

Press release – Bucharest, 15<sup>th</sup> of April, 2014

## **"H.O.M.E." Collection signed *thecraft LAB*, by Irina Neacșu – a tale of finding your inner home**

*thecraft LAB*, by Irina Neacșu unveiled at the Inaugural Evening of ARTE Donna Exhibition at Galleria 360 in Florence, Italy the first pieces of a new concept collection entitled "H.O.M.E.". Fragments of authentic Romanian traditional items have been carefully recovered and reintegrated in the urban sense of design. Chairs, lamps or pillows are among the showcased examples of art at the edge of past and future.

*"H.O.M.E. collection is the story of my belongings, both treasures of my soul, pieces of memory and personal history. From sacred symbols to common objects, from rural to urban, from humble to luxurious, from simple to complex, they all marked a path in my journey of self-discovery and growth. There are some mental images that make you feel protected as in a cocoon, embraced and cherished and these are the sensations this collection aims to transmit"*, says Irina Neacșu, the head designer behind *thecraft LAB* project.

The fundamentals of the new collection are Romanian ethnical images, colours and textures seen through an international urban life perspective, translated into contemporary pieces of art and design. In terms of materials, the collection proposes different, but complementary textures in ingenious combinations that are meant to be easily integrated into the modern way of life nowadays.

"The world is moving, people are moving. We no longer live in castles for many generations, but, there is still a sense of needing a 'home'. Yet, home is just a set of emotions that vibe, a certain smell, a certain flow of the light, a certain state of mind. This collection talks about all this", added the designer.

Among the first entries of "H.O.M.E." collection, that is due to deliver pieces throughout the year, *thecraft LAB* presented during the ARTE Donna exhibition at Galleria 360 in Florence: "Grounding" canvas mixed technique; "Earth" armchair, unique design in leather and fabric, "Man" lamp, restoration of original shepherd hat, "Night fall" armchair, restoration, unique design with fur, fabric and traditional Romanian embroidery, "Cityscape" lamp, unique design with fabric, "Cityscape" cushion, unique design with fabric, "Mr. Gentleman" chair, unique design with silk, "Ms. Lady" chair, unique design with silk, "Mr. Gentleman pillow" cushion, unique design with fabric, "Ms. Lady pillow" cushion, unique design with fabric.

### **\*\*\* About *thecraft LAB* by Irina Neacșu**

Irina Neacșu is a Romanian, Bucharest based architect and designer. In 2010, she founded *thecraft LAB* project, a concept that aimed to bring old, precious pieces of furniture to a new, improved, glossy look and feel. 4 years and 4 collections later, a creative team of young designers works under Irina's supervision to restore pieces of furniture as well as to turn fresh, new ideas into collections.

*thecraft LAB* gained public affection quickly as all the collection bear the distinctive signature of the designer, a mixture of embroidered, stitched, imprinted materials with the littlest of details perfectly crafted.

*thecraft LAB* collections have been presented at international fairs and exhibitions such as: I Saloni Milano 2012 – *Foliage* collection, Florence Design Week 2013 – *Life of a Dream* collection, Paris Maison & Objet 2013 – *Characters* collections.



COMMUNICATION · ADVISORS