

## Vitra at Salone del Mobile and Fuorisalone

**This year Vitra will be represented at two locations during Milan Design Week. In addition to the fair stand at Salone del Mobile, Vitra is taking part in the Fuorisalone with a temporary installation and pop-up store in the city centre.**

The world of Vitra can be experienced in the unique ensemble of contemporary architecture on the Vitra Campus in Weil am Rhein. An important part of this ensemble is the VitraHaus, which brings together the cultural and commercial aspects of the company. It showcases the Home Collection and presents various 'collages for living' that provide visitors with a source of inspiration. These many facets of Vitra will also be demonstrated in Milan during Design Week 2016.

At the official fair site of Salone del Mobile 2016, Vitra will be introducing new products developed in collaboration with such designers as Jasper Morrison or Erwan and Ronan Bouroullec.

At the same time, Vitra is moving into a temporary location as part of the Fuorisalone events in Milan's city centre: CasaVitra, in the vicinity of Corso Como, exhibits the spatial installation 'Colour Machine, which is dedicated to the Vitra Colour & Material Library, presenting Hella Jongerius' insights and inspirations about colours, textiles and materials. A comprehensive new publication on the Dutch designer's work as Art Director for Colours and Materials at Vitra will also have its debut in Milan. The book 'I Don't Have a Favourite Colour' documents her decade-long efforts to establish the Vitra Colour and Material Library.

The lounge on the second level of CasaVitra is furnished with products from the Vitra Home Collection, providing an inviting space where visitors can linger and enjoy the atmosphere. Right next door, a Vitra pop-up store offers a selection of Vitra design objects and other limited-edition accessories.

CasaVitra  
Spazio Edit  
Via Pietro Maronchelli 14  
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12.04. - 16.04.2016: 11am - 8pm  
17.04.2016: 11am - 5pm

#casavitra2016  
[www.vitra.com](http://www.vitra.com)