



This year we are proud to announce our partnership with Really. Emerging in response to the urgent global issue of waste, Really upcycles end-of-life textiles into new materials.

Really's first product *Solid Textile Board* will be launched with projects by Christien Meindertsma and Max Lamb.

At the fair we will be featuring the new rug designs by Ronan & Erwan Bouroullec and Hella Jongerius as well as new curtain and upholstery textiles by Giulio Ridolfo, Åsa Pärson, Cristian Zuzunaga, Louise Sigvardt and Tone Barnung. The Kvadrat showroom is the center stage of Masks by GamFratesi celebrating the new colours of *Canvas*, *Zulu* and *Steelcut Trio* by Giulio Ridolfo and his new textile *Recheck*.

Mask by GamFratesi and Giulio Ridolfo

Press preview Monday 3 April, 4 pm – 7 pm

Kvadrat showroom

Corso Monforte 15, 20122 Milan

Kvadrat showroom

Corso Monforte 15, 20122 Milan

Opening hours

3–7 April, 10 am – 9 pm

8–9 April, 10 am – 7 pm

#kvadratsalone17

Cocktail party in collaboration with Flos and Kinnasand

Thursday 6 April, 6.30 pm – 9.30 pm

Kvadrat stand The Cut by Neri & Hu

Milan fair grounds, Rho

Hall 20, stand F18

4–9 April, 9.30 am – 6.30 pm

Press preview with Ronan & Erwan Bouroullec and Hella Jongerius

Ronan & Erwan Bouroullec

Tuesday 4 April, 10 am – 12 pm

Hella Jongerius

Tuesday 4 April, 10 am – 2 pm

Really: designing materials for circularity

Max Lamb and Christien Meindertsma

Wednesday 5 April

2 pm – 4 pm Interviews with designers Max Lamb and Christien Meindertsma upon request

4 pm – 5 pm Press preview with the designers

5 pm – 6 pm Panel discussion with Max Lamb and Christien Meindertsma, advisor for sustainable innovation and circular economy Clare Brass and curator Jane Withers on the challenges of designing for a circular economy.

6 pm – 9 pm Drinks

Project B Gallery

Via Pietro Maroncelli, 7, 20154 Milan

Really

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Via Pietro Maroncelli, 7, 20154 Milan

Opening hours

4–7 April, 10 am – 8 pm

8–9 April, 10 am – 7 pm

For interviews and attendance please RSVP to Charlotte Kaplan

charlotte.kaplan@camronpr.com

Please also visit our collaborations with:

Mindcraft17

San Smpliciano

Piazza Paolo VI 6, 20121 Milano

4 April, 11am – 11pm

5–8 April, 11am – 9pm

9 April, 11am – 5pm

This Will Be The Place.

Fondazione Giangiacomo Feltrinelli, viale Pasubio 5

Cassina 9.0, an installation by Patricia Urquiola for the 90th anniversary of Cassina. Presentation of the book *This Will Be The Place*.

4 – 9 April 2017

5 – 8 April 10 am–11pm / 4 & 9 April 10 am–6 pm

kvadrat