



FUORISALONE DEL MOBILE - MILAN DESIGN WEEK 2017 TORTONA DISTRICT

4th - 9th April 2017 | 10 a.m. – 10 p.m.
M4A-MADE4ART

Via Voghera 14, second entrance Via Cerano | Milano

Special Cocktail Friday 7th April from 6.30 p.m.

Pet Exhibition

Tue. 4th, 4 p.m. - Sphynx - Magic Hogwards

Thu. 6th, 4 p.m. - American Curl Longhair - Vibrisse Feline

Fri. 7th, 4.30 p.m. - Ragdoll - MyCuttleRagdoll

Sat. 8th, 10 a.m. - Norwegian Forest Cat - Riverdance

At **Milan Design Week**, **Brandodesign** introduces its special ***Pet Home Collection***. This collection is dedicated to our four-legged friends and to their well-being. Brando luxury dog beds and cathouses are designed to fit contemporary home decors. The essential lines and patented product design define a unique and elegant style signed Brando.

Brandodesign was founded in 2015 by architect **Pierangelo Brandolisio**, who investigated the unexplored world of **design for pets** to meet the needs of his American Akita. Fascinated by the relationship between humans and pets, Brandolisio creates innovative **furniture products** designed to satisfy the **specific needs of cats and dogs**. Pet comfort and interior decor are combined to create a unique Pet Home Collection. Deeply connected with his region, Friuli Venezia Giulia, Brandolisio **exploits natural materials** found in Northern Italy for his creations.

Cats and dogs are part of our families. Their love helps us slow down from our usually frenetic pace of life. Brandodesign grows out of research on the relationship between pets and humans in our homes. Brando's pet furniture contains **natural features** that are enjoyable for the feline or canine instincts, while being cosmetically pleasant for humans. Materials follow minimalism of lines and natural instinct of pets. The materials used are: plain wood essences – Walnut, Oak, Birch, Chestnut, Elm, Spruce – Corten Steel, Stainless Steel, Plexiglas, Wicker, Leather and Microfiber. All Brando products are handcrafted in Italy where artisanship is synonym of excellence and prestige.

At **Milan Design Week**, Brandodesign will present its ***Pet Home Collection*** and a **preview of two new products**. ***Baco + Chiurlo***, a cathouse inspired by wildlife and nature. The stainless-steel frame is covered in handwoven wicker. Its ergonomic structure allows cats to feel completely protected. ***Torre-tiragraffi***, a vertical scratching post for cats. Its innovative design allows cats to fully stretch their body. The leather-

coated stainless-steel base ensures stability and supports a vertical wooden element, wrapped in a refined and interchangeable jute cord.

At Milan Design Week 2017, Brandodesign will also present **also some other appreciated elements of its Collection** such as **Dune**, dog bed that finds its inspiration in desert landscapes shaped by time, entirely made of birch plywood; **Cat60**, cathouse tribute to the sixties design, in various plain wood essences; and Tunnel, cathouse made from innovative materials – Betacryl or Coreten. Its sober lines and contemporary style easily match minimal home décor.

From April 4th to 9th Brandodesign will present its collection at **M4A-MADE4ART - Tortona district**; the location is easily reachable from the new boardwalk that connects MM2 P.ta Genova to Via Tortona, with direct access to Via Voghera.

During the week, Brandodesign will also host some **renewed cat breeders and felines** will be free to explore our cathouses. You can meet the entire Brandodesign team on **Friday the 7th** and have a toast together from 6.30 p.m.

brando®

Brandodesign

Fuorisalone del Mobile - Milan Design Week 2017 | Tortona District | 4th - 9th April 2017

Special Cocktail Friday 7th April from 6.30 p.m.

M4A-MADE4ART

Entrance from Via Voghera 14 and Via Cerano | How to reach us: MM2 P.ta Genova | tram 14-2-9-19 | bus 74-47-59

Brandodesign | Maniago (PN)

www.brandodesign.it - info@brandodesign.it | t. +39.0427.737885 | +39.0427.466100

Communication by

M4A-MADE4ART | Spazio, comunicazione e servizi per l'arte e la cultura

Vittorio Schieronni - Elena Amodeo | press@made4art.it

M4A
MADE FOUR ART

