

FoodMarketo **an everyday life market**

**a project by Apartamento Magazine
& DesignMarketo**



FoodMarketeto is half pop up store, half cooking workshop, selling contemporary design objects commissioned to over 30 international designers and hosting daily workshops to share recipes and everyday life ingredients.

The store will feature a unique interior designed by London based designers, Max Lamb & Lars Frideen. FoodMarketeto is organised in collaboration with Marion Friedmann.

Please come and visit us!

Time & Events

**Kaleidoscope project space
Via Masera (in front of n.10)
Subway: Lima / Red Line**

**13—18 April 2010
11.00—19.00 daily**

Private View

Tuesday 13 April, from 18.00 to 22.00

Workshops

**14 April, 13:00—17:00 + 18:00—20:00
15 April, 13:00—17:00
16 April, 14:00—17:00
13—18 April, 12:00—13:00**

Designers

Alexandre Bettler,
All Cats Are Grey,
Amandine Alessandra,
Andrew
Haythornthwaite,
Arabeschi Di Latte,
Atelier Sara Ivanyi,
Atwork,
Bannhocks & Hill,
Bannock & Hill,
Bertjan Pot,
ByggStudio,
Catherine Guiral
(officeabc),

Charlotte Coulais,
David Weatherhead,
Do You Read Me,
Fabien Caperan,
Ferran Lajara,
Frank Bruggeman,
Harry Thaler,
Jackson Lam,
Ken Kirton,
Lars Friedeen,
Loris & Livia,
Marco Dessí,
Markus Bergström,
MischerTraxler,

Nelly Ben Hayoun,
Nicola Enrico Stäubli,
OK-RM,
Olivia Decaris,
Oscar Diaz,
Oscar Narud,
Peter Marigold,
Studyoportable,
TankBoys,
Tomás Alonso

Workshops**14 April,****13:00—17:00 + 18:00—20:00****Color Me Beautiful****A natural beauty session with Arabeschi di Latte****15 April****13:00—17:00****Gemma's Jam****Discover your hidden marmalade skills with Gemma Holt****16 April,****14:00—17:00****The Bread Workshops****Make new bread friends with Alexandre Bettler****13—18 April****12:00—13:00****FoodMarketo Everyday Specials****Daily surprises for the early birds**

Apartamento

Apartamento is an everyday life interiors bi-annual magazine written in English. A place in print for people, not just objects. Apartamento is a magazine about homes, living spaces and design solutions as opposed to houses, photo ops and design dictatorships. It understands interior design as a means of personal expression, showing how people arrange their homes and the solutions they find to the same problems that everyone has.

DesignMarketeto

DesignMarketeto is a company which was set up by Jerome Rigaud and Alexandre Bettler; originally we wanted to help our designer friends to clear their stocks of amazing things they had piled up in their studio. We quickly realised what a wonderful tool it was to diffuse ideas and objects, work with our friends and also to meet new people. We want it to be some sort of hybrid in between a music label, a magazine, an art gallery and a corner shop.

Marion Friedmann

Marion is a London based independent curator, consultant and researcher in design and material culture. She has worked on numerous projects in London and abroad with a strong focus on the promotion of design and designers and researching different cultures through their material world.

Contact

info@foodmarketo.com

Links

www.foodmarketo.com

www.designmarketo.com

www.apartamentomagazine.com

www.marionfriedmann.com

Supported by

FoodMarketo is happy to be cooking with equipment by Alpes Inox.

For the opening and the launch, the drinks are provided thanks to

Tenuta San Pietro, and many many thanks to Kaleidoscope for hosting us!

ALPES·INOX®



TENUTA SAN PIETRO

Thank you!