

Salone de Mobile @ Milano Day 0.5

So finally out of the plane, just landed in Milano. Wednesday 6PM local time, the rush will start now.

Tonight we have our first invitation only party; The Moooi-Frame Award. Moooi is one of the most spectacular international design labels, creatively guided by Marcel Wanders. Frame is a contemporary magazine focused on international design. Both icons are founded and based in the Netherlands.

We just collected our car (a story by itself...), rushed to our hotel @ Como to check in and make sure we are ready to rumble at the party. Driving to Milano, the party location: somewhere in the south, an old warehouse re-designed to a cool club.

After travelling 9,000km we finally come to the best part: The guestlist... we thought we where listed, but are we really...??? Yes they found our name the party begins.

The official part is hosted by Marcel Wanders; a new design product for the commercial market: 900 participants, 10 short-list nominees.

The Moooi-Frame award 2012, 25K Euro, is selected and handed out by the global design emperor & single democratic juror Philippe Starck. The #1 crowned winner is Bert-Jan Pot with his chandelier "Stairway to Heaven".

DJ-performer Parov Stelar, responsible for the beats, supported to a 2 heads brass construction started to moved the crowd. Of course we spotted some old friends, colleagues and business partners and had a nice chat and drinks with them.

The party rocked, we were exhausted and found our way home to the Como Lake. What a great start of the 2012 Salone edition.

