

VIRTUAL ADORNO DESIGN DESTINATION

London Design Festival
12-20 September 2020

ROMANIA: TIME FOR CHANGE

Curated by Maria Neneciu & Jimmy MacDonald



Still from the interactive, virtual environment created for the Romanian collection as part of the Virtual Design Destination. Visitors will be able to virtually navigate through the Brasov Railway station, a magnificent piece of brutalist architecture from 1962, and discover the pieces in the collection. View the teaser video [here](#) >

We are witnessing an interesting time in history, that will irreversibly CHANGE the way we relate to objects and spaces; the way we design buildings or imagine flows and interactions; and even the way we think about society as a whole. Therefore, in the future, design and architecture will have to meet other challenges and the role of creativity and innovation will probably increase, as we will need to find better ways to transform challenges into opportunities, resilience into antifragility, as well as to discover and design new, more inclusive, and more environment friendly production processes or products. The Romanian Collection showcases a series of conceptual design projects signed by emergent young designers whose practices focus on processes and celebrate experiment as an essential part of the creative process. The collection investigates the stages and drivers of CHANGE and how design can contribute to a better future, by deconstructing the creative process. The design practices showcased are very forward looking, focusing on experiment, new forms or materials, as well as on the impact of their objects beyond the end user. Their ability to analyze and use new materials and forms are creatively counteracted by a freedom of expression and intuitive gestures. Therefore, the practices showcased in this collection are drivers of Change, they are innovators and pioneers who do not shy away from the past or their creative heritage, but know how to embrace it.

Despite the fact that they come from a design scene where, up until 30 years ago, works were not individually credited and creative contribution was recognized very little, the new generation of Romanian designers masterfully manage to prove the importance of tradition, crafts, collaboration, and creativity, driven, this time, by common beliefs and values. In a better future.

Whether we talk about **co/rizom**, a project which is trying to develop a universally applicable toolkit for artisans which breaks down essential work processes into basic steps to close knowledge gaps between production, marketing, and sales; the work of **Agnes Lukacs**, an eco-friendly, visual manifesto of objects made by hempcrete, a biocomposite which was itself born in the context of an increasingly pressing need for change in the way we approach resources; the rugs signed by **Dare to Rug**, derived from acrylic drawings that explore the connection between light and space; the Weave Cabinet, by Ștefan Păvăluță for **DeltaCraft**, combining traditional techniques from the **Danube Delta** with contemporary processing of natural materials; Radu Abraham's amazing work, which often has an intuitive and personal approach for searching volumes and proportions; the playful compositions and sculptural gestures of **UAU Ceramics**; or the playful process around THE drawer, emphasised by **Stardust Architects**, the projects showcased in the collection are a manifesto for optimism and the power of creativity.

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Still from the Romanian virtual environment featuring a lamp by Agnes Lucaks



Still from the Romanian virtual environment featuring Dare to Rug.

MEET THE CURATORS

Maria Neneciu

With more than thirteen years experience in creative industries as a cultural manager and as a journalist, Maria Neneciu is part of the Romanian Design Week core-team since the event's beginning – more than eight years ago. Meanwhile, RDW has become an authority in the local design scene and one of the most important multidisciplinary events in the region. Maria is interested in how creativity and cultural industries can become tools for urban development.

Maria has written about design, architecture and the role of creative and cultural industries for urban and social development, both at *BBC Good Homes*, some local specialized publications, and the magazine *Institute*. She now contributes to the *Institute's* online platform and is part of the creative team of some of the most important projects signed by *Institute* - the ecosystem for local creative industries in Romania, such as: Romanian Design Week, Diploma or Bucharest Creative Quarter.

Jimmy MacDonald

Commercial Director of Adorno and Founder of London Design Fair - an exhibitions man who knows how to drum up both physical and digital audiences with long standing connections with the design industry, embassies and cultural institutions.

FEATURED DESIGNERS

Radu Abraham
UAU
Agnes Lucaks
Co/rizom
Ștefan Păvăluță
Dare to Rug
Stardust Architecture

SUPPORTED BY

The Romanian Cultural Institute in London
Romanian Design Week
UnicreditBank

VIRTUAL DESIGN DESTINATION

12 - 20 September, 2020

The New Reality

This year, the Virtual Design Destination by **Adorno** will be the place to discover fourteen curated country collections of collectable design during the London Design Festival, featuring more than 200 exclusive pieces. The theme for this year's first Virtual Design Destination by Adorno is **"The New Reality"**.

Preparations for "The New Reality" were initiated during the surge of COVID-19 in Europe. The curators of the fourteen participating countries have been asked to reflect on specific experiences, thoughts, and themes from the time of lockdown in the curation and art direction of each of their country collections. They have been working with their local designers at the intersection of craft and design to develop sub-narratives to the overarching theme, including gender, urbanisation, climate, isolation, and healing, among others. Using design as a tool for change, "The New Reality" pursues effective and innovative solutions, bringing different knowledges and experiences together through design to investigate what our new reality is.



"Decked" Chairs by co/rizom (Alina Șerban & Nadja Zerunian)

A Truly Interactive Virtual Exhibition

As a digital-first online gallery, Adorno has set out to revolutionise the way we experience design and art online. Working with a skilled team of 3D developers and artists, the aim is to take the term "online exhibition" to the next level. Virtual Environments are often showcased as simple images or videos, but, for the Virtual Design Destination, Adorno will use the latest technology to make these environments fully interactive. Adorno has partnered with the pixel streaming platform Furioos to provide real-time rendering from any browser or VR headset, making it possible for visitors to freely navigate around immersive, country-specific environments to experience the collections that have all been modeled in 3D. Visitors will even be able to meet the designers through integrated video interviews. Last, but not the least, visitors will be able to experience more than 100 pieces in their own homes by enabling Virtual Reality to place the objects in their surroundings with a smartphone.

ABOUT ADORNO

Adorno is a digital gallery for the best of collectible design and craft from around the globe lead by partners Kristian Snorre Andersen (CEO), Martin Clausen (CTO), and Jimmy MacDonald (CFO).

Selected by a network of on-the-ground curators in major design cities, Adorno collections provide a unique insight into the world's diverse creative communities – and celebrate the work of the designers shaping them. Each collection showcases only unique or limited-edition contemporary works, spanning the fields of furniture, textiles, ceramics, sculpture, and design-art. With each collection launch, Adorno adds a new chapter to the global design story.

www.adorno.design

@adorno.design

#VirtualDesignDestination

PROGRAM

Visitors will be taken on a virtual tour through each collection by the country curator each day during the Festival (GMT)

Sat.12 September: Launch Program

Sun.13 September: Sweden **10:00 AM** & Denmark **15:00 PM**

Mon.14 September: Iceland **10:00 AM** & Norway **15:00 PM**

Tue.15 September: **Romania 10:00 AM**

Wed.16 September: Finland **10:00 AM** & Estonia **15:00 PM**

Thu.17 September: Latvia **10:00 AM** & Lithuania **15:00 PM**

Fri. 18 September: Poland **10:00 AM**

Sat.19 September: Netherlands **10:00 AM** & Belgium **15:00 PM**

Sun.20 September: France **10:00 AM** & Spain **15:00 PM**

ADORNO



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