

# MOVIMENTO

## Movimento Collective: 'The Future of Design is in the Hands of Young Creatives'

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*'The Lost Place' the virtual exhibition containing 7 unique spaces*

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10/07/2020 - **Movimento** is an ever-growing collective of emerging designers and brands, as well as a place for design enthusiasts and professionals to discover and purchase new design from all over the world. It is a project started by **Artefatto Design Studio** to encourage and support young designers and emerging brands, by promoting their work through various channels.

*'The launch of the Movimento collective and online platform was intended to be in conjunction with Milan Design Week 2020 but unfortunately, due to its cancellation we have had to find another solution to give exposure to all these young designers. So, with the world discouraging large gatherings of any sort, we are creating our inaugural exhibition, but in Virtual Reality. This will allow everyone to experience the exhibition without leaving their homes.'* say the organizers of the collective.



So they launched **'The Lost Place'** a full Virtual Reality exhibition. In partnership with a ground-breaking VR studio, they have created a virtual world containing 7 unique exhibition spaces. Unlike other VR platforms, this will not need any sort of headset or computer to run. Each user can control their own path, exploring the exhibition from their web browser or even phone.

The space has been designed by Artefatto Design Studio with references to great designers and architects that they admire such as, John Pawson, Claudio Silvestrin, Ettore Sottsass, Tadao Ando, Etienne Boullée, Carlo Scarpa and even Stanley Kubrick.



Included within the exhibition are 40 pieces from **40 young designers**, emerging brands and artists from all over the world, each exhibiting one product which has been selected to fit within the curation of the space. More pieces and designers can be found on the Movimento website.

Explore **The Lost Place** – the first exhibition from Movimento and visit **Movimento.Club** to keep up to date with what they are doing.

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