

**YOOX  
With  
TOILETPAPER & WALLPAPER\*  
DINNER PARTY**

**@ Milan Design Week**

**CAUTION. DISCO IN PROGRESS.**

**April 19<sup>th</sup>, 2018 - Milan, Italy** - A building site with construction work in progress was the setting for the exclusive party hosted by **YOOX**, the world's leading online lifestyle store, together with **TOILETPAPER**, the image-only magazine created by Maurizio Cattelan and Pierpaolo Ferrari, and **Wallpaper\***.

The most anticipated event of Milan Design Week took place yesterday at the **Garage Traversi**, a historic multi-story car park, symbol of the Milanese Rationalism of the thirties era.

An audience of international guests, welcomed by the founder of YOOX, **Federico Marchetti**, together with **Maurizio Cattelan**, **Pierpaolo Ferrari** and the Editor in Chief of Wallpaper\* **Tony Chambers**, attended the event in an irreverent and enjoyable ambience among bricks, scaffoldings, and bags of cement. Amongst them: **Barnaba Fornasetti**, **Stefano Seletti**, **Fabio Novembre**, **Charley Vezza**, **Dean** and **Dan Caten**, **Beatrice** and **Gaia Trussardi**, **Carlo** and **Ennio Capasa**, **Giampiero Bodino**, **Eleonora Carisi**, **Victoria Cabello**, **Davide Oldani** and **Evelina Rolandi**, **Johanna Hauksdottir**, and the designers: **Stefano Giovannoni**, **Job Smeets**, **Alex Mustonen**, **Marcel Wanders**, **Philippe Malouin**, **Xavier Lust**.

There were two unforgettable moments during the event. One took place on the ground floor of the garage where, to a background of a themed dinner - featuring beers in wheelbarrows, bread cut with a saw and cheese served with a spatula - eighties and nineties tunes from Stryxia, vocalist and historic DJ from Club Plastic in Milan, enveloped the space. The sounds then made way for the second part of the evening, which moved to the basement where a live performance led by Tony Chambers on guitar, designer **Tom Dixon** on bass, together with his band, **The Rough**, awaited. The guests then went wild until late into the night dancing amongst trowels and sounds from the DJ set of Nicola Guiducci.

For the occasion, the facade of the Garage Traversi hosted a visual installation declaring "**Oh oh, Milano... I love you too...**" designed by the **Studio Job**.