Press Release

**Milan Vistas**

**Egoé, a Moravia-based company, is planning to appear at the most prestigious global design show in Milan this April. The company invites you to an extraordinary trip at the Fuorisalone. If you visit the Egoé stand from 9 to 14 April 2019, you can enjoy views as distant as Křivoklát Castle. Should you by chance find yourself at that time in the Křivoklát woodland, I’m sure you won't miss the opportunity to participate in the happening: *Milan Design Week at Křivoklát.***

Founded in the Moravian village of Bílovice, the company has been designing, developing and manufacturing furniture under the Egoé brand for more than 10 years. The story began quite innocently when a group of people from mmcité, focusing on the cultivation of public space, were trying to find some attractive outdoor furniture. No matter how hard they tried, they could not find the ideal combination of quality and innovation. Finally, they realised that they would have to do it themselves. After making a few pieces of furniture which caught the attention of their friends, they decided to start production.

Last year, Egoé decided to use their furniture to create outdoor seating in attractive spots in lesser-known tourist destinations which offer tranquillity and inspiring views. To date, they have equipped 10 sites like this. The furniture remains in each place to enable pleasant moments for any passer-by.

View no.11 is underway to be ready at Křivoklát Castle on the occasion of the Milan Fuorisalone. This time, it will not be “just” a pleasant seating area. Using Leva modular cubes, the visual artist and musician Milan Cais has created an installation. Egoé’s designer Dan Golík – in charge of the installation of furniture for all Views (...and indeed, carrying the chairs and tables on his shoulders) – is going to stay there for six days. Křivoklát Castle will thus become a venue of temporary playful architecture. Therefore, you will have the opportunity to meet Dan in person and take part in any of the planned events. Thanks to the streaming of the event, you can send your greetings to people at the Milan Fuorisalone or just take a seat and indulge in observing the landscape.

From Milan, you can watch what’s going on at the Křivoklát View. If you are lucky enough, you may spot kids from the local nursery school on a hike or see a forester making his rounds. In addition, you can send a message to Dan or to the people at Křivoklát.

Egoé does not produce design for design’s sake. For Egoé, function comes first in all its collections. Appreciating local production, Egoé prefers Czech and Slovak suppliers and manufacturers of components for its furniture and accessories. The vast majority of Egoé products is manufactured in Bílovice. Nevertheless, one can sense the ambition to achieve more - to cross borders as demonstrated by the Views project, aimed at encouraging people to get outdoors, to socialise and interact.

(For more details about the Views project including GPS visit [egoe-life.eu/vistas](https://www.egoe-life.eu/en/vistas/)

Views to appear at the Milan show are available on: [egoe-life.eu/milan2019](https://www.egoe-life.eu/en/milan2019/))

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