Milan Design Week 2018
JOHNNY HERMANN
present:

PROCRASTINATION REMEDY

On the occasion of *Milan's 2018 Design Week*, in the location of *Fuorisalmone* (via Massimiano 25), right in the heart of *Lambrate Design District*, **Johnny Hermann** will present the new edition of his **"Procrastination Remedy"** project.

This pocket sculpture reinvents the popular practice of Head or Tail. Without presumption, it gives ironically the eye to the world of a procrastinator, either whether he's a serial one or more simply an occasional procrastinator.

The words on the package, almost as if they were the care instructions of a drug, explain how it works, illustrating the beneficial placebo effect.

Procrastination Remedy.
A simple remedy for procrastination.
It induces you into doing what you should   and in the worst case alleviates the sense of guilt
for having postponed your commitments or duties.

The payoff *"Use it from tomorrow on"* reveals that the artist is an accomplice of the procrastination remedy user, providing a misleading time frame, similar to posology instructions.

Mauro Savoldi (aka Johnny Hermann)

Born in Milan in 1977.
Degree and Master in interior design at ISAD institute of architecture and design.
For some years he worked for an italian Company of japanese style furniture,
then he specialized in architectural and urban-planning models and mock-ups, collaborating with the most important architectural studios in Milan and the Politecnico's Wind Tunnel.
Now he is focused in self-production design accessories, mostly in wood, interior decorating solutions, art works and original and multiple sculptures.
He works with italian and international companies for the study and the making of concepts, limited   editions and custom-tailored projects.
He takes part to international exhibitions of art and design.