

PRESS RELEASE - 11 MAY 2017

A' DESIGN AWARD & COMPETITION WINNER

DESIGNER: PRIVATISELECTIONEM

NAME OF DESIGN: MUR SIDEBOARD



We are pleased to announce that Mur Sideboard have been awarded the Silver A' Design Award in Furniture, Decorative Items and Homeware Design Category by the International Design Academy, the grand jury panel of the A' Design Award & Competition which consists of internationally influential press members, established designers, leading academics and prominent entrepreneurs.

The A' Design Awards are the World's most influential and largest design awards, presented each year in Italy. It is a great honor for us to receive this prestigious award and we would like to thank all of our friends and partners for their continued support and help along the way.

The A' Design Award gives recognition to the excellence of design on the international stage. You can visit the designmag.org to see all winners or check out our profile.

<https://competition.adesignaward.com/design.php?ID=50172>

INSPIRATION:

Mur is the development of a particular project that aimed to create a piece of contemporary furniture using time-honored artisanal practices and running away from the ubiquitous industrial production techniques. Our approach is inspired by the visual language of the Fifties, and yet claiming a contemporary reading of it. The segmented surface is derived from the contemporary city skyline and spatial structure.

UNIQUE PROPERTIES / PROJECT DESCRIPTION:

Mur is a sideboard with matching panels that can be executed with varying dimensions to fit specific spaces. It is based on a simple concept – the city skyline, relying greatly on the crafting techniques and overall quality of production to leave a lasting impression. Keeping the front dynamic allows for a multitude of compositions with varying depth and length. The apparent freedom of the composition is the result of extensive research on the proportions of volumes, their interaction with other elements of the composition and the overall perception of the shape and volume of the cabinet.

OPERATION / FLOW / INTERACTION:

The overall design of the sideboard allows for it to be wall mounted or freestanding. Its modularity allows for variations in every dimension. This makes it suitable in a vast range of settings. The

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opportunity to visually elongate the volume of the sideboard with paneling, having the same design as the doors is an advantage that gives architects and designers wider opportunities when operating with spaces.

PROJECT DURATION: Mur was designed in 2015 and executed at the start of 2016.

PRODUCTION / REALIZATION TECHNOLOGY:

All the surfaces are crafted by artisans using old methods of patina application and various surface treatment techniques. The whole exterior is covered with brass sheets while the interior is a dark toned walnut.

SPECIFICATIONS / TECHNICAL PROPERTIES:

Dimensions of the given example - W/D/H - 360/42/76 cm. The sideboard dimensions may vary.

CONTACT / ADDITIONAL INFO:

For hi-res images and more information and concerning this release, please contact our partner and press contact:

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