

“Argentina: Home to Everyone”

An inspirational and unique space that brings everyday objects to life: for this year at 100% Design, the UK-s largest contemporary interiors show, from 21st – 24th of September at Olympia London, the Argentine Stand will showcase the handcrafted work of an edited group of 16 brands.

By combining traditional heritage, autochthonous materials and contemporary techniques from our land, expressed through a wide variety of colourful textures on furniture, textiles, pottery and crafts, our designers have come together as a collective to assemble “Home to Everyone”: a worldwide showcase for Argentina’s warmth and cultural diversity, using talent and design as tools to power the transformation in our lives.

The Argentine Ministry of Foreign Affairs, the Investment and Trade Promotion Agency, the Ministry of Culture and Argentine architect Ernesto Goransky have worked together to choose our best designers, with each company selected to complement one another, in order to build a home that embodies our land.

The curatorial selection procedure looked for innovative creations, sustainable quality and environmentally-friendly materials, techniques, small-scale production and being hands-on in every aspect of their work .

Argentine Brands participating at 100% Design 2016 (Olympia London):

ANIMANÁ, AYMA, CONTENIDONETO, EGIDO, FERNANDO POGGIO, KEPOT BY RAYOS Y CENTELLAS, KOM, OCCHIPINTI, RAFIAS PRI-SIM, SARIRI, SARMIENTO, STORAGE DESIGN, TECNOAMERICA, TERRA, TRAMANDO CASA, VACAVALIENTE.

Concept & design, Architect Ernesto Goransky

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