

-1- PRESENTATION FORM

Name and surname / Name of the group

Photoliu, Lana & Dizainar

City

Bucharest

Country

Romania

Bio

The Lana for Photoliu chair design is a collaboration between three design entities: Photoliu, Lana and Dizainar.

In 2009, Irina Pogonaru launched Photoliu.com – a start-up focusing on the design and production of custom furniture. Alongside her team whose combined experience in woodworking and upholstery exceeds 50,000 hours, Irina's aim is to contribute to promoting customisation and authenticity in a world of mass production. Photoliu makes furniture in various styles, customizing pieces in the most wide-ranging ways and up to the smallest details.

Lana is a young Romanian fashion designer who is currently researching for her PhD in Arts and Fashion. With 8 distinct collections in her portfolio that have consisted until now in "wearable opinions"-as she describes her clothes- Lana has won the jury's appreciation in various design competitions.

Dizainăr is a product design and branding agency focused on generating and promoting Romanian design, so that it gets back in the international spotlight where it belongs. They are boldly dedicated to telling the world the story of Romanian creativity, as well as to the creation of new and tighter connections within the creative community in Romania.



-2- PRODUCT INFORMATION

Product name 1

Lana for Photoliu

Dimensions

Height - 100 cm

Seat width - 45 cm

Backrest width - 28 cm

Backrest – 48 cm

Approximate weight

7 kg

Technical description

Handcrafted oak wood with digital print.



Product name 2

Lana for Photoliu – Embroidered Edition

Dimensions

Height - 100 cm

Seat width - 45 cm

Backrest width - 28 cm

Backrest– 48 cm

Approximate weight

7 kg

Technical description

Handcrafted natural oak wood with digital embroidery.

