

PRESS RELEASE - 09 JUNE 2017

THE NEW SORS. SHOWROOM TO PARTICIPATE IN PARIS DESIGN WEEK 2017

LOCATION : 92 RUE DE VARENNE, 75007 PARIS

PRINCIPAL FEATUERED DESIGNER: PRIVATISELECTIONEM

SORS is pleased to announce its continued collaboration with the Luxembourg based design and production studio Privatisélectionem. During Paris Design Week this September 8-14, the Paris based agency will invite patrons to view select pieces from the new Privatisélectionem collection, which will be on display at the new SORS gallery showroom space located in a classic Parisienne setting on the rive gauche of the city, just across the street from the Musée Rodin, which itself offers several unique programs this year in celebration of the museums 100th anniversary.



THE PROGRAM: As a first-time space participant on the design week map, the new trade showroom and collaboration between the two firms is set to deliver a fresh theme to the design week offerings, featuring select pieces designed and fabricated by Privatisélectionem, pieces which display the unique acumen and application for the art of artisanal furniture making, hand application of liquid metal finishes and intricate large and small-scale workings with metals materials such as brass, copper and mirror.

THE DESIGN WORKS: SORS has the pleasure to formally introduce the Privatisélectionem furniture collection and interior styling to the design community through a unique gallery display which will feature a sampling of recent collection pieces, design scene vignette and introduction to the bespoke design services and architectural material creation services.

THE INTERIORS PROJECT WORKS: As a design build collaboration, the cooperation between the two firms delivers interior design services and bespoke furniture projects to direct clients and in collaboration with architects and designers. Highlighted materials from the portfolio will be on display.

PROJECT DURATION: Select works will continue to be on display and available to view by clients and the design community by private appointment at the SORS showroom after design week. The continued exclusive collaboration between SORS and Privatisélectionem will welcome new pieces on

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an ongoing basis, and serve as the meeting space to launch new project collaborations. Additional featured designers, artisan works and collection offerings will also be welcomed into the space.

GENERAL PRODUCTION CONCEPT / DESIGN PHILOSOPHY: As an agency, SORS promotes and collaborates with select European and American design studios whom respect the traditional techniques of artisanal manufacture of their designs. Creations are realized in the slow tradition of handcrafted furniture making, favoring the values and concepts of investing in well-made design pieces that also serve as functional interior products.

PRODUCT ON VIEW IN THIS PRESS RELEASE: The *2069 COPPER LOW TABLE* by Privatisellectionem. One of the newest pieces in the collection, the refined oval shape and elevated post structure of this low table give it both a contemporary and elegant design esthetic. This introductory piece to the design collection will be featured as part of the Paris Design Week selection. Dimensions: W/D/H - 142/65/30 cm.

CONTACT / ADDITIONAL INFO:

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