

GOOGLE PRESENTS

# ‘Softwear’ at Milan’s Salone Del Mobile 2018

a Google design studio installation that brings to life the sensorial experience of hardware

Curated by Lidewij Edelkoort  
In collaboration with Kiki van Eijk  
On view at Rossana Orlandi

Google debuts at **Salone del Mobile** with *Softwear*, an installation that brings to life the sensorial experience of hardware as envisioned by **Ivy Ross**, Vice President, Hardware Design at Google and curated by leading trend forecaster **Lidewij Edelkoort**. The exhibition will be on view at **Rossana Orlandi**, **April 17 through 22, 2018**.

In 1998, Edelkoort conceptualized *Softwear*, a lifestyle trend that would blend with technology and enable a completely new way of being, where they were so harmonized that they became interwoven into the everyday. The fusion of the two creates a cozy form of nesting that equates well-being with working from home. Twenty years later Google and Edelkoort are introducing *Softwear*, an exhibition that explores the seamless integration of Google’s hardware products within the contemporary socio-cultural landscape that brings Edelkoort’s 1998 forecast to life.

*Softwear* takes place across three rooms in a ground floor apartment at Rossana Orlandi’s celebrated Milan gallery. The first room includes a new lifestyle audiovisual and exhibition catalogue produced by Edelkoort and her team. The second room features six one-of-a-kind wall hangings by Dutch designer **Kiki van Eijk**. Specially commissioned by Google, the wall hangings, which were woven at Tilburg’s internationally renowned TextielLab, are based on collages of hand-cut textiles from Google’s human centered products. The third room presents elements from an actual domestic interior which illustrate Google’s thoughtfully designed vision of the fusion of technology and lifestyle.



Photo by Thomas Straub | Courtesy of Studio Edelkoort

*Softwear*’s incorporation of textiles, tactility, and wellness challenges the role of hardware at home, prompting a conversation about the future of technology and its integrated presence in our lives.

## Press Preview

In the presence of Google VP, Hardware Design, **Ivy Ross** and trend forecaster **Lidewij Edelkoort**

Monday, 16 April, 9AM–8PM

Tuesday, 17 April, 9AM–11AM

Wednesday, 18 April, 9AM–11AM

## Dezeen Panel Discussion | ‘Soft Futures’

Participants are **Ivy Ross**, **Lidewij Edelkoort** and **Martin Raymond**, Co-Founder, The Future Laboratory

Moderated by **Marcus Fairs**, Founder & Editor-in-Chief, Dezeen

Tuesday, 17 April 2018 from 4:30PM–6:30PM  
by invitation

The event will also be streamed live by Dezeen and Google on their respective YouTube channels.

[Watch on YouTube](#)

**softwear**

**Google**

## About Ivy Ross

Ivy Ross is the Vice President of Design for Hardware Products at Google, which was officially formed in 2016. In 2017, she and her team launched a family of consumer hardware products ranging from smartphones to smart speakers, earning 22 different design awards. This collection established a design aesthetic for technology products that is tactile, bold, emotional and undeniably Google. Ross has held executive positions with several companies, including Calvin Klein, Swatch, Coach, Mattel and Gap. A renowned designer, her innovative metal work in jewelry is in the permanent collections of 12 international museums. A winner of the prestigious National Endowment for the Arts grant, Ross has also received the Women in Design Award and Diamond International Award for her creative designs. Ross has been a contributing author to numerous books, including *The Change Champion's Field Guide* and *Best Practices in Leadership Development and Organizational Change*. She was the keynote speaker at the Nokia World Design Conference and Fortune Magazine's Most Powerful Women Summit, and has been cited by Fast Company and Businessweek as "one of the new faces of leadership".

[store.google.com](https://store.google.com)

## About Lidewij Edelkoort

Lidewij Edelkoort is authority on design, interiors and lifestyle and arguably the world's most famous trend forecaster. She is an intuitive thinker who travels the globe studying the evolution of socio-cultural trends before sharing this information with her clients in industries as diverse as fashion, electronics, cars, cosmetics, retail and food. Edelkoort is the founder of Studio Edelkoort and Trend Union, with offices in New York, Paris and Tokyo. Her cultural roles extend into education, curating, and humanitarianism. She is Dean of Hybrid Design Studies at Parsons in New York where she has established a Masters in Textiles (2018) and New York Textile Month (each September since 2016). Edelkoort's provocative *Anti\_Fashion Manifesto* has engaged the fashion industry since it was released (2014). TIME listed Edelkoort as one of the world's 25 Most Influential People in Fashion and she was named among the 40 Most Influential People in Design by Icon (2003). Interior Design recently inducted her into the Hall of Fame (2017).

[edelkoort.com](https://edelkoort.com) | [trendtablet.com](https://trendtablet.com)



Wall hanging by Kiki van Eijk | Photo by Mariëlle Leenders

## About Kiki van Eijk

Kiki van Eijk is a designer renowned for creating furniture, objects and textiles. Her work is recognisable by its playful narrative spirit and a connection to craft techniques. A graduate of Design Academy Eindhoven (2000), van Eijk represents a new generation of Dutch designers. Her work is included in museums, galleries and private collections worldwide. She has designed products, materials and commercial projects for companies such as Moooi, Nodus, Forbo, Saint-Louis, Bisazza and Hermès.

[kikiworld.nl](https://kikiworld.nl)

## Rossana Orlandi

Via Matteo Bandello, 14

Milano 20123

17–22 April 2018

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Photos by Thomas Straub | Courtesy of Studio Edelkoort



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