



May 6, 2013

## ROUGH ITALIA LOVES: ESPASSO



Let's speak candidly, the words 'made in Brazil' has always conjured thoughts of extreme and stunning beauty. Wait, who are you thinking of?! Ladies and gentlemen, today we won't talk about beautiful Brazilian models, but here at Rough Italia we want to share our love for Brazilian Product Design and Tradition. That's why ROUGH Italia Loves ESPASSO, the premier design gallery in the US for modern and contemporary Brazilian furniture, art and design objects.

Opened in New York in 2002, Los Angeles in 2004, and London in 2012 by Sao Paulo native Carlos Junqueira, ESPASSO is committed to conserving Brazil's rich 20th Century design heritage and promoting the work of today's leading designers. As a premier resource for mid-century and contemporary design, ESPASSO has, since the outset, been a thriving outpost for interior designers, architects, artists, collectors and museums. The brand has come to be recognized internationally for the finest quality, service, and innovative nature of the work it represents and we are glad to announce the launch of their eye-catching Accessories collection.



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The Accessories collection, along with select furniture pieces, will be available for purchase through the new e-commerce section on ESPASSO.com, which the company is also launching this month.

Highlights from the Accessories collection will include an ice bucket designed by renowned architect **Isay Weinfeld**, which translates Weinfeld's elegant and minimalist architecture into functional and unique home accessories. The product was awarded with the "Linha de Móveis - Instituto dos Arquitetos do Brasil" prize in 2006.

Another big name in the pieces of the Accessories collection is **Ruben Simões**. He designed a variety of house wares, including salt & pepper shakers, a pitcher, fruit holder, and a tray with wooden cutting board. In Particular, the 'Origami pitcher' is part of this partnership and exemplifies the contemporary and modern design alike. The concept behind it was to create functional and high quality designs. Even today Rubens is on the front line of the production, from the sketches to the fundamental conception.

Stay tuned for more design candies!





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