

14th February 2006

Press release

Cornwall designers prepare for Italian job

More than 20 Cornwall-based designers have been selected to show their latest products at the prestigious Milan Furniture Fair this spring.

The world famous Salone Satellite, part of the Milan Fair is one of the major events in the international design calendar. The cream of Cornwall's design talent will be appearing on three separate stands at Salone Satellite, demonstrating to the world's press that the county is fast-becoming a leading centre for creative enterprise.

Hidden Art Cornwall, the organisation that supports Cornwall-based designer-makers, Palace Furniture, an independent design collective based in the county, and University College Falmouth's 3D Design course, will each have stands at the Salone Satellite, showcasing an exciting range of furniture and interior prototypes – from unique and contemporary lighting designs to a chaise-longue made from Cornish timber and an interactive table and chair. All the items on view will have been created by design companies, graduates or students based in Cornwall.

John Miller, Director of Design at University College Falmouth and a furniture designer himself, says he's delighted by the high number of Cornwall-based designers that have been selected to go to Milan. "The Milan Fair is the leading international design event and the Salone Satellite is very special – it's where all the press and media attention will be focused. It's hard to get your work into the event as they choose the most innovative design, so it's a great credit to the talent of our staff, our students and graduates, and of local businesses that Cornwall will have such a strong presence in Milan this year."

ENDS

Milan Furniture Fair - April 5-10th2006

For additional details please contact:

Jessie Higginson at *Hidden Art Cornwall* on +44 (0)1326 253696, email: jessie@hiddenartcornwall.co.uk, website: www.hiddenartcornwall.co.uk/milan

John Miller at *University College Falmouth* on +44 (0)1326 370428, email: john.miller@falmouth.ac.uk, website: www.falmouth.ac.uk

Dan Mifsud at *Palace Furniture* on palacefurniture@hotmail.co.uk

NOTES TO EDITORS

Hidden Art Cornwall

Hidden Art Cornwall is a not-for-profit membership organisation that supports and promotes designer-makers who live or work in Cornwall and the Isles of Scilly, offering companies and members of the public access to original design.

Hidden Art Cornwall is making its debut at Salone Satellite, showcasing the work of one of its members – Nick Fraser (www.hiddenartcornwall.co.uk/nickfraser). Nick will be launching his 'Chop' light and 'Chable', an interactive table/chair.

Jessie Higginson, project manager for Hidden Art Cornwall says: *"This is an amazing opportunity for Nick to showcase his products alongside the cream of international design, in an environment renowned for launching the careers of some of Britain's leading designers. Five other members of Hidden Art Cornwall, as graduates of University College Falmouth, will also be represented on the University College Falmouth stand."*

Hidden Art Cornwall is the pilot franchise of Hidden Art in association with University College Falmouth.

Palace Furniture

Palace Furniture is an independent design collective founded in 2004, run by designers for designers. This year Palace will be at Salone Satellite for the second time, showcasing products by: Ian Caplin, Joyce Fok, Simon Hewlett, Kamini Chauhan and James Maclachlan, Dan Mifsud, John Quartly, Jonas Ranson, Ray Rigg, Pete Rudlin and Aidan Seymour.

John Quartly, co-founder of Palace Furniture says: "Milan is the most effective way to get products to market. It's competitive, but that's what gives Salone Satellite such an edge. *Everyone* goes there."

Palace Furniture will be exhibiting on stand 34-C in Milan showcasing prototypes including a dolls house chair, architecture puppet lighting, wallpaper made from stickers and a lost property storage wall. Most of Palace Furniture's projects are constructed from unconventional trains of thought.

Palace Furniture will launch its exhibition prototypes simultaneously in Milan and online at www.palacefurniture.net.

Whilst in Milan, The British Consulate General in Milan has invited Palace to make a presentation to the leading Italian producers and distributors of furniture, products and lighting.

Palace Furniture have been part-funded for this project by The Arts Council England and the UKTI Solo Show Scheme.

University College Falmouth

University College Falmouth's 3D Design degree course was invited to participate alongside other leading design courses from Europe, America and Japan following a visit to the Milan Fair by Course Leader Su Vernon last year.

Su is hopeful that this year's opportunity will get her students careers off to a flying start. *"This is the first time that the 3D Design course at University College Falmouth has been profiled at this international event. We are thrilled to be exhibiting students' and graduates' work, helping them to launch their prototypes and start new businesses. Recent graduates Tom Raffield and Chris Jarrat, have formed Sixixis based in Redruth. Tom will be showing his sustainably designed steam-bent chaise-longue, produced from local Cornish timber, and Chris will be displaying a range of laser-cut, city-scape coat hangers."*

University College Falmouth will be showcasing work by six of the incubate-businesses that are based in the College's stunning multi-million-pound Design Centre. They are; Gary Allson, Anthony Greenwood (Terrain Design), Tim Lake, Jethro Macey, and Chris Jarrat and Tom Raffield (Sixixis). They will also be exhibiting work by graduate Dash McDonald, Next Move resident Ismini Samanidou, in collaboration with Director of Design John Miller, and products by three third year students from its 3D Design course.

BA(Hons) 3D Design

The course equips graduates with the skills appropriate to freelance or in-house design and designer-maker practice. Graduates are employed in multidisciplinary design studios, sustainable design and consultancy; in furniture, lighting, product, jewellery, packaging, sports product and exhibition design, and computer 3D visualisation. Teaching and postgraduate study are further options. *For further information please contact Admissions on +44 (0)1326 211077 or visit www.falmouth.ac.uk*

University College Falmouth is a founding partner in the Combined Universities in Cornwall initiative, which is funded mainly by the European Union (Objective One), the South West Regional Development Agency, and the Higher Education Funding Council for England, with support from Cornwall County Council.

Contact: Jilly Easterby, PR Officer, tel: +44 (0)1326 213792, email: jilly.easterby@falmouth.ac.uk, www.falmouth.ac.uk

The Business Room at University College Falmouth

The Business Room houses a 3D design bureau offering some of the most modern equipment in the country available for hire by local businesses. Based in the business room are 13 incubatee businesses. These are mainly graduates running a variety of design businesses including, spatial designs, textile designers and product designers. Incubatees can access expert mentoring, business space, computer, IT support and access, telephone, desk and storage at an affordable amount and are given a start up financial award. The Business Room also provides desk space for four designer-makers on The Crafts Council *Next Move* scheme.

Contact: Vic Machon +44 (0)1326 370756, email: vic.machon@falmouth.ac.uk

Milan Furniture Fair

Dates: April 5-10th2006

The Milan Furniture Fair is the centrepiece of Milan Design Week, the major annual international design festival for furniture, products and interiors. Fringe exhibitions and events take place in hundreds of venues across the city throughout the week, creating a dynamic, lively showcase with thousands of visitors attending from all parts of the world.

The Salone Satellite is part of the main Salone Internazionale del Mobile at the new Milan Fairgrounds, Rho-Pero. Salone Satellite is where the cream of new innovative design is presented. In 2006 the event will have extra profile as it is the first to be held in Milan's new state-of-the-art exhibition centre

For more information on the Milan furniture fair visit: www.cosmit.it for more information.