

Ottava meraviglia, la donna oil on canvas & gold leaf 740 x 330cm 2008 Paris

Igedo  
fashion fairs  
Düsseldorf

2008



IGEDO FASHION FAIR Düsseldorf - 24 to 27 July  
Celebrating the art of Renaissance, by Thomas Diego Armonia

STUDIO  
ASIA

NIVREL

sigma  
ITALIA

DE CASTELLI

LUXURY

TOPAS  
INTERNATIONAL  
AGENTUR  
FRANKFURT AM MAIN

Garvan

Silvia  
of florence

zitia  
SILVANA MORINI



Armonia



magnum  
Sindaci s&z

...e fraccava  
all'ora Becken  
Sulle orme  
di Albertoni

Serata d'addio  
con Villaggio

...e fraccava  
all'ora Becken

...e fraccava  
all'ora Becken

...e fraccava  
all'ora Becken

...e fraccava  
all'ora Becken



Igedo Fashion Fair opened up this new edition 2008 with a new concept dedicated to the 46000 visitors of this important fair.

How to respond to the market challenges and being seen by Medias, by customers and by the market? Looking at the Armonia celebration Lounge, created by the artist Thomas Diego Armonia from Paris and the Architects of Studio Asia in Italy, the answer appears very easy: be unique, be original, don't be scared of challenging the rules and the habitudes.

Taking a stroll around the 14 halls of the fair, a large number of visitors stopped at this refreshing area to understand the magic atmosphere it was there: art, design, luxury, relax and competence where acting as a magnet to everybody.

N-TV, Trend Magazine, Loox, Elle and many others Medias companies didn't miss the place neither.

Entering the hall 10, you could immediately see a "python Chaise longue" from the Italian company Sitia, represented at the fair by Emanuel Battocchio, the sales director of the company. Sitia company ([www.sitia.com](http://www.sitia.com)) is present since quite a few years in the German Market thanks to local resellers, including in the famous Königstrasse in Düsseldorf. For Emmanuel, luxury and beauty are a single concept that his company brings to the market. Sitia, born in the office chairs business is now more and more oriented to the luxury area and is now preparing an impressive diamond and design sofas for the next year Luxury & Yacht show in Vicenza (Italy).

Just nearby a very soft touch was given by the Florence based company SILVI Passamanerie s.r.l ([www.silvi-trimmings.it](http://www.silvi-trimmings.it)), who is leader in Interior styling. Eng. Pietro Fattori explained us his curtains are dressed with light, dividing space and time. The white strings have been chosen to create a new concept of living, in atmospheres that inspire emotion with magical harmonies and intense contrasts. The Silvia of Florence fringe curtains represent an original design element for interior design decorator, trade show and event staging as they are perfectly flame retardant.

A white carpet was surrounded by artworks by the parisian Artist Thomas Diego Armonia who dedicated his artworks to the Italian Renaissance



and the accessories who made Italy famous worldwide: the parallel with the bags from Silvana Morini was instantaneous. The stylist has being acclaimed by every visitor of the lounge for his spectacular work of leather mixing luxury animals like crocodiles, pythons and others with a completely flashy leather incorporating Journals. A real made in Italy brand, as all magazines are from the famous city of the Palladio. The use of the newspapers makes the bags even more precious as they become pièce unique.

The Pièce unique concept was also presented through the German company Nivrel ([www.nivrel.com](http://www.nivrel.com)) with his dazzling art watch and by the famous company Luxury in Italy ([www.luxury-diffusion.com](http://www.luxury-diffusion.com)). Roberto Ortolan introduced a new concept of luxury by creating an innovative construction and decoration material using crystal. His crystals captured the very soul of the artworks of Thomas Armonia in four beautiful faces reproduced in a 14mm crystal). Roberto, which exports in more than 20 countries is organizing the very trendy fair in Bologna “Cersaie” this year with an revolutionary art-gallery at the fair, where the marriage of the two creators, Ortolan and Armonia has promised us a really intriguing surprise. The meeting is soon in Italy.

And when all the emotions of the area make you tired you had the possibility to have a glass of Champagne and relax in the super comfortable white Sigma chairs who made people so happy and comfortable.

Sigma srl in Italy ([www.sigma.it](http://www.sigma.it)) was represented by Marco Monegato who explained us (if it was still needed) the materials and the softness of their seats.

We could not refrain from testing them for a long while ... !

Max Baltman



Arch. Carla Baratelli from Studio Asia ([www.salus-aquam.it](http://www.salus-aquam.it)) and Thomas Diego Armonia, the ideator of this new concept and event.



Thomas Diego Arme





**Luxury** has born from experiences originated in the circles of floor, wall and furniture production. Today, Luxury Diffusion proposes «crystal-glasses» interpreting the reasearch of the beauty of the artist Thomas diego Armonia. Their common refinement and creativity will bring customers to discover the pleasure of living in an unique space and atmosphere, as unique as every single person.

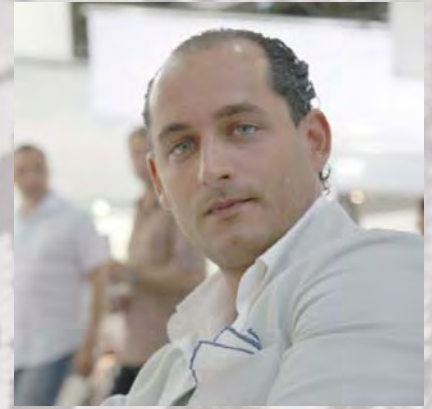
**Nivrel**, producer of luxury clocks from Germany since 1936 is using ETA caliber 2892-A2 uniquely combined with the extremely complicated movements for the 5 minutes repeaters. Nivrel is indeed adding additional complications by inserting fi nal movements on the repeaters with different thematics to provide a unique complicated and and artistic collector watch. No more than 15 artpieces per year will be transformed into those luxury watches as the time is extremely long between the creating of the artwork, the basic mechanical mounting with all the added complica-tions. Presented at Baselworld in April 2008, the idea has immediately spread around the globe and it is now available into several selected boutiques which are to be discovered at the website : [www.tda-watches.com](http://www.tda-watches.com) & [www.nivrel.com](http://www.nivrel.com)



The Art-watches are num-bered and available in three metal variations: Rosegold, White gold and Stainless steel.

**-Can you present us Emanuel Battocchio ?**

**E.B.** Emanuel is a simple and joyful person that has found Passion out of his work. I am a 100% Italian and I try in the best of my possibilities, through my personality and my simplicity, to export an Italian Style completely mine, made of my passion and love for unicity.



**-What does it mean Luxury for you ?**

**E.B.** To be free to choose and to do what I want to do. To express myself freely, for what I feel inside, in the respect of the others.

**-Could you describe us the products that you presented at the Igedo Fair this edition?**

**E.B.** More than exhibiting products, I presented a concept: unicity. Under this very single word all my work can be resumed : seats of design, covered with by leather made including sheets of newspapers, rigorously Italian (small), coupled to products and fashion accessories like bags, belts, jackets etcetera ... all of them, made in Italy.

**-Why have you chosen to participate to Igedo Fashion fair and how do you judge the experience ?**

**E.B.** Igedo has been my first official presentation of the collection Sitia styled Silvana Morini. To express this innovative concept, and sometimes against the stream, that link fashion to design of a furniture.

This is an experience that found a great success thanks to the hundreds of visitors, the customers and the Medias that have immediately recognised this unicity and appreciated the concept. We have already decided to take a booth at next two editions!

**-How has born the collaboration between and the artist Thomas Diego Armonia ?**

**E.B.** Luxury encounter luxury ! Unicity is not only a promise, it is also a warranty. This has been the declaration "of love" between Sitia and the artist Armonia. After participating to several luxury events at the same time but without knowing each others, we met and decided to express together innovation and creativity. A new passion has born!

**-What projects do you have in short term ?**

**E.B.** My desire is to create very shortly a project with the artist Armonia. Something to consolidate our encounter and that could bring still more unicity.

**-Where would you dream to be in few Years from now ?**

**E.B.** My dream is to arrive at the MoMa in New York. This would be the consolidation of my search toward an everlasting object of beauty.

**-What is "Creativity" for you, today ?**

**E.B.** Make people dream, as in a nice movie.



Max Baltman



# Thomas Diego ARMONIA

"ITALIAN RENAISSANCE"

Thomas Diego Armonia ist ein international renommierter Künstler, der in seinen Bildern verschiedene Welten berührt und Mode und Kunst miteinander verschmelzen lassen kann. Nach Veröffentlichung in Book Moda und Cosmopolitan China, wurde er als "Trendsetter" in Fashion Weekly und Arte y Joia bezeichnet. Die IGEDO FASHION FAIRS, eine der wichtigsten Messen für Mode und Accessoires, ist für Thomas Diego Armonia mehr als eine starke emotionale Erfahrung, denn er selbst hat neben einer künstlerischen, auch eine stilistische Ausbildung genossen.

AUSSTELLUNG DER WERKE ZUR CPD, 27.7.-29.7.2008  
MESSEGELÄNDE, BAR, HALLE 9, FORUM ACCESSOIRES



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# PARTNERS HIGHLIGHT

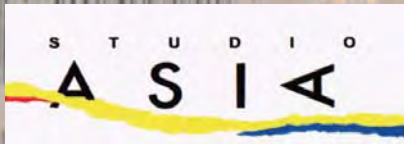


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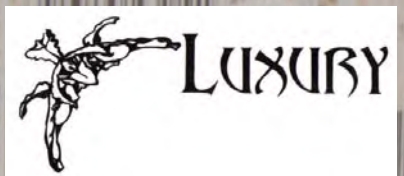
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