

BIG CHIEF MEETS FURNI IN SPARESPACE



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Three creative studios from various disciplines meet together through the web to create a global showcase as they decide to share ideas and interact for Milan's Design Week.

***BigChief Design** will be curating an exhibition at their studio space in Milano in collaboration with Dutch interior & product designer **Jack Brandsma**, and Canada's **Furni**, a Montreal-based design company.*

The event will consist of two main components, a showcase area featuring work by Jack Brandsma ("**SpareSpace**" & **lamps**") and **Furni** as well as a BigChief Design large scale installation which will play on themes current to contemporary graphic design and illustration by focusing on it's established DIY paper three-dimensional architectures to create imagery and scenery both inspired by Furni's and Jack Brandsma's work.

This event will also serve as the launch of a limited edition version of **Furni's "Staab" clock for Bigchief featuring a laser etched design of the "Big Chief" logo-character himself**. The BigChief cardboard cutout toy has brought the Milan design team much press and adoration and now Furni has found an interesting way to offer a new medium for the character. Instead of printer, paper and ink, the new tools include a laser etching machine, solid wood and a laser beam.

After extensively exploring the playful world of DIY cutout paper toys by creating freely downloadable and printable cardboard character templates (<http://think.bigchief.it/toys>) BigChief is continuing it's research and development of three dimensional paper creations into the design of objects, scenes, products, sculptures and installations created and assembled with a touch of a naive poetry, fresh innovation and humor.

BigChief design studio transforms 2-D computer graphics and illustrations into **3-D works** of art using the simple, tactile nature of plain paper and thin cardboard to create surprising and unusual applications and installations.

The project will take place also online at <http://milandesignweek.it>
During the event Bigchief studio will be also opening a **temporary shop** that will sell a special selection of curated products.

Designers:



BigChief Design is a Milan-based digital communication and graphic design studio founded by Daniela Berto and Luca Gentile, two passionate and inspired people with diverse background and expertise from marketing to design, from visual communication to technology. They work in graphic design and illustrations, 3D paper art, digital and interactive media.

<http://bigchief.it>
<http://think.bigchief.it>



Furni, Duo Mike Giles and Devin Barrette make up Furni a Montreal based design/build studio focusing on simple, aesthetically pleasing modern designs with a persona. Aiming to opt out of mass produced goods they design build and ship a large portion of their creations directly from their studio.

<http://www.furnicreations.com>



Jack Brandsma, interior architect and product designer Jack Brandsma works and lives in Groningen, in the North of the Netherlands. Jack studied at the RCA in London at Ron Arad's Design Products department ('99-'01). Starting point for a lot of Jack's products is his interpretation of space, which leads to new objects. The relationship between product and context is often as important as the product itself.

<http://www.jackbrandsma.com>

Venue:

BigChief Design

Via Cimarosa 12/2
20144 Milano

Week of Design April 22- 25 2009, Milano

Opening times: 11 a.m. - 7.00 p.m.

Press Preview: 22th April 10 a.m - 1.00 p.m.

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