

UKRAINIAN DESIGN BRANDS TOTAL PRESENCE

Ukrainian design will be shown simultaneously in Kyiv and Paris

Research & Realization agency [MAINO DESIGN UKRAINE](#) together with [Kooperativ](#) will present a new format for holding exhibitions of product design. The works of 10 Ukrainian producers will be shown in two realities simultaneously: physical and virtual.

Thus, a physical exhibition of product design will be held in Kyiv at the new creative space KOOPERATIV from 5 till 19 September, and in parallel from 4 till 18 September the same exhibition will be shown at the [Digital Fair](#) of the Paris exhibition Maison et Objet. A virtual tour of the Kyiv exhibition and virtual showrooms with the possibility of sales will be available to professionals from all over the world, and for the first time, Ukrainians will see live what is usually exhibited in Paris.

As a reminder: MAINO agency, within the framework of the [UKRAINIAN DESIGN BRANDS](#) project, for the third year in a row represents Ukrainian brands to the world audience at exhibitions in Paris.

*"We do not want to lose the pace of creative export and stop development. For the project, this means not missing a single Maison et Objet exhibition. This time, we are presenting a dozen of brands that are already well-known and young. And an additional reality means additional opportunities", — says **Sana Shevchenko**, Director of Maino Design.*

The exhibition in Kyiv and Paris (digital) will feature designer furniture for a home office, parents and children, outdoor, ceramics, art objects, and carpets. Among the participants: [Art & Design by Kristina Gaidamaka](#), [KASSONE](#) individual furniture, [Container](#) design studio, [miracle2people](#), [Sleep.Onnn](#), [GOMINGIR](#), [ZEGEN](#), [GORN](#), [RDWOOD](#) by Ryntovt Design, and [FFFACE](#) with two brands — [Waone Interesni Kazki](#) and [Neutrum](#).

The project will gather around itself not only a professional audience but also a wide range of business-oriented and cultural community that is interested in the development of the country's economy.

*"In a situation "when we live the history", we have a unique chance to offer adaptation and a new solution for the new realities of life and doing business. The design sector, as a component of creative industries, is one of the most potentially promising areas of the economy in the future. Our job is to contribute transformation of Ukrainian creative potential into a full-fledged economic resource", — comments the curator of the Ukrainian Design Brands project **Anastasiia Biletska**, creative director of Maino Design.*

On September 19, within the framework of the project, the Forum "Creativity for Export" will be held. A special guest of the event, the commercial director of the Maison et Objet salon, Guillaume Prot (Paris), will talk about the export prospects of Ukrainian design in Europe and the world, and Ukrainian designers, export managers, and brands will talk about their own export cases.

What

Exhibition of Ukrainian creative brands "Ukrainian Design Brands. Total presence."

What for

Contribute to the transformation of Ukrainian creative potential into a full-fledged economic resource.

When

05-19.09.20 Kyiv, KOOOPERATIV. Physical presence, augmented reality
04-18.09.20 Paris, DIGITAL FAIR. Virtual presence
09.19 — Forum "Creativity for Export"

Organizers

Research & Realization agency MAINO DESIGN UKRAINE, KOOOPERATIV space.

Partners

[FEDORIV HUB](#), [EDS European School of Design](#), [Ukrainian Association of Furniture Manufacturers](#), [Manders Ukraine](#), [DIM](#) (dim-bud.ua)

Media partners

[Pragmatika](#), [PRIMA](#), [HIS](#), [Design4Ukraine](#), [ZLODEI](#)

Participants

12 Ukrainian brands — well-known and new players on the market.

VIDEO: [UKRAINIAN DESIGN BRANDS. TOTAL PRESENCE 2020 \(Kyiv, Kooperativ\)](#)

PHOTOS: <https://drive.google.com/drive/folders/1ubP0RAEWqxIPHebRuKsuEIYbtulDeR6K?usp=sharing>

UKRAINIAN DESIGN BRANDS.TOTAL PRESENCE 2020

Participants: Art & Design by Kristina Gaidamaka, KASSONE individual furniture, Container design studio, miracle2people studio, Sleep.Onnn, GOMINGIR, ZEGEN, GORN, RDWOOD by RYNTOVY DESIGN, FFFACE x Neutrum x Waone Interesni Kazki



Ukrainian Design Brands
kooperativ @FEDORIVHUB

DESIGN
FAIR
UKRAINE

PRIMA

ZLODEI
HIS
HOME
IDEAS
SUPPLY

EDS
european
design
school

dm
development
management

PRAGMATIKA: MEDIA
MANDERS
interdisciplinary design studio

MAISON
& OBJET

MAISON
& OBJET