

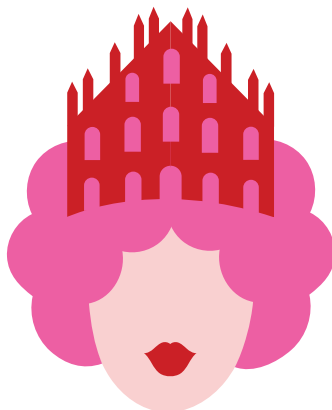


THE QUEEN OF MILANO

Designer Souvenirs

with

Olimpia Zagnoli



Salone del Mobile mementos. For the 57th Edition of Salone del Mobile, the Concept Store Wait and See revitalizes the idea of Souvenirs, and this time round, proposes to play with Designer Souvenirs, with the most International of Italian Illustrators, Olimpia Zagnoli.

The idea is to return home with an ironical and pop token of Milano. The protagonist of the game is

The Queen of Milano, appearing crown-headed with a tiara in the shape to the Duomo, created for this occasion by Olimpia Zagnoli: "When I think of Milano, I see it as feminine personality, discreet and self confident, present when necessary and solitary when she pleases.

A hospitable lady, who, once a year, during the Salone del Mobile, having dusted her silverware, invites at her table worldly Creative Individuals."

Wait and See presents the Queen of Milano, printed on marinière t-shirts, neckerchiefs, mugs, plates, pens, magnets and postcards, as the best of Souvenir traditions would entail: "I like the idea that all the foreigners that will be arriving at this important moment can acquire a keepsake of the city. This limited edition, created in collaboration with Olimpia is a tribute to Milano, honored by souvenirs to be used forever, in total Wait and See Style" says Uberta Zambelletti, Wait and See's Owner.

Olimpia Zagnoli:

A Milanese girl who designs the world. With her synthetic and colorful trait which incorporates a slight retrò flavour to better represent the present, she is the Illustrator tingeing the pages of The New York Times and The New Yorker, of Italian newspaper La Repubblica, and of lots of other publications such as Taschen's illustrated guides.

Her next artistic appointment, which follows New York's Guggenheim Museum and her bespoke artwork present in NY's subway stations as part of the 'Arts in Transit' project, will be at the HVW8 Gallery in L.A. in May,

She has also done countless collaborations with Luxury Brands such as Fendi and Clinique, the animated video for Hermès Menswear, culminating in the most recent t-shirt collection designed for Prada.



We are happy to invite you to

THE QUEEN OF MILANO

April 17th - 22nd, from 10.00am until 8 p.m.

Party, April 18th from 6 p.m. until 11 p.m.

Wait and See Press Office: Carla Pagliuca - press@waitandsee.it

Wait and See, via Santa Marta 14, Milano