

Untitled(FAB) and Urban-FX present:

HIDDEN HEROES

'International League of Maverick Designers'

HIDDEN HEROES will take place at the «Temporary Museum for New Design» at the underground area 'Discovering', Superstudio Piu, Via Tortona, 27, Milan, from the 22nd until the 27th of April 2009.

Press Preview: 21st of April, 15:00

Cocktail and Design Shop Opening: 21st of April, 20.00 at Le Biciclette, Via Torti

HIDDEN HEROES is an exhibition organized by design agency Untitled (FAB) (www.untitledfab.com) and event organizer Urban-FX (www.u-fx.com) with over 30 international designers. These mavericks have come together to fight current low spirits with a truly inspirational exhibition: their products range from intimate to highly industrial finishes, from fine fabrics to metals, from outdoor to indoor furniture. Some of the pieces push material technology to the limit; others are filled with poetry, enchantment and even humor.

Our maverick designers worked like sponges to conceive their projects: they absorbed all relevant information that crossed their way in the past months and transformed them into products that, hopefully, will inspire people to rethink their lives, reinvent their worlds and touch their hearts.

As true heroes, this league reveals good and evil, strengths and weaknesses, sources of inspiration and perspiration. It is up to the visitors to let the objects and their surroundings somehow touch them, but the message is clear: 'It is better to light a small candle than to curse the darkness'.

Exhibition & Technical Organization: Urban- FX

Project by: Fabiana Vidal Leão de Aquino

Exhibition Design: Daniel Simonini

Press Office: DesignPR.info

More info:

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HIDDEN HEROES

'International League of Maverick Designers'

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Claassen & Partner
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Form for You
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& Kolbrun Leosdottir
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Vanin & Ferracin
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www.rawstudio.co.uk

Niklas Madsen
Sweden
www.mentaldesign.se

Ormond Editions
Frederik Ormond
Switzerland
Richard Hutton, LifeGoods &
Adrien Rovero
www.ormond-editions.com

Paolo Malorgio
Brazil & Italy
www.paolomalorgio.com

Per Eriksson
Sweden
www.thegreenhouseark.se

Philippe Malouin
Canada
www.philippemalouin.com

Puff-Buffer Design
Poland
Anna Siedlecka & Radek Achra-
mowicz
www.puff-buff.com

Roberta Tinelli
Italy
www.robortatinelli.com

Rodrigo Almeida
Brazil
www.rodrigoalmeidadesign.com

Timo Nau
Austria
www.vela-wellness.eu

Others:
Alice and the Cat
Brad Ascalon
Anne-Cecile Rappa/ Barbara Bona
AnticorpDesign
Lorenza Bozzoli
Matteo Cibic
Seroj de Graaf

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The exhibition is divided in 5 spaces:

- 1st space: Entrance and exhibition area 1
- 2nd space: Exhibition area 2
- 3rd space: Business lounge/ workshop area
- 4th space: Press area and Design Shop
- 5th space: Frame magazine

Design Shop:

Objects by HIDDEN HEROES' designers and the E2bP collection (www.untitledfab.com/e2bp.html).

Frame Magazine:

Frame magazine (www.framemag.com) will be present at the space, showing their latest numbers and newest books. 5 online Frame magazine subscriptions will be given to 5 visitors who subscribe at Frame's booth during the exhibition days. The winners will be named on Monday 27th.

Workshops:

Arash and Kelly will offer their V&A Museum famous workshop called Illuminati.

Visitors who would like to attend the workshops should contact studio@arashandkelly.com.

Master program students from the Universities of Brighton, Bolzano and IULM Milan will attend 11 hours of workshops and design talks with themes varying from NGO and design to Business in China.

Q-drum and Fitol:

The exhibition supports the Q-drum (www.qdrum.co.za) & Fitol (www.fitol.org) projects.

HIDDEN HEROES would like to thank:

- Superstudio for giving us total support for this exhibition
- DesignPR
- Tie- Ups/ Matley
- Fusina
- All sponsors and technical partners
- The Universities of Brighton, Bolzano and IULM
- Studio B16
- Frame Magazine
- Mr. Economic Crisis for forcing us to work together, creating a long term partnership among all designers and those to come.

