

Made in Ratio to launch Cowrie Leather Chair at FuoriSalone 2016



Address: Labo.art via Maroncelli 14, Milano 20154

Opening: Monday 11 April to Saturday 16 April, 11am-7.30pm daily;
Sunday 17 April, 12-4pm

Furniture brand Made in Ratio will join forces with fashion label and store Labo.art at this year's FuoriSalone in April.

Made in Ratio will create a moment of theatre at the Labo.art flagship store in Milan's Brera district. The tableau will unite the sinuous dynamism of Made in Ratio furniture with the minimal elegance of the Labo.art clothes.

This Salone Made in Ratio will launch the Cowrie Leather Chair. The gently folding monocoque structure will feature a moulded fine-leather seat-pad that mimics the contours of the chair's undulations. Inspired by the concave lines of sea shells, the curvilinear form of the chair is the result of an extensive research and innovation process that bridges the handmade with the digital. Additional designs on exhibit will comprise key pieces from the core collection including the Alpha chair, launched to great critical acclaim last Salone and the versatile Supernova desk.

Brodie Neill, Founder and Creative Director of Made in Ratio, comments, "This collaboration is a perfect fit: both brands hold the same key principles close to our hearts, including a focus on lines, volumes and geometry of the designs and an uncompromising commitment to the quality of the production".

Editors' Notes:

For more information or high-res imagery, please contact Sameera Hanif:
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Brodie Neill is available for media interviews.

About Made in Ratio

Made in Ratio creates boundary-pushing contemporary furniture and lighting. The brand was forged from a desire to take exceptional ideas from inception to production by embracing experimental processes. Working alongside some of the finest craftspeople in Europe and championing time-honoured materials, our products are imbued with the spirit of innovation.

We aim to deliver thoughtful, quality design by challenging industry convention and believe that the rigours of this challenge make the end result infinitely more interesting. This signature approach underpins each of the collections where pioneering design is allied with peerless makers.

Designed and developed by Creative Director Brodie Neill, the brand has rapidly earned a reputation for design excellence, winning several industry awards and gaining coverage in a host of prestigious publications across the globe.

www.madeinratio.com

About Brodie Neill

Furniture designer Brodie Neill has forged a strong signature aesthetic over the last 10 years: striking, seemingly unattainable, forms which are as sinuous as they are sculptural.

The Australian-born designer honed his designer-maker skills at the University of Tasmania, followed by a Masters at the acclaimed Rhode Island School of Design, where he harnessed the potential of computer-aided design. Brodie entered the international design scene at Milan's Salone del Mobile in 2005 to great critical acclaim; later that same year he established a studio in London's East End.

Brodie Neill produces designs in a variety of scale and scope, from production pieces for international brands such as Kundalini and Riva 1920 to high-profile one-off projects for global brands such as Swarovski Crystal Palace and Alexander McQueen. His studio is regularly commissioned to create sculptural projects for public spaces, international developments and prestigious fashion brands as well high-value, collectible edition pieces for galleries and private collectors. In 2013, Brodie also founded the award-winning self-produced furniture brand Made in Ratio with the aim of bringing uncompromising ideas to life by embracing experimental and boundary-pushing processes.

www.brodienneill.com