



TVS PRESS RELEASE



## TVS TERRA IS "BEST COOK'S KIT" AT THE WALLPAPER\* DESIGN AWARDS 2010

*TVS and Matteo Thun winners in London on 14 January last*

The Terra collection, which came out of the collaboration between TVS and Matteo Thun, gained first place at the prestigious **Wallpaper\* Design Awards 2010** for the Best Cook's Kit category.

The prize was presented on 14 January 2010 at the Wilkinson Gallery in London.

The prestigious award, an annual prize given to the very best in its category, was founded by the British design&lifestyle magazine Wallpaper\*, and identifies international projects and companies that have stood out the most in terms of creativity and innovation in the world of fashion, architecture and design, selecting from the best creative products of the previous twelve months.

This year, the jury was composed of six great and highly versatile personalities, belonging not only to the world of design but also to fashion and entertainment: film director Pedro Almodóvar, the very famous fashion designer John Galliano, interior designer Kelly Wearstler, American architect Steven Holl, media entrepreneur James Murdoch and the Belgian artist Carsten Höller.

The TVS **Terra** range is a sophisticated design project with a strong artisan flavour.

TVS's constant research into style is fully visible in the design by the architect and designer Matteo Thun: reworking domestic traditions of the past in a modern, multi-purpose architecture that synthesizes art, nature and tradition. These ideas and experimentation create objects shaped along ancient lines, while being attractive and innovative and seeking for authenticity in all aspects, including those of respect for the environment and of healthy living.

The colours are those of nature, of the home - intimate, warm and elegant like the shapes. An item that characterises the whole range is the pan contained inside the stoneware bowl, to be used as a serving dish or as an item on its own.

The packaging, in line with the design philosophy, is simple and environmentally friendly: natural cardboard for the supports and minimal, attractive graphics. It conveys authentic values: life, memory, and contemporary sensitivity. The great care paid to the aesthetics, the research for technological content and above all the eco-compatible inspiration, make *Terra* a cookware range that is really unique of its kind.

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