

Glocal Design

“WE ARE THE WALL”: LOOKING AT YOURSELF IN THE MIRROR IS A NEW EXPERIENCE
GlocalDesign@Napapijri Gallery Store:
Design and Fashion share the same values to "Reflect" and plan the future.

Installation of “DieMauer” Mirrors (Design by Daniele Basso - GlocalDesign) - 2010 Novelty.

On the occasion of the 49th edition of Salone Internazionale del Mobile, to be held in Milan from 14 to 19 April 2010, **GlocalDesign** and **Napapijri** have combined their effort to set up the **fuorisalone event “We Are the Wall”**. This will consist of an emotion-stirring installation in the shop-window of the famous **Napapijri Gallery Store**, via Manzoni 34, and also introduce the innovative collections of mirrors **“Made in Italy”** by GlocalDesign in aluminium and **100% recyclable** steel.

GlocalDesign (Think Global, Act Local) is a Strategic Design (Marketing, Product and Communication) & Planning firm for the Fashion, Interior, Furniture and Lighting sectors. From their Biella offices, they not only develop projects in cooperation with best “Made in Italy” trademarks, true excellences on the global market, but also launch their own exclusive lines of products.

“The installation **“We Are the Wall”**, designed by **Daniele Basso, owner of GlocalDesign**, puts a metaphor on stage. Tall and grey, under high surveillance, the Berlin Wall is the universal symbol of divisions: an insurmountable limit. But the mirror **“Die Mauer” (2010 Novelty – Collection “Message Limited Edition” – 100% recyclable steel, for indoor & outdoor use)** by GlocalDesign interacts with our conscience and whispers that we are our own limit. The way towards our dreams is metaphorically opened. We are invited to overcome our limits and prejudices, and become aware that we are the mankind. We are the wall”.

In this manner, in the splendid location of the **Napapijri Gallery Store**, **Design and Fashion** add values and contents to their being style-setters. Together they are a sort of **thermometer of tastes** and of the message that today's society delivers to history. Together, they work to **improve the quality of life**, stimulate research and transfer innovation and technologies into everyday life, teaching that **quality and beauty are essential** to imagine and plan the future. They are the perfect tools to overcome limits and cultural boundaries that impoverish relationships.

UFFICIO STAMPA E COMUNICAZIONE

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In preview at this event also the collections “**GlocalDesign+Molteni&C.**” (design by Nicola Gallizia and solely distributed by Molteni & C.) where the models "Psiche" tell about the many facets of human personality by multiplying the space, and “**GlocalDesign for SanPatrignano**” (design by Daniele Basso and solely distributed by the San Patrignano Community) featuring four minimal-baroque models “**Barocco Minimalisti in progress**”. **Their design skilfully poised between the past and the present**, *reminds us in which measure the society where we live and ourselves are the result of our history, as man changes and develops in time.*

For the first time on display at the Napapijri Gallery of Milan, you will also find all the “Made in Italy” mirrors from the **GlocalDesign** Collections “**Desiderio Barocco**” (extra-lightweight highly reflective aluminium, an innovation between past and future) and “**Message Limited Edition**” (100% **recyclable** Ni/Cr mirror-finish stainless steel, where every mirror is a heart-hitting message). Already on sale in the best furniture dealers and house decoration shops.

In the creative area of **GlocalDesignStudio** (Think Global – Act Local), design is a “**tool for tangible communication**” used to express **thoughts** that will eventually grow into **innovative products**. **GlocalDesignStudio** brings the human being back at the core of the industrial project by devising innovative and functional solutions in view of excellent and emotionally valuable products.

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