

PRESS RELEASE



EVENT PROFILE

An ephemeral world is born and takes form confronting the vision of an artist (Korean) with that of a designer (Franco-British) through objects partly designed or made together.

KIM : STEAD / SIGN : deSIGN presents work-in-progress of former architect Christopher STEAD in close association with the artist Jung Yeon KIM.

Contrasting one's sensitive acuity with the other's humorous spontaneity, the two collaborators consciously blur the boundaries between art, craftsmanship and design (SIGN / deSIGN).

KIM presents her "Leisure" series, launched by her virtual association *IASLD (International Association of Social Leisure Development)* in collaboration with STEAD's unique "Matrjoska" nesting chair project for the brand *La Chaise Gigogne*, for which she has devised a knitted cushion cover.

DIY knitting patterns may be supplied with any 3-in-1 chairs purchased, so that each set potentially becomes a unique work of art, fashioned indeed by the manual skills of the sitter. End game : greater satisfaction for all players.

