

PURHO

is pleased to present

Like Drops from Heaven by **Karim Rashid**

Milan Design Week 2018
ABLE TO design + art
Via San Marco 2 - Milano
April 17-22, 2018

***Like Drops from Heaven*, is an evocative title, a story with images description. This is how the luminous installation consists of over thirty Flik signed by Karim Rashid e conceived by Purho for the Milan Design Week 2018.**

Hosted at the entrance of the **Cloister of San Marco** in the heart of **Brera** as part of ABLE TO design + art, *Like Drops from Heaven* plays on the apparent absence of ceiling and anchored structures of the location so to present a cascade of luminous bodies in the shape of a drop as if suspended in mid-air. A strange, enveloping, almost immersive glance that relies on the emotional power of the extraordinary mixture of glass, light and color.

An element that represents a real strong point of Purho brand assorted with a rich color palette, composed of 21 vitaminic shades treated in purity. And starting from Milan Design Week the collection will enrich with the two new shades **Ink Blue** and **Opal White**.

Produced exclusively for the Milanese event, *Like Drops from Heaven* will then reassert the centrality of the lighting design within the production of Purho focusing once again on the extraordinary potential of the meeting between the world of contemporary design with that of Murano glassmaking. History, skills, tradition, craftsmanship and new forms of creativity interpenetrate to give birth to a new generation of products in which "creativity is the expression of a cultural heritage".

A quote borrowed from the concept proposed by ABLE TO design + art which lends itself well to interpreting the deeper soul of Purho.

ABLE TO design + art is a project curated by T'ABLE and directed by Marco Migliari, it is inserted within San Marco Project, the event designed to enhance the appreciation for the monumental complex of the church of San Marco in Brera, involving the square, the cloister and the sacristy.

ABLE TO design + art, intuition, pencil, computer and tools to blend in these carpentries of the present future to unsheathe the refined and essential objects of notable aesthetic impact, in which the form is the solution of a pre-existing criticality of executive processes, and sometimes of thought.

Opening time

from Tuesday 17 to Saturday 21 April from 11.00 to 22.00
Sunday, April 22 from 11.00 to 20.00

Press office coordinator / Special events

Samantha Punis
s.punis@atemporarystudio.com
mob. +39 339 5323693

AtemporaryStudio - PR di G.Felluga e S. Punis
info@atemporarystudio.com
www.atemporarystudio.com

Flik
design by **Karim Rashid**

Karim Rashid designed for Purho "Flik", a lamp which by the designer definition is "forged by fire but resembling a drop of water". A demonstration that the clash between tradition and design has the fundamental merit of transforming essential projects into outcomes with a highly sculptural value.

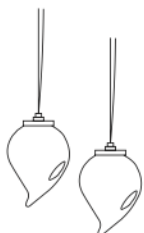
"Flik" is available in two variants, table or pendant, both of which are available in the declinations of the 21 shades proposed in the color folder by Purho.

Flik
Karim Rashid



lampada da tavolo
table lamp
h 22 Ø 22 cm

Flik
Karim Rashid



lampada a
sospensione
suspension lamp
h 22 cm Ø 22 cm

vetro soffiato trasparente *transparent blown glass*



lavorazioni speciali *special processing techniques*



21