



MILAN DESIGN WEEK 2016

AT THE FUORISALONE 2016
EBAY HIGHLIGHTS THE PLEASURE OF DIY

WITH

THE EBAY LAB **AN INFINITE UNIVERSE OF OPPORTUNITY**

A multisensory installation interprets the stages of creation from the initial idea to its concrete realisation. Featuring trade fittings and materials, the exhibition brings the eBay world offline and concludes with four unusual proposals made entirely in a DIY theme.

eBay renews its presence at Milan Design Week with the introduction of The eBay Lab; a special concept which will celebrate the inspiring and exciting world of DIY. eBay has identified DIY as a significant growing trend and with one DIY related product being sold every 29 seconds on the site, there is a clear evidence of how the pleasure of creating and having fun through DIY has entered every Italian home.



As an integral part of the **SuperDesign Show** by **Superstudio Più**, the beating heart of the Fuorisalone, **eBay LAB investigates the creative process**, focusing on individual moments from the birth of the idea and shaping the design to the concrete act of creating the object.

The different stages that lead to the realisation of the idea are depicted through **an installation project on two levels**.



An **initial area** will see visitors immersed in a **space where materials, equipment and tools are presented** through artistic compositions. Plays of light and reflections transform the space and the exhibited instruments, as symbolic representations of the more than **three million DIY articles are available on eBay.it at any one time.**

The second eBay LAB area shifts the focus on to the production phase. Visitors find themselves in a space where they can see the **idea brought to life.** Here, four **unique creations** are on display, including a *disco-bar unit* for impressing guests with a hat tip to evenings at Studio 54 and a *vintage fridge transformed into a bookcase*, making the living area warm and welcoming with a touch of originality and loads of personality.

Every element used in the creation of the project was purchased on eBay.it. From the vintage objects at the start through to necessary tools and paint, everything was used with the aim of presenting DIY's creative and inspiring potential and the marketplace's vast selection.

The eBay lab positions **eBay as a door into a universe of infinite possibilities** that makes it all possible, from the simplest to most extravagant of ideas, they can all be transformed; into a concrete reality. Whether this involves recovering an old object that can be given a new lease of life or developing a brand new project from zero, **every element needed to fulfil the dream can be found on eBay.it.**

Integral parts of the installation, the exhibited creations all display a unique character. The projects presented are the result of experimentation, imagination and passion, plus the exquisitely subjective element of DIY, which makes every creation distinctive and original.

Showing that the four projects presented can be made by anyone and that everything can be found on eBay.it, every furnishing solution is accompanied by a dedicated **photo-tutorial** illustrating the various stages of the projects with hints and instructions on how to make the object on display.

eBay LAB Credits

Concept: Ad Mirabilia

Creative Director: Francesco Maria Bandini

Installation: Forcellini Allestimenti

Furniture design:

Francesco Maria Bandini

Francesca Donati

Riccardo Pieroboni.

Rendering

Bruno Castelli

SUPERSTUDIO

12 - 17 APRIL

11 APRIL PRESS PREVIEW

SUPERSTUDIO PIÙ, BASEMENT



Information about eBay

 eBay (NASDAQ: EBAY) is the world's most dynamic marketplace, enabling users to make big deals and discover a unique range of products. eBay connects millions of sellers around the world, creating countless opportunities through Connected Commerce. Our vision is to see eBay as the centre of excellence for making purchases because our product offer, supported by a simple, profitable sales platform, is the most complete and effective. We are partners for our sellers, never competitors. We create more solid relationships between sellers and buyers through a fast, secure product experience that's available on all mobile devices. Now, as we celebrate our 20th anniversary we are just as enthusiastic about putting sellers and buyers in contact as we were when we founded the company in 1995. For more information visit ebayinc.com.

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