

September 2016

PRESS ANNOUNCEMENT

Under embargo

**Tom  
Dixon.**

## **TOM DIXON'S FIRST EXHIBITION** AT CORSO COMO SEOUL

This October, Tom Dixon presents its first exhibition in Korea at 10 Corso Como, entitled *Yesterday, Today, Tomorrow*. **Set in Seoul's** creative district, 10 Corso Como is a world-renowned concept store presenting a unique mix of design, art, music, cuisine and culture from around the world.

**Corso Como has played a pivotal role in Tom's career as he launched his famous S-chair** in 1991 at 10 Corso Como in Milan, where former fashion editor and publisher Carla Sozzani had previously introduced him to Giulio Cappellini, art director of the eponymous Italian design firm.

For the first time, Tom Dixon is showcasing its full range of products as well as never-seen-before pieces. The exhibition comprises a Gallery divided in three highly curated installations (*Yesterday, Today, Tomorrow*) and a pop-up shop where visitors can purchase the latest home collection, fresh from Paris. Delving into past, present and future adventures, the Gallery tells the story of the self-made British designer who has become a household name.

Yesterday **reflects Tom's fascination for the underlying structures of an object** - rather than their surfaces - and brings to life **Tom's early works**, including Flame Cut Chair, Pylon Chair, Copper Chair CU29, Rocking Chair Rubber and Jack Glow in the Dark. A short-film on **'Young Tom' will also be screened, with unpublished images of Tom's formative years.**

Today immerses the visitor in **Tom's current and unfading obsession with materials.** The copper and the stone, the wood and the glass, the wax, the iron and brass all come to life

with new shapes, new smells and new functions. Products showing in Today include: Mass Dining Table (brass), Fan chair (wood), Flask Pendant Oil (glass), Pylon Coat Stand (copper), Stone candles (green marble) and Alloy diffuser (raw aluminium).

Tomorrow is an insight into what the future may hold. Products showing include exclusive launches (Boom desk light) and rare prototypes.

Commenting on his upcoming exhibition in Korea, Tom says: *'Korea is a relatively new market for us. We wanted to give visitors an understanding of where we come from. Korea is a very design-aware nation, fantastically interested in bold and industrial production, and we thought it might be nice to show some history as well as **products we haven't sold yet.**'*

All pieces showing at 10 Corso Como – including new accessories, unique or limited-edition pieces, rare and early works as well as prototypes will be available to buy from 1<sup>st</sup> October. A series of Tom Dixon cocktails, especially created by the designer to celebrate the exhibition, will be served at 10 Corso Como Café.

For more information, please visit:

<http://www.tomdixon.net/>

For media and press enquiries in Asia, please contact Anne Wu [anne@pr-ime-asia.com](mailto:anne@pr-ime-asia.com)

For the rest of the world, please contact Juliette: [press@tomdixon.net](mailto:press@tomdixon.net)

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#### Notes to Editors:

Main Exhibition (3<sup>rd</sup> floor)

Dates: 12th October – Opening Reception

12th October – 20th November

Address: 10 Corso Como Seoul 3F Exhibition Space

Pop-Up – 10 Corso Como Seoul Cheongdam (ground floor)

Dates: 13th October – 27th October

Address: 10 Corso Como Seoul Cheongdam 1F Novelty Zone

Pop-Up – 10 Corso Como Seoul Avenuel (other location)

Dates: 13th October – 27th October

## 10 Corso Como Seoul Avenuel Novelty Zone

Tom Dixon has been available at 10 Corso Como since 2012, primarily showcasing its accessories collection. From October 2016, Tom Dixon will also be introducing a permanent collection of new lighting, furniture and accessories.

### About Tom Dixon:

Established in 2002, Tom Dixon is a British product design brand. With a commitment to innovation and a **mission to revive the British furniture industry, the brand is inspired by the nation's unique heritage and** produces extraordinary spaces and extraordinary objects for everyday use. [www.tomdixon.net/](http://www.tomdixon.net/)

### About Corso Como

Founded in Milano in 1990 by Carla Sozzani, 10 Corso Como is the pioneer in creating the prototype of the concept store. In 2008 10 Corso Como and Samsung C&T Fashion Business joined together to bring the 10 Corso Como concept to Seoul. From the moment that a visitor steps inside the 1,400sq. meter space, located in Cheongdam-dong, the creative ideas that drive 10 Corso Como have been translated into the spirit of Seoul. Housed on three floors of a modern building in a bustling downtown, Slow Shopping has become a massive hit for both the **city's residents and visitors**. In 2012 10 Corso Como and Samsung C&T have joined again, this time with Lotte, in bringing the 10 Corso Como philosophy into Avenuel. Carla Sozzani of 10 Corso Como directs the development of 10 Corso Como Avenuel and artist Kris Ruhs has established the unique physical presence that lies at the heart of 10 Corso Como core philosophy- Slow Shopping.