



in 2017. The objective of Cartèa is to get beyond the formal limitations of the traditional greeting card, developing a product that adds value to the message through imaginary stories. The three words that best represent Cartèa are: research, humor and creativity. Research on paper, investigating its possible forms and uses; humor that makes it possible to irreverently play with cult objects and sites; creativity without limits, in terms of form and content, to experiment with unexplored solutions. The Cartèa collections

**C**artèa continues its progress, investigating the creative potential of paper, transformed from a mere surface into a medium of communication, in the form of gift cards, boxes, notebooks, posters, place cards. For Milan Design Week 2018 the brand presents the capsule collection "I Was Here" on the most important monuments of the city of Milan, part of a new collection whose central focus is buildings, construction, works of art that have become symbols in Italy and in the world. The works of architecture of the past that across the centuries represent the horizons of Italian cities, such as the Colosseum, the Tower of Pisa, the Basilica of Santa Maria del Fiore, coexist with more recent presences like the Torre Velasca and the UniCredit Building. The representation of Italy is completed by works that are symbols of artistic heritage, the David of Michelangelo, the Primavera by Botticelli. The collection also includes iconic works from other major cities, like the Tour Eiffel, the Empire State Building, the Statue of Liberty and the Brooklyn Bridge. It

## **I WAS HERE: PAPER NARRATES CITIES**

comes in two versions: one with gray tones to express a sense of sober elegance, granting the works and monuments all of their intrinsic, silent and timeless beauty; and the other one in bright or fluo colors, putting the accent on an ironic pop spirit that often comes to the fore in the case of famous symbols. Cartèa was founded in Milan in 2015 thanks to the intuition of Valeria Girardi, and it became a brand

have been developed for moments in which you want to accompany words with a gesture, reconciling the value of a message on paper with ironic, sophisticated communication. In Milan, Cartèa and the I Was Here collection are distributed in the following stores: Hoepli, Arabesque, MG12, Rizzoli, Ancora Store, I Giorni di Carta, Mudec, Jannelli & Volpi, Armani Libri, and online at Amazon. ■