

BLACK SHARD IS THE “BESTAND” **Blackfin voted as the best stand at Mido 2015**

March 2015 – The striking post-industrial look of Black Shard was a huge hit with visitors to Mido who voted in droves for the Blackfin stand subsequently crowned winner of the **2015 Bestand Award**. The prize recognises investment in ideas capable of transforming an exhibition space into an effective communications tool that truly represents the brand.

“This prize is a magnificent reward for all our team’s hard work” – Nicola Del Din, CEO of Pramaor, said – “We’ve been working on this project for over a year and we’re delighted with the result, the perfect representation of Blackfin and its philosophy. We’d like to thank all those people who voted for the new stand, supporting our new communications campaign and the new Blackfin eyewear collections which have proved the winning formula at this year’s Mido, ending it on an extremely positive note for us”.

Black Shard, designed by architect Nicola De Pellegrini and his team at Anidride Design and built by Deimos, takes the journey embarked on by the brand one stage further, amplifying its strong, uncompromising, courageous personality. The design successfully enhances the brand image, the quintessential blend of pure design, authentic style and absolute innovation.

Each individual element of the stand has been conceived to emphasise the energy and personality of the product. Huge panels of perforated black metal apparently randomly interlocked within the structure resemble the shards of metal (BLACK SHARD). The raw grey concrete base provides a contrast and the movement of the enormous air-driven turbine along one of the perimeter walls highlights the futuristic setting that itself becomes a microcosm to experience and explore.

The blend of symbolic details and iconic colouring makes this space appear an extension of the atmospheric location of the new advertising campaign, creating a symbiosis between the two places that the public can investigate to get to know the new Blackfin world.

The centre of the stand contains the Bar Cipriani space, sealing the partnership between the two brands whose high quality artisan products embody all the excellence of the authentic Made-in-Italy ethos, bringing this image to wider world.

This exciting, original design with massive visual impact is the ideal frame for presenting the new Blackfin eyewear collection and to tell the full story of this all-Italian brand.

Black Shard – Mido 2015

Design: Architect Nicola de Pellegrini / Anidride Design

Production: Deimos (Santa Giustina – Belluno)

Blackfin / Looking Beyond. Always.



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