



Milan 2008

 DE LA ESPADA



Debut Exhibition in Milan

De La Espada presented Autoban Built By De La Espada and Matthew Hilton ranges on adjacent stands in the ExAnsaldo space in Zona Tortona, Milan in 2008. The exhibition marked the company's debut appearance in Milan as part of the Milan Furniture Fair, and was an immense success with press, wholesale and retail interest, securing De La Espada's position as a leading manufacturer of solid wood modern furniture.



Autoban Built By De La Espada

About Autoban Built By De La Espada

Autoban Built By De La Espada is a range of furniture comprised of select designs from the acclaimed Autoban product portfolio, manufactured by De La Espada craftsmen. Autoban is a prolific, Istanbul-based interior/product design studio, with a passion for natural materials. Their unique aesthetic is inspired by the diversity of Istanbul culture, playfully evoking memories of the familiar, with a sharp eye on proportion and timeless design.

Stand Design

The Autoban Built By De La Espada stand in ExAnsaldo reflected Autoban's signature aesthetic, seamlessly combining the industrial elements of the space with powder-coated steel dividing panels and an exciting mixture of materials, colours and textures.

Flooring made from hexagonal plates of birch-faced plywood created a pattern that complemented the products displayed in American Black Walnut, American White Oak, and various colours of fabric and metal. The overall impact was highly graphic and vibrant.

New Products

Nine new Autoban Built By De La Espada products launched at the fair including seating 1,5 Chair, 2,5 Chair, Walking Man Bench and Kahve, and lighting Spider, Single Octopus, Double Octopus, Magnolia and Big.



Matthew Hilton

About Matthew Hilton

The Matthew Hilton range is comprised of designs by renowned furniture designer, Matthew Hilton, manufactured by De La Espada craftsmen. Matthew Hilton is one of Britain's most highly respected designers with a passion for solid wood. His understated, meticulously detailed designs reflect a craftsman's understanding of natural materials and a profound understanding of manufacture, with many of his pieces already considered design classics. He has three decades of experience in industrial design, with a stunning portfolio of work and numerous design accolades in tow.

Stand Design

The Matthew Hilton stand was designed to be "simple, straight and open" allowing the product to be the focus.

The stand design consisted of white oiled pine floors with white oiled crates serving as pedestals, and a white backdrop with simple branding. All products were displayed in American Black Walnut for a stunning contrast of colour and texture to the surrounding environment.

New Products

Six designs from the new Matthew Hilton range were exhibited at the fair including Colombo Dining Chair, Fin Dining Chair, I-Beam Side Table, Light Extending Table, Light Oval table and Low Lounge Chair.



Press Reception

The excitement at the Autoban Built By De La Espada and Matthew Hilton stands was palpable, with a constant flurry of photographers and hundreds of international press requests. Following are examples of the press response:

Monocle, 30 April 2008

www.monocle.com

News Report

Sarah Balmond reports from the Salone Internazionale del Mobile

This seven-minute video reports on the Milan Furniture Fair, highlighting the key brands and designers found in the various venues. The creative warehouse district of Zona Tortona is represented solely by De La Espada's exhibition of Autoban and Matthew Hilton, with the camera lavishly focused on both stands. An interview with De La Espada President, Luis De Oliveira is included in the piece. Others interviewed in the video include Creative Director of Boffi, Piero Lissoni; Co-founder of Foscarini, Carlo Urbinati; and President of Moss, Franklin Gretchen.

An excerpt from the video's narrating voice:

"Showing for the first time in Milan, De La Espada presented collections from Matthew Hilton and Istanbul-based, Autoban. With stripped down design, the focus is on quality of material and exquisite finishing."

Architectural Digest, Spain, June 2008

This three-page feature on the "Great Heroes of Milan", includes interviews with designers including Giorgio Armani, Marcel Wanders and Seyhan Özdemir of Autoban. The feature

includes photography of Özdemir and De La Espada founder, Luis De Oliveira.

Excerpts from the text:

"Bold, visionary, classic, subtle, excessive, essential, ironic, iconic, contemporary, genius... They made design their form of expression and give us everyday products transformed into jewelry for our lives. Their latest products have earned an important place in the market. They are the great heroes of Milan."

"Seyhan Özdemir (33 years old, created Autoban studio together with Sefer Çağlar) signs the hippest houses, shops and clubs along the Bosphorus. From her interior design projects, her furniture is born from a refreshing look at the 50's passing by the Ottoman Empire. Since a year ago, the British-Spanish company, De La Espada produces her designs."

Neo2, June/July 2008

"Housing" a conversation between Tachy Mora and Javier Abio This four-page feature is in the form of a discussion between Mora and Abio, discussing the Salone Internazionale del Mobile. The feature includes photography of the Colombo Chair designed by Matthew Hilton.

Excerpt from text:

"Did you see the De La Espada stand at Zona Tortona? -Yes, that one I did. Fantastic! With products from Turkish designers, Autoban and the new pieces from Matthew Hilton. - But the design of the stand itself was one of the most spectacular stands in the whole fair. - Totally agree"



Visitor Reception

Over fifty new wholesale leads were gained with new business secured in both wholesale and retail. De La Espada's presence at the fair has allowed the company to expand yet further into new markets. The event was a celebration of the company's prolific product development and exciting designer collaborations.

**For further information, please contact
the relevant agent below**

WORLD (excluding Iberia)

Queries to this sales office should only concern orders that will be delivered to these markets.

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