

**PRESS RELEASE**

**Everyday objects/ Oggetti quotidiani/Objetos cotidianos**

Mario Ruiz

**Milan. April 17-21 2018**

Design that is pristine and prosaic. This motif runs through the work of the Spanish designer Mario Ruiz (Alicante, 1965), who has dedicated his career to creating designs that are defined more by their coherence and clarity than by a desire to be conspicuous or showy.

In this exhibition of his work, comprising some 26 projects, each piece speaks for itself. For each is exactly what it seems: an everyday object that plays an essential part in our daily routines. Whether we sit to work, have a meal, settle down to read, take an afternoon nap, arrange our books, call a meeting or have a coffee break. Chairs in many versions, for the home or for the office, a sofa, a cupboard, shelves, a coffee maker; objects that emit an ease and invitation for use in their sleek, comprehensive simplicity.

“I admire those products that stand out without being flashy. Designs that are simple and authentic, that can be understood in a second. That is why I deeply respect tool design.”

In each of these 26 objects, much care and attention has been spent to find a way of expressing its purpose, while honoring the identity of the company that represents it. With the respect of a houseguest, Ruiz carefully integrates his design work with the image and trajectory of each client. Observing their priorities, work methods, and resources. Using these to custom fit a solution. In this way, a company can evolve and grow naturally without the discomfort of abrupt change. This approach is reflected in Ruiz's relationships with his clients, which almost always become long-term ones and a personal friendship.

Attention to detail in Ruiz's work is paramount. It is through an object's subtleties that it expresses its purpose with genuine self-confidence. The simplicity of an object revealed through superficial complexity.

“As there is no single solution for what makes something work, I usually let these details figure themselves out through the creation of a design language, an aesthetic that coherently captures an object's utility. For me, design is something that accompanies its subject matter and that helps it fulfil its practical purpose.”

The detail in Ruiz's designs is evident in the exhibition, not only in those objects on show but also in the accompanying images that hang in three rooms of the exhibition space. An additional series of photographs depict the designer's own delight with collecting objects of all kinds and arranging them with great care on tables in his studio. Objects from nature or manmade curiosities picked up on his travels that have later become essential to his design work.

This exhibition is held at the Instituto Cervantes, during the Milan Design Week (Salone del Mobile Milano 2018). Ruiz's design work reflects his own global scope, with projects on display the result of collaborations with Spanish and international companies, including Offecct, Arflex, Lapalma, Restoration Hardware, Joquer, Expormim, Dynamobel, Metalarte, Demoka by Mini moka, Mad Lab, Nagel, Gandia Blasco, Eissound, Sellex, Golmar, Vieta, Famatel, Luxy, Capdell, Punt and Studio TK.