



Turkish Marble Will be Showcasing With the Bathing in Light Exhibition at the Milan Design Week 2013



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The Stars of the Design will illuminate Milan with Turkish Marble

The unique story of Turkish natural stone will come to light at Milan Design Week, defined as the "sine qua non" of the design world, taking place on April 9 - 14, 2013. Organized by Istanbul Mineral Exporters' Association (IMIB), and curated by the Turkish design company Demirden Design, a special exhibition on Turkish stone will be shown. The second edition of the exhibition first held last year, 'Thus Spoke the Marble: The Journey Alters You' will be spread over 900 square-meter Art Garden of Superstudio Piu in Zona Tortona with the new title of 'Bathing in Light'.

Six designers and architects from different disciplines, taking the subject of "marble", which has a tradition going back four thousand years, are bringing Turkish culture, history and mythology together with contemporary designs that complement their apparent contradictions. The architectural aspects of marble will be developed by architects Doriana-Massimiliano Fuksas (Italy), Melkan Gursel-Murat Tabanlıoğlu (Turkey), and Alisan Cırakoglu (Turkey), from an industrial and interior designer's point of view Mathieu Lehanneur (France), from the fashion designers' point of view Dice Kayek (Turkey), and last but not least Arik Levy (France), a designer whose work has evolved more and more in an artistic direction.

The second edition, 'Bathing in Light', will focus on the way in which marble, water and light have always come together as an ideal combination to express notions such as cleansing and purity. Marble positions itself in this interplay as the ideal surface, smooth and reflective, while in turn it only attains its full splendor when touched upon by these elements.

The exhibition is going to expose the tactile and visual characteristics of marble and natural stone and invite visitors on a mental journey while introducing them to their spiritual aspects. Marble has served as the basic material of the greatest works of art and architecture in the lands of Turkey. This marble, untouched by the ravages of time, is still the prime witness of civilizations from antiquity to the Byzantine Empire, from Ottoman to Modern times.

The Owner of the Exhibition: Istanbul Mineral Exporters' Association

As one of the world's oldest producers of marble, with a tradition of going back four thousand years, Turkey has been fascinating the world with its natural stones that have become well-known brands.

The exhibition 'Bathing in Light' is being held under the ownership of the Istanbul Mineral Exporters' Association, which aims to communicate the importance that the Turkish natural stone industry attaches to design and innovation while strengthening the notion of the country as a powerful manufacturing center for these precious materials. Its fundamental mission is the promotion of produced mineral and natural stones in the existing and targeted markets; to contribute to the development of the sector by organizing activities devoted to improve its image and to increase the potential of its exportation.

The Curator of The Exhibition: Demirden Design

The exhibition's curator Demirden Design, an Istanbul-based studio engaged in corporate identity and interior design, was established in 1994 by three designer siblings; Mehtap Obuz, Demir Obuz and Sema Obuz. Demirden Design develops graphic-, product-, brand, event- and exhibition- design, and has been granted numerous international design awards. In 2009, it created *ilio*, a highly successful and innovative tableware brand, widely considered to be pioneering in its field.