



11 rooftop *by* driade

WWW.11ROOFTOP.IT

VIA A. DI TOCQUEVILLE, 7 - 20124 MILANO (MI)



11ROOFTOP by DRIADE is the genesis of an ambitious Lifestyle International project in collaboration with DRIADE.

Special Partner: CATELLANI & SMITH.

In cooperation with China-Italy Chamber of Commerce

The new exclusive fashion and design hub of Milan (Corso Como / Square Gae Aulenti) it has been be the setting for the launch of 11ROOFTOP by Driade during the days of the International Furniture Exhibition (April, 8/13 - 2014 from 6 p.m. to 12 a.m.).

Driade as innovative aesthetic workshop, aim at a continual experimentation and research, so that they create an exclusive **OUTDOOR layout** for 11rooftop.

The natural iconic vocation and the aesthetic quality of the DRIADE style has eased the fulfilment of this lounge project, characterized by a very strong aesthetic effect and intended to be the center of attraction in the new Fashion And Design District.

CATELLANI & SMITH has given the final touch, with the placement of two suggestive and almost four meters high "Men Of Light" and other light installations to symbolize also the creative heritage of Enzo Catellani's Company.



The 11rooftop is attached to the Hotel Una Toc and in front of the Art Nouveau building that houses the winter version of 11clubroom, a club of clear International vocation. Its intended use is to serve the best Italian aperitifs, organize exclusive events and become a business meeting point for International design and fashion operators.

11The Group, the young and high-performing group of Milanese entrepreneurs working in the lifestyle sector, immediately seized the chance: to present itself to the world with the new brand 11.

The project is characterized by a desire to place themselves as major players in the Made in Italy lifestyle, in collaboration with national excellences.

The medium-long term purpose is to infect the globe, creating new outposts of Made in Italy design inspired by our contemporary cultural matrices (Design , Fashion and Lifestyle).

The partnership and complicity with 11TheGroup is for DRIADE a dynamic company stage where to communicate within the International system of trendy consumers.

11rooftop by DRIADE is hosting a major revisitation of the iconic products through the use of refined materials and essences, while the total living solutions are improved thanks to new furnishings characterized by an out of the ordinary style.

11TheGroup through this project will be able to better represent its elective affinities with the figures of Greek mythology: THE DRYADS (from whom the sponsor company is named) .

Strength, youth, bravery and innovation.



11Rooftop by DRIADE Interior Designer: Alessio Scalabrini

11Rooftop by DRIADE Project Manager & Press Office International:
Simona Cochi

The new LIFESTYLE's Aesthetic Workshop.

The new Iconic Rooftop in Milan will open its doors at Via A. di Tocqueville 7 (Corso Como – Milan) from 18.00 to 24.00 to host international visitors , the foreign press and the design's operators. The aesthetic paradigm on which it was based the design concept is a syncretism of arts , atmosphere, colors , lines and lights.

Objective: To hone the art of “entertainment's aestheticization” to satisfy customer's different cosmopolitan tastes.

The absolute stars of the rooftop will be some of DRIADE's outdoor collections.

TOKYO-Pop by Tokuji Yoshioka (2001)



The sofa, the armchair and especially the day-bed and the stool, forget the banality of rotational molding to become sculptures. Unforgettable and unusual shapes.

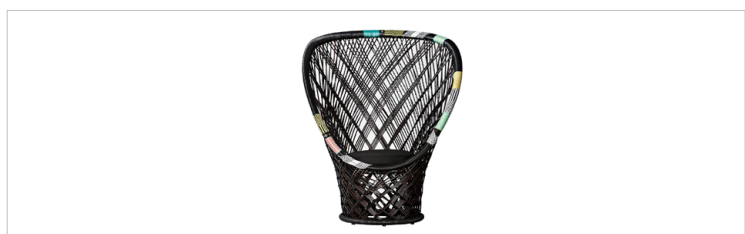
GRAND PLIE' by Ludovica + Roberto Palomba (2009)



An outdoor sofa but designed for the old aged and very noble art of conversation. In this sofa everyone can find his ideal depth of seating position and posture: more composed or more gently relaxed, depending on one's temperament or the

circumstances of the day. Ludovica and Roberto Palomba wanted Grand Plié to open up like an embrace and be able to seat up to four people, and then accommodate Plié armchairs and Piaffé tables in the projection of its curve, in a sort of controlled void.

PAVO REAL OUTDOOR by Patricia Urquiola (2010)



Out of the fascination by those big rattan or cane armchair so diffused in south-eastern Asia, Patricia Urquiola makes a sophisticated review operation. Volumes expand, braids are doubled, patterns appear unexpectedly and gracefully fragmentary. Indoor, with the seductive tactility of natural materials, or outdoor, thanks to the strength of aluminum and synthetic yarn, Pavo collection introduces a strongly exotic connotation.

OUT/IN by Philippe Starck with Eugeni Quitllet (2008)



After many years of use, aesthetics of rotational molding should necessarily enter into the second phase of its existence. The high chair expands sizes, particularly height, transforming the object into a shell as a bulwark.

NEMO by Fabio Novembre (2010)



One of DRIADE' iconic products.

Presented for the first time during Salone del Mobile 2010, is the manifestation of a design that enhances human figure and was proposed as a face with classic lineaments that reveals an inner seating element. A human figure capable of becoming abstract and universal, able to propose a mythologized beauty as in ancient Greek art.

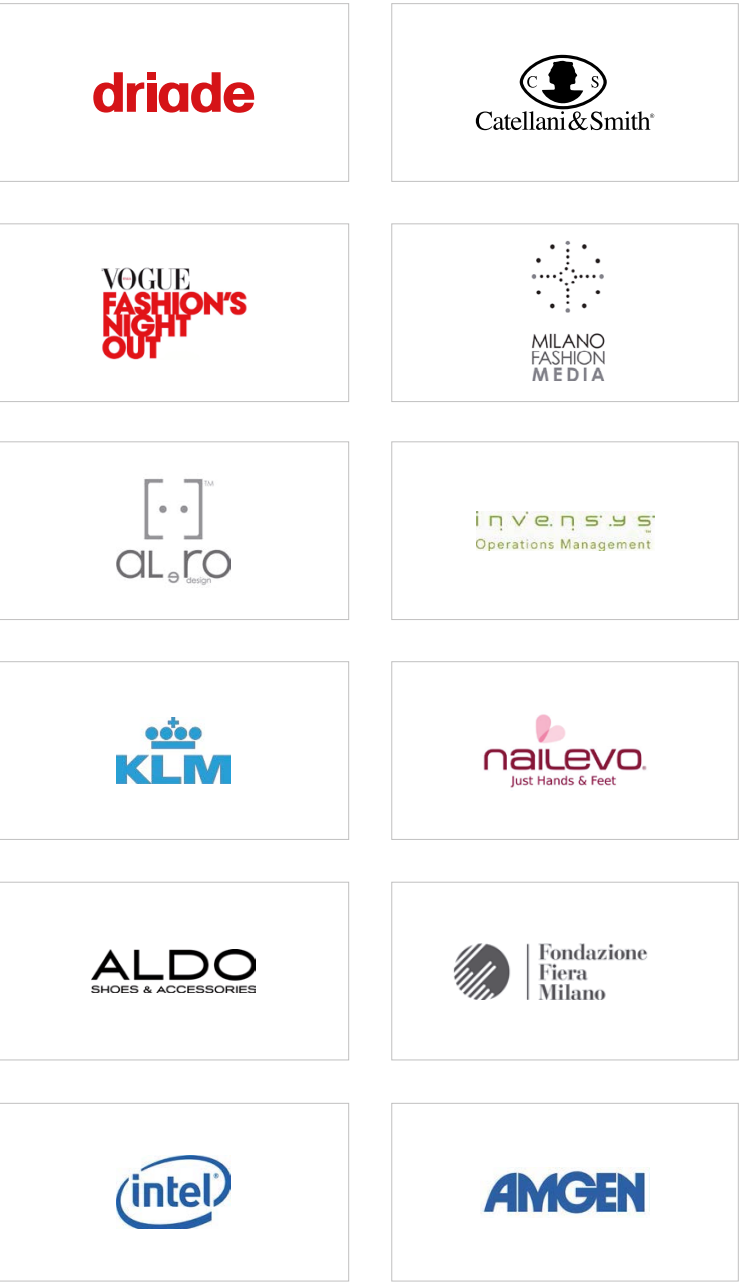
MAN OF LIGHT



The work of the tip of the creations of CATELLANI & SMITH included in the terrace will be the MAN OF LIGHT. Designed by Enzo Catellani plays a stylized figure of a man, black iron or steel, up to three feet and a half, which supports the iconic and timeless Fil de Fer.

It 'a sculpture that illuminates the surrounding space through a sophisticated tangle of wire d' aluminum.

THEY HAVE CHOSEN 11ROOFTOP



SUPERFICES AND ABILITY

Places to sit 150

Accomodate 250 persone

Outdoor exhibition area

CATERING

Buffet bar

Catering service

TECHNICAL EQUIPMENT

Sound system

1 monitor 60"

1 monitor 42"

CONTACTS

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SERVICES

Welcome desk Hostess

Dj set

Security service wardrobe

11 rooftop
by
driade

