



THE NEW WAVE OF DESIGN COMPANIES

Convey is a project conceptualized, curated, and spearheaded by Simple Flair and Very Simple: Kitchen, established in 2023 as a platform for international brands embarking on their narrative journey with a contemporary approach tailored to their target audience.

This year, Convey broadens and enhances its offerings with a curated selection of design brands, talents, and creatives. Additionally, an engaging lineup of events has been incorporated to animate the venue throughout the week.

The brands announced include: Very Simple: Kitchen, Sfrido Estate, Sunnei, CC-Tapis, Macondo, Thuono Audio, Marco Ripa, Marbledworks, Quintessenza Ceramiche, From Lighting, Project 213A, Delo, 70Materia, Casa Parini, Traga, noo.ma, A.P.C. Paris, Vero, Rira Objects and Magniberg.

Serving as the centerpiece for this second edition is an important exhibition project, curated by Cara\Davide and developed in collaboration with Gruppo Censeo. The concept for the exhibition originates from the idea of its conclusion, serving as the design genesis for the Cara\Davide duo. Together, they have explored what occurs after the exhibition, aiming to create something that adheres to a philosophy of reuse. The outcome is a project that minimally alters and engages with the materials used, preserving their integrity and facilitating their future reuse. Rectangular plasterboard panels are positioned on the ground, resembling oversized drafting sheets, encasing a diverse array of materials, shapes, and finishes. Arranged organically, these panels inject dynamism into the interior pathways while defining distinct zones marked by jagged edges—a natural outcome of irregular combinations.

Convey animates Design Week 2024 with a compelling calendar of events, appealing not only to the design community. Among the featured events on the official schedule is the presence of companies like Cantina Puiatti, the wine partner of this second edition, renowned for its dedication to the purity and essence of Friuli's finest wines. Cantina Puiatti also collaborates with design, fashion, travel, and food brands, enriching exploration and aesthetics. Another highlight is the eagerly anticipated Never Seen event, curated by Ex Figura. This project transforms the Convey rooftop, adorning its surface with mirrors to showcase the works of prominent figures from the realms of architecture, design, and art, including BIG, Bêika & Lemoine, and Sou.

BRAND

- 01 A.P.C. PARIS
- 02 CASA PARINI
- 03 CC-TAPIS
- 04 DELO
- 05 FROM LIGHTING
- 06 MACONDO
- 07 MAGNIBERG
- 08 MARBLEDWORKS
- 09 MARCO RIPA
- 10 PROJECT 213A
- 11 QUINTESSENZA CERAMICHE
- 12 REDDUO
- 13 RIRA OBJECTS
- 14 SFRIDO ESTATE
- 15 SUNNEI
- 16 THUONO AUDIO
- 17 TRAGA
- 18 VERO
- 19 VERY SIMPLE: KITCHEN
- 20 70MATERIA

PARTNER

K-Way
Cantina Puiatti
Spacedelicious
Gruppo Censeo
Edit Milano

WITH THE SUPPORT OF

Isola Design, Monkey 47, Ninewatts and Noo.ma

TOGETHER WITH

Kuo Duo, Rafael Prieto, a617, Hannes and Fritz, Vincent De Rijk, Cascina Lago Scuro, Osteria Fratelli Pavesi, Crusher Running Club, Oslo Made in Heaven, Wilden Herbs and more.

COMMUNICATION&PR

Martina Della Torre - Strategic Footprints
mdt@strategicfootprints.com
+ 39 345 997 3327



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WHAT?

Convey is a project conceived to establish a network between contemporary brands and key players, aimed at accelerating their growth trajectory, fostering collaboration, and championing shared values to shape the emerging international design landscape.

WHY?

Convey emerged from the observation of contemporary design firms venturing into uncharted territories with innovative strategies and steadfast values. These entities now recognize the necessity to establish a collaborative growth framework aligned with the demands of today's society.

WHERE?

April 15th - 21st 2024
Mon / Sun 10 am - 8 pm

WHO?

Curated and promoted by Simple Flair and Very Simple: Kitchen
Visual Identity Giga Design Studio
International Press Office & PR Strategic Footprints
Main partner: K Way, Spacedelicious, Cantine Puiatti
Partner: Isola Design, Gruppo Censeo