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PRESS RELEASE

FOR IMMEDIATE RELEASE

Zanotta and W. Atelier Celebrate the 50th Anniversary of the Iconic Sacco Bean Bag in Singapore with Design Showcase supported by the DesignSingapore Council

- *Open call for Singapore designers from various fields to submit their design proposals of the Sacco from now till 3 August.*
- *10 designers will be shortlisted to design and produce their versions of the Sacco chair, which will be showcased at both W. Atelier showrooms and the National Design Centre in Singapore.*
- *Top three designs will be exhibited at the Zanotta showroom located at piazza XXV Aprile in Milan.*

16 July 2018, Singapore – In commemoration of the 50th Anniversary of the iconic Sacco bean bag chair, W. Atelier and Zanotta, together with the DesignSingapore Council (Dsg), are on the lookout for Singapore designers to create their own versions of the chair. The top three designs will be displayed in Milan at the Zanotta showroom located at piazza XXV Aprile.

For the submission, all interested designers are required to send in their proposals for the design of a Sacco bean bag based on the theme “Urban Living the Asian Way”. Asian culture intricacies have long enriched and impressed people across borders. This theme was selected to show that Asian designers can integrate the essence of an Asian way of life through their designs, to enrich the lives of a wider global audience, beyond Asia. Additionally, the designers must keep the structure of the Sacco unchanged, and the contents of the Sacco cannot be replaced by other materials. The open call will close on 3 August 2018.

Ten designers will be shortlisted to further develop their design concepts and work closely with Zanotta to bring their designs of the Sacco to fruition. On 15 November 2018, these ten completed Sacco bean bags will be unveiled in a ceremony at the W. Atelier Henderson Showroom. The designs will be displayed at both W. Atelier

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Henderson Showroom and House of W. Atelier at Bukit Timah until the end of the year. The top three designs will then be transported to Milan where they will be showcased in the Zanotta showroom located at piazza XXV Aprile for Italian visitors to appreciate. Finally, all 10 Sacco bean bags will be exhibited at the National Design Centre in 2019.

Says Gani Atmadiredja, Managing Director of W. Atelier: “We are very excited to be celebrating 50 years of the Sacco bean bag chair in Singapore with this design showcase, which has been organised with the support of the DesignSingapore Council. We really look forward to working with the 10 shortlisted designers who will be producing their very own versions of the iconic Sacco bean bag chair, which is a pop icon in its own right.”

Says Mark Wee, Dsg’s Executive Director: “This collaboration with W. Atelier and Zanotta is an exceptional opportunity for our local talent to give their take on the iconic Sacco chair. I’m confident they will bring fresh and even surprising perspectives, given our unique blend of cultures, languages and people. To our designers: don’t miss this chance to show the world your talent and the power of Singapore design.”

The award-winning Sacco chair was conceptualised in 1968 at the height of pop culture, by three young designers from Turin, Piero Gatti, Cesare Paolini and Franco Teodoro. Together, they came up with the revolutionary and recognisable Sacco bean bag chair, that is at once relaxingly unstructured and aesthetically versatile. For all intents and purposes, the Sacco is a light and transportable bag made of plastic and filled with semi-expanded polystyrene balls – but its magic lies in its ability to be molded to any position of relaxation. Since its introduction to the world, the Sacco has remained a firm favourite in pop culture, having earned a place in more than a few permanent collections of contemporary art in Europe; from the Musée des Arts Décoratifs in Paris, to the Victoria & Albert Museum of London at the Triennale Design Museum in Milan.

Please refer to Annex A on how to enter the Sacco design showcase.

Please refer to Annex B for the timeline of the Sacco design showcase.

Please visit the Zanotta website for information and images of the Sacco:

http://www.zanotta.it/en/products/armchairs/280_sacco_.htm

Link to download high-resolution images of the Sacco:

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<https://www.dropbox.com/sh/9midxepwyI98q7h/AAC81FGVFtaRkYkKozxuhjsaa?dl=0>

Please also visit the W. Atelier website for more details of the Sacco design showcase:
http://www.watelier.com/latest_news/sacco-project/

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About Zanotta

Established in 1954, Zanotta is one of the recognized leaders in Italian industrial design; and was among the first ones to include works by the great Masters in its catalogue (among them, those by the Castiglioni brothers, of which Achille's 100th birthday applies in 2018). These collaborations gave rise to iconic products, both for the formal innovation and the technological research: real icons that from design classics have become long-sellers, awarded with many prizes and international acknowledgements.

Products that witness the company's pioneering ability to establish, since its very beginning, a "vision of the world", bringing a witty touch into the domestic universe with a curious and open attitude, intercepting the cultural changes and becoming the interpreter of contemporary taste.

Over the years Zanotta, established and appreciated for the upholstered furniture, has opened to new production sceneries with a variety of furnishing objects and outdoor products, maintaining its 100% made in Italy production with a presence in over 60 Countries.

Today the firm, being part of Tecno group, continues with renewed energy a further phase of development in the main international markets.

www.zanotta.it/en/

About W. Atelier

W. Atelier is a purveyor of luxury home furnishings and accessories in Singapore. This homegrown brand has a history dating back to 1979 when it was first established as the

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exclusive distributor of TOTO, a household name in sanitary ware and bathroom fixtures. Since 2010, W. Atelier rapidly expanded to include an international array of home furnishing products from Italian furniture to German kitchens and Scandinavian furnishings to Spanish lightings. To date, W. Atelier proudly carries more than a dozen global brands for a variety of products that include bathroom suites, system kitchens, furniture, lighting, and accessories. By leveraging on over 30 years of experience and carrying such prominent brands, W. Atelier is the expert in providing friendly advice and top recommendations to suit any customer's style, be it classic, contemporary or minimalistic.

www.watelier.com

About DesignSingapore Council

DesignSingapore Council's (DSG) vision is for Singapore to be an innovation-driven economy and a loveable city through design by 2025. As the national agency that promotes design, our mission is to develop the design sector, help Singapore use design for innovation and growth, and make life better in this UNESCO Creative City of Design. DSG is a division of the Ministry of Communications and Information.

www.designsingapore.org

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ANNEX A

HOW TO ENTER: DESIGN SHOWCASE CELEBRATING THE 50TH ANNIVERSARY OF THE SACCO BEAN BAG BY ZANOTTA AND W. ATELIER SUPPORTED BY THE DESIGNSINGAPORE COUNCIL

Theme

“Urban Living the Asian Way”

Asian culture intricacies have long enriched and impressed people across borders. This theme was selected to show that Asian designers can integrate the essence of an Asian way of life through their designs, to enrich the lives of a wider global audience, beyond Asia.

Key Parameters

The structure of the Sacco cannot be changed. The final product must still be structurally recognised as the iconic Sacco. The contents of each given Sacco must remain intact; the designers cannot fill in the body with a different type of material or content.

Submission

Only one (1) entry is allowed per person.

Please send computer renders, sketches, CAD drawings, photographs, description or mood boards of your design concept to sacco@watelier.com

Each proposal must include the thematic name and a write-up of the concept behind the interpretation of the Sacco.

All files should be sent as a jpeg or PDF file and should not exceed five (5) MB. All elements of your entry must be submitted as one file; partial entries will not be accepted.

Please accompany your entry with the following information: name, email, contact details, country of residence, date of birth, profession and a short biography listing experience and degree qualifications. Please also include your portfolio.

All entries must be received by **3 August 2018**. Late entries will be invalid. Proof of sending will not be accepted as proof of receipt. Receipt of entries will not be acknowledged.

More details: http://www.watelier.com/latest_news/sacco-project/

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ANNEX B
TIMELINE

16 July 2018	Open call launch date
3 August 2018	Open call closing date
6-17 August 2018	A panel comprising representatives from DSG, Zanotta and W. Atelier will shortlist 10 entries.
23 August 2018	Zanotta will hold a brief/ workshop for the finalists at W. Atelier. Each of the 10 shortlisted participants will receive a Sacco in white finish (fabric VIP 27501) to design.
31 October 2018	Designers must return the Saccos finished in their designs to W. Atelier.
15 November 2018	The unveiling ceremony of the top ten designs will take place at the W. Atelier Henderson Showroom.
16 November – 31 December 2018	The top ten designs will be displayed at both the W. Atelier Henderson Showroom and House of W. Atelier at Bukit Timah until the end of the year.
1 January 2019	The top three Sacco designs will be transported to Milan.
1 February – 28 February 2019	The top three Sacco designs will be showcased in the Zanotta showroom located at piazza XXV Aprile.
1 March 2019	The three Sacco designs will be returned to Singapore.
1 April 2019 onwards	All ten Sacco designs will be on display at the National Design Centre.