

NICHETTO=NENDO
at Milan Design Week 2013

9th–14th April 2013 from 10:00 to 19:00
at Foro Buonaparte 48, 20121 Milan

It all started in December when Luca Nichetto and Oki Sato met in Stockholm for a coffee in Vetekatten, where they spoke about design and collaboration between designers of the past such as Ettore Sottsass with Shiro Kuramata.

Jokingly, they were told that now was their time, but that they should make products together to highlight their mutual respect and the affinity between their work, rather than showing existing work together.

During the winter holidays, Oki found a creative process in Japanese culture by which one person composes the first three lines (kami no ku) of a short poem known as a tanka, then sends them to a second person who composes the two final sentences (shimo no ku).

This led to the collaboration between Oki and Luca.

Oki sent ideas which Luca concluded, and vice versa. All of this was done in the span of a few days. Both designers accepted each other's work completely.

The result: seven co-designed, co-conceived products and a great friendship.

The realization of these seven products and the exhibition, was made possible thanks to the help of the following companies and suppliers who believed in the collaboration between Luca and Oki. Casamania/ Discipline/ Foscarini/ Glas Italia/ Glip/ Grafiche Antiga/ Innofa/ Kadowaki Coating/ Ochiai-Seisakusho/ Ogeborg/ Oikos/ Taniguchi Aoya Washi/ Testi Fratelli/ Vertigo Metals.

Exhibition : NICHETTO=NENDO

Date: 9th–14th April 2013

Time: from 10:00 to 19:00

Press days: 10th -11th -12th April 2013

Time: from 10:00 to 12:00

Location: Foro Buonaparte 48, 20121 Milan

Nendo

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