**Poznań, 28 November 2019**

**PRESS RELEASE**

**ARENA DESIGN 2020**

**World Design Stars at ARENA DESIGN 2020**

**Conscious use of raw materials, promotion of local crafts and responsible design. The ARENA DESIGN will traditionally become a place where you can meet the stars of modern industrial design.**

This year, world-famous designers invited by creative director of ARENA DESIGN 2020 Maria Jeglińska-Adamczewska, will provide the audience with some thoughts on how to make use of the concept of slowness, talk about their inspirations and innovative ideas, describe what it is like to work with manufacturers and how to reach out to customers.

ARENA DESIGN 2020 will host:

**Michael Anastassiades** - an artist known for his minimalist, functional works, but also those based on humor and intelligent reference to aesthetic ideas. He is specialized in designing lighting, but he also creates furniture, jewelry and everyday objects. In his works he uses natural materials and his designs are made in family workshops using traditional handicraft methods. In 1994 he established his own design studio in London. He has worked with such brands as Flos, B&B Italia, Herman Miller, Cassina, Bang & Olufsen, Puiforcat, Fratelli Fantini SpA, Lobmeyr, Salvatori, Svenskt Tenn, Carl Auböck/Sigmar, Coedition and SCP. His works can be found in the Museum of Modern Art in New York, Victoria and Albert Museum in London, FRAC Center in Orleans and the Museum of Applied Arts in Vienna.

**Torbjørn Anderssen** - co-founder of the Anderssen&Voll studio (together with Espen Voll), specialized in designing furniture, lighting and home accessories. Together with Voll, they have cooperated with Muuto, Kvadrat, Magis, Foscarini and Lapalma, to name just a few.

**Carole Baijings** - co-founder (together with Stefan Scholten) of the Scholten & Baijings design studio that designs furniture, textiles, chinaware and glassware. They have worked with such brands and institutions as HAY, The Art Institute of Chicago, Victoria & Albert Museum, Cooper Hewitt, Smithsonian Design Museum, Rijksmuseum, Museum Boijmans Van Beuningen, 1616 / arita japan, Herman Miller, Georg Jensen, MINI, Maharam, Thomas Eyck, Karimoku New Standard. Their works have received several Dutch Design Awards and ELLE Decoration International Design Awards. In 2019, after almost 20 years, Carole Baijings and Stefan Scholten decided to end their professional relationship and focus on pursuing careers as individuals.

**Jan Boelen** - artistic director of the Belgian Z33 House for Contemporary Art in Hasselt, an innovative center operating across art and design, and the LUMA Atelier, an experimental design laboratory in Arles, France. He was a curator of this year's 4th Istanbul Design Biennial. He is a lecturer at Design Academy Eindhoven, Holland.

**Maddalena Casadei** - a designer who follows the principle of establishing personal relationships with customers, craftsmen, and materials. She is specialized in exhibition design, exhibition arrangement and a product visual communication. In 2017 she opened her own design studio in Milan.

**Giulio Ridolfo** - a textile designer, specialist in coloring, working with such brands as Kvadrat, Andreu world and Moroso.

**Seetal Solanki** - a designer, founder of the Ma-tt-er studio which conducts research, education and consulting activities in the field of conscious and responsible use of materials. Her activity - both design and education-focused - is devoted to bringing the concepts of sensible, ecological and far-sighted use of various materials closer to a wider audience. The book titled *Why Materials Matter; Responsible Design for a Better World,* is a manifestation of her views. Solanki proves not only that it is worth taking care of a better future, but also shows how to do it, how to produce, design and consume for the good of the planet. Seetal Solanki has cooperated with NIKE, Selfridges, World Water Day, IKEA/SPACE10, British Council, The Design Museum, Hyundai, Ace & Tate, It's Nice That.

**Originality**

ARENA DESIGN 2020 strongly expresses its opposition to counterfeiting in the field of design. Taking into account new regulations concerning the manufacture of artistic works and protection of intellectual property rights, we will make every effort to ensure that ARENA DESIGN 2020 includes only original creations.

**More information: [www.arenadesign.pl](http://www.arenadesign.pl/)**

**ARENA DESIGN**

**Poznań International Fair, pavilion 3**

25-28 February 2020

ul. Głogowska 14

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**MEDIA**

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