

JOHNNY HERMANN FOR MISIAD IN 5VIE ART+ DESIGN DISTRICT

8-13 Aprile

Opening 9 Aprile 18:00/22:00

At the Fuorisalone of Milan 2014 in the new creative 5VIE district, Misiad presents the project DesignOFFsite, edited by Laura Agnoletto, which provides some design raids in shops that don't have any relationship with design.

For this occasion the store *Cavalli & Nastri* will host "*Wooden Popsicle*", works of **Johnny Hermann**, alter-ego of the designer Mauro Savoldi.

Handmade Wooden Popsicles, minimal design sculptures with a retro pop-art appeal, animate the space, conceiving creative contaminations between two apparently distinct world in expression and shape, and leading the visitor into an unexpected dimension.

He re-creates the vibrant, colorful magic of summer ice-lollies in objects of design, recalling one of the sweetest and most nostalgic treasures of our past. Childhood memories and fresh emotions are fused in the shape and materials of these creations. Wood, colours and lines give life to these objects - unusual, rather strange and totally original.

Each Wooden Popsicle is a unique and numbered piece.
Every series is made up of 150 pieces.

Cavalli e Nastri
Via Gian Giacomo Mora, 3

Monday: 14.30 - 19.30
Tuesday - Saturday: 10.30 - 19.30

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Mauro Savoldi

Born in Milan in 1977. Degree and Master's in Interior Design from the ISAD institute of architecture and design.

For some years he designed furniture, then specialised in plastic architectural and planning models and mock-ups, collaborating with Milan's most well-known architectural studios and the Galleria del Vento.

He now concentrates on objects, accessories and furnishing accessories, mostly unique pieces, and interior decorating solutions.

Exhibitions

2014 **Discover Design** (c/o International Home + Housewares Show), Chicago (IL) USA

2014 **Affordable Art Fair** (Galleria L'Affiche), Milano - Italia

2013 **The Others**, Torino - Italia

2013 **Operae**, Torino - Italia

2013 **Spring Gallery**, (Permanent Exhibition) Brooklyn (Ny) - USA

2013 **Milano Food Week** (Honestcooking - Appartamento LAGO), Milano - Italia

2013 **Arkizoic Bellum** (c/o Fabbrica del Vapore), Milano - Italia

2013 **FuoriSalone** (Maroncelli Design District), Milano - Italia

2013 **Affordable Art Fair** (Affordable Design Project), Milano - Italia

2013 **Mart** (Collettiva Progetto Cibo, La forma del Gusto), Rovereto (Tn) - Italia

2012 **Hoome Gallery** (Doppiozero 00), Milano - Italia

2012 **A plus R Gallery**, Santa Ana and Long Beach California - USA

2012 **Design Boom Mart**, (c/o ICFF) New York (Ny) - USA

2012 **FuoriSalone** (c/o Memè Via Savona, 1), Milano - Italia

2012 **WMilano** (Mostra personale), Milano - Italia



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