



BACKGROUND INFORMATION

Luxury Italian handbag designer sissirossi opens first temporary store in Germany at Berlin art gallery

Artist Swen Kählert creating an installation at the first temporary store in Germany of exclusive Italian handbag maker sissirossi

Milan/Berlin, October 2009. Lasting for three months from November 2009 an extraordinary temporary store will take shape at the Lucas Carrieri Art Gallery in central Berlin. The Hamburg artist and architect Swen Kählert is due to fashion an installation in his studio, showcasing the upcoming season's handbag collection by Italian designer sissirossi. The concept is characterized by its appreciation of quality and individuality. sissirossi represents the complex aesthetics of fashion, sophisticated craftsmanship and a seductive look and feel. This exceptional brand is not shy of devoting as much time and effort needed to lend its products the desired finish.

Hamburg artist Swen Kählert's way of working is similarly painstaking, and he will work for three months at the Lucas Carrieri Art Gallery in Berlin. Swen Kählert will construct an artistic site for sissirossi, where the sissirossi bags become an integral part of the creative process.

During these three months an object will gradually emerge, for which the artist will make use of various materials, such as leather, fabrics, metal and other objects. The theme of the artistic work will be the praying mantis, which as trademark for sissirossi represents a combination of elegance, mysticism and intricacy.



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On November 6, 2009 sissirossi will officially open the temporary store with an extraordinary evening dedicated to the theme of the praying mantis. The guests will all be asked to bring with them an object that is connected to the nature of this intricate creature. These objects will themselves form a part of the work of art, the development of which will be observed by visitors until the end of January. After three months of construction, the completed work of art will be auctioned off during an event to celebrate its completion at the end of January 2010. The money raised will be donated to fund selected projects by innovative young artists.

The installation in the temporary store will be promoted by viral communications and marketing operations in the surrounding scene district of the city center.

About Swen Kählert

Born in 1969, Swen Kählert comes from Hamburg. He devotes himself to painting, architecture and the design of stage sets. Since 1992 the international artist has taken part in individual and group exhibitions, architecture competitions and created stage sets for theatre productions and performances in Germany and abroad. The combination of different mediums, the factor of time and transformation are favored elements in his creative work. Thanks to a scholarship from the Carl Duisberg foundation, in 1997 he spent a whole year in Venezuela while studying, designing public spaces in Caracas for the local subway system; the Metro de Caracas.



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About the Lucas Carrieri Art Gallery

With his Berlin Art Gallery at Torstrasse 96, 10119 Berlin, Lucas Carrieri has created a venue that presents the perfect interface between art and fashion. His long experience in art and fashion has made him an innovative element in the Berlin creative network.

Adjacent to the gallery are the exhibition rooms of HOF 96, which will also contain the sissirossi temporary store.

The concept for the temporary store has been developed by the Berlin-based agency radicalfuture and by the architect and artist Swen Kählert.

About sissirossi

Sissi Rossi S.r.l. was originally founded in 1993 by Beatrice Rossi (Sissi) and her husband Massimo Betocchi. Through its special style and the originality of its products the company quickly established itself in the premium goods market.

Since 1999 Sissi Rossi has designed her own sissirossi collection, with bags and accessories, and has developed a novel and unmistakable style. She has become one of the most important and innovative designers for accessories in the premium segment.

The company has its headquarters in Milan. Sissi Rossi produces all her bags and accessories exclusively in the Bologna region, in partnership with highly qualified manufacturers. sissirossi collections are internationally available and outlets include two of its own shops in Tokyo and high-class boutiques and department stores worldwide. The sissirossi brand represents independence, refinement and sophistication and appeals to customers who value the wealth of detail and appreciate unusual and sumptuous natural materials. The sissirossi brand is owned by the Italian company Alviero Martini S.p.A.

Contact person for German trade enquiries	German Press Agency
Alessandra Vanetti Cellular: +39 320 8104061 Email: vanetti@alvieromartini.it www.alvieromartini.it	c/o public link GmbH Susann Richert, Katrin Petersen Tel: +49 30 4431 88 0 Email: sissirossi@publiclink.de