta, Benetton, Opera de Paris, Vitra, Foam, Gulbenkian Música. She won three honor scholarships from Universidade de Lisboa, an Inovart grant from the Portuguese Ministry of Culture, and two Jovens Criadores awards on the category of Graphic Design.

Federico Floriani - Italy

Born in 1988 in Treviso (Italy), Federico graduated in Industrial Design at IUAV, University of Art & Design of Venice. After his bachelor studies, he undertook an internship experience in the London based IMLab Studio, specializing himself in interior design and architecture. He then worked as an assistant to the Italian designer Matteo Zorzenoni and at Studio Formafantasma in Eindhoven, the Netherlands, where he stayed for almost one year. He worked in the Fabrica Design Studio in 2013/2014.

Pascal Hien - Germany

Pascal Hien is a product designer from Germany born in 1988. He has a diploma degree in Industrial Design from the University of Arts Berlin. He spent one year studying at ENSCI les Ateliers and worked for Arik Levy design studio in Paris. His work is based on extensive research into materials, production techniques and innovations - eager to cross boundaries, experiment and push ideas to the maximum. His work range consists of experimental concepts to finished products and installations in public spaces. Pascal is currently a Design resident at Fabrica research centre in Italy.

Tomomi Maezawa - Japan

Born in 1988, in Tochigi, Japan, Tomomi Maezawa sees herself as a graphic design practitioner, a futurist and a postmodernist. She gained a degree in BA Design Informatics at

Musashino Art University, where her interest began in the innovation of contextually mindful design. Moving to London, to complete an MA in Communication Design at Central Saint Martins, she began her investigation of visual representation and its relation to technological preconceptions. In her Masters project, entitled "Communication Survival Kit", she questioned digital life by re-materializing unconscious desires and behaviors towards communication. She joined Fabrica in March 2014, and has continued exploring graphic storytelling with a great interest in the future of communication.

Giorgia Zanellato - Italy

Giorgia Zanellato is a product designer born in Venice in 1987. She started her design studies at IUAV University of Venice where she developed a strong understanding at the functionality of objects and based her design around this. In 2009 she moved to ECAL in Switzerland to improve her drawing skills. For her master project she wanted to investigate a part of design that she wasn't familiar with. She conducted her thesis on "Soprammobili" which means ornaments and knick-knacks in Italian. She wanted to understand how and with which criteria ornamental objects, which have no limits and resist formal rules, are designed. Emphasizing instead visual and emotional reactions, which change from person to person. She's working as a consultant in Fabrica's design studio.

FABRICA

Fabrica is a communication research center. It is based in Treviso, Italy, and is an integral part of the Benetton Group. Established in 1994 from a vision of Luciano Benetton, Fabrica offers young people from around the world a one-year scholarship, accommodation and a round-trip ticket to Italy, enabling a highly diverse group of researchers. The range of disciplines is equally diverse, including design, visual communication, photography, interaction, video, music and journalism. Fabrica is based in a campus centered on a 17th-century villa, restored and significantly augmented by renowned Japanese architect Tadao Ando.

www.fabrica.it

Image credits: Federico Floriani, *Rea*. type: carafe, colour: clear, material: borosilicate glass. Giorgia Zanellato, *Up*. type: container (tall), color: clear, material: borosilicate glass. Catarina Carreiras, *Pegar*. type: dome (square), color: clear, material: borosilicate glass.

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