

For the upcoming Milan Design Week, NOV Gallery has organized an exhibition exploring the future of luxury.

The exhibition will be presented at Spazio Rossana Orlandi and will display 10 design projects selected by a committee comprising the following members ;
Pierre Grosjean Founder Large Network Switzerland
Christophe Marchand Designer and Founder Christophe Marchand Design & Design Studio Renens Switzerland
Nicole Chebeir Ragy Founder NOV Gallery Switzerland
Maroun Zahar Editor in Chief Espaces Contemporains Magazine Switzerland

The 10 selected projects were the result of an open call submitted to www.novmilano16.ch by emerging Swiss designers looking to explore their dream of tomorrow's luxury.

LUXUS

If the cult of beauty dates back to the Ancient Greeks, creators of immaterial luxuries such as humanism and democracy, it is to the Roman civilization that we owe today's notion of luxury that rests on an accentuation of inequalities. If yesterday's symbols of luxury were reserved solely to aristocrats, luxury today has become plural ; it is for the masses. There is a « luxury market », made up of luxury brands, whose aim is provide luxury access to anyone who wishes to acquire it. The symbolism associated with luxury brands has the power of uplifting every individual in the eyes of his peers.

One cannot but wonder where have all the notions of luxury such as the unique, the rare and the exceptional disappeared ?

Although for some, the return to traditional and ancestral craftsmanship and limited or unique editions have contributed to restoring the notion of luxury as rare and exceptional. For others, luxury has moved from the material to the immaterial with an experience, a service, a memory or the finite notion of time.

We all have a personal relationship to luxury that reverts back to our own journey and that is fundamental to our lives. It is part of our aspirations.

As for the future of luxury, where will it lie ?

It is said that luxury has the power of making us dream while being accessible.

The exhibition I DREAM OF LUXURY... has given the power of dreaming about tomorrow's luxury to emerging Swiss designers.