

PRESS RELEASE

FOR IMMEDIATE RELEASE

Unveiling the Top 10 Designs of the Sacco Bean Bag Design Showcase, In Celebration of The 50th Anniversary of the Iconic Chair

- *The announcement of the three winning designs of the Zanotta Sacco Chair*
- *The three winning designs will be exhibited in the Zanotta showroom located at Piazza XXV Aprile in Milan for the whole month of February 2019.*
- *All 10 designs will be showcased at the W. Atelier flagship showroom and the National Design Centre in Singapore on 2 July 2019.*



15 November 2018, Singapore – W. Atelier is pleased to unveil the top 10 designs of the iconic Sacco bean bag chairs and announce the three winning designs, in commemoration of the 50th Anniversary of the iconic Sacco bean bag chair. This design competition organised by W. Atelier and Zanotta with support from the DesignSingapore Council opened call in early September to all local talents to design and produce their own creative versions of the Sacco chair with the theme *“Urban Living the Asian Way”*.



zanotta:

The three winning designs are: -

1. Jarrod Lim, Jarrod Lim Design <https://bit.ly/2T9MeeY>
2. Karyn Lim <https://bit.ly/2Dk5C3g>
3. Tiffany Loy <https://bit.ly/2B3hW6v>

Managing Director, Gani Atmadiredja said: “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. The 10 shortlisted designers have produced their very own interpretation of the iconic Sacco bean bag chair with the theme, “Urban Living the Asian Way”. We’re confident that the three winning designs will impress the global audience with their unique creations.”

These three winning designs stand out from the 10 submissions because of their outstanding ability to integrate an Asian essence into their creative yet functional pieces. Karyn Lim’s novel idea of zipping two or more bean bags together is innovative and functional. Jarrod Lim’s intricate use of beads is reminiscent of the beaded seat cover used by the taxi drivers in Singapore, and the masterful handwoven technique and fabric that Tiffany Loy used in her Sacco is unique and ‘Asian-like’. These winning designs showed exceptional creativity and functionality in their interpretation of ‘Urban Living the Asian Way’.

W. Atelier Pte Ltd
Co. Reg. No. 197903497D

W. Atelier Industries Pte Ltd
Co. Reg. No. 198000058H



zanotta:

All 10 designs will be displayed at the W. Atelier Henderson Showroom until the end of the year. After which, the three winning designs will be transported to Milan to exhibit in the Zanotta showroom at Piazza XXV Aprile for the whole month of February 2019. The 10 designs will then reunite and be showcased at the National Design Centre from 2 July 2019 onwards. This design showcase is supported by the DesignSingapore Council.

“The Sacco beanbag is a design icon that has withstood the test of time. We’re proud that our local talent have added a fresh perspective with their designs through an Asian lens and context of culture, heritage and everyday life. This exceptional opportunity by W. Atelier and Zanotta will place three designs in the global spotlight in Milan – showing the world that Singapore Design can be creative, inventive and fun. We look forward to more of such collaborations between brands, designers and retailers,” says Mark Wee, Executive Director, DesignSingapore Council.

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

W. Atelier Pte Ltd
Co. Reg. No. 197903497D

W. Atelier Industries Pte Ltd
Co. Reg. No. 19800058H



zanotta:

Europe; from the Musée des Arts Décoratifs in Paris to the Victoria & Albert Museum of London at the Triennale Design Museum in Milan.

Additional Material References

Please refer to Annex A for the profiles of the 3 designers who will be showcasing their designs in Milan.

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

Please visit the press release for the Press Release of the Open Call for Sacco's 50th Anniversary: <https://bit.ly/2z9WnzU>

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 Top 10 designs:
https://www.dropbox.com/sh/6sq8ht5t3eir9hq/AAA5IPIOC0zbHfxuEp9_u0sha?dl=0

Link to download high-resolution images of the Sacco:
<https://bit.ly/2Q2GvJ6>

Link to the top 10's behind-the-scenes information and images designs:
<https://bit.ly/2OMCns2>

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

+++

Media Contacts

W. Atelier Pte Ltd
Co. Reg. No. 197903497D

W. Atelier Industries Pte Ltd
Co. Reg. No. 198000058H



zanotta:

Miacarla Ng

W. Atelier

miacarla.n@watelier.com

+65 9792 3182

Fateha Sulaiman

Affluence PR Pte Ltd

fateha@affluencepr.com

+65 9017 0235

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 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

W. Atelier Pte Ltd
Co. Reg. No. 197903497D

W. Atelier Industries Pte Ltd
Co. Reg. No. 19800058H



zanotta:

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

W. Atelier Pte Ltd
Co. Reg. No. 197903497D

W. Atelier Industries Pte Ltd
Co. Reg. No. 198000058H

ANNEX A
PROFILES OF WINNERS

Jarrold Lim, Jarrod Lim Design



Jarrold Lim has grown up with a wide diversity of cultural influences. Born to a Singaporean father and an Australian mother, Jarrod grew up in Melbourne, Australia where he also trained in Industrial Design. Travel and cultural differences have continually influenced Jarrod throughout his developing career from Milan to Melbourne and Singapore. Jarrod has worked with Patricia Urquiola, one of the most sought-after designers in the world; and SCP, one of the UK's top design and furniture manufacturers. His European experience cemented a solid foundation to launch his own design studio. Jarrod now operates his studio from Singapore with an enticing gallery space at the front and his office tucked away at the back.

Karyn Lim



Karyn Lim trained in Industrial Design at the National University of Singapore (NUS), with a semester on exchange at ENSCI - Les Ateliers, Paris. Her final year project, 'Transformation Bags' were a part of 'The Alchemists' that showcased 15 contemporary designers from Singapore. 'The Alchemists' debuted at the Triennale di Milano during Milan Design Week 2015 and returned home for the Singapore Art Week 2016 at the Singapore Art Museum. She has an ongoing collaboration with Indonesian designer Fani Atmanti which started when they met while showing their works separately in Jakarta. Their collaboration was exhibited at Tokyo Design Week 2016. She manages communications at Singapore-based brand and producer of contemporary design furniture, Industry+.

Tiffany Loy



Tiffany Loy is a Singapore-based designer trained in industrial design and textile-weaving. Her current work revolves around surface design and textile experiments. She explores alternative production methods, as well as the use of existing processes to generate unexpected results. Since the set-up of her studio in 2014, she has exhibited her experimental works at museums in Singapore, Kyoto, and Milan. Her approach to design is focused on materials, fabrication, and the experience of the physical object. She believes that the designer plays an important role in pushing the boundaries of material applications, and in creating relevant discourse on new technologies for the future.



zanotta:

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 the W. Atelier Henderson Showroom 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.
2 July – 29 July 2019	All 10 Sacco designs will be on display at the National Design Centre.