

# 195<sup>x</sup>

## How old is modern?

### STATEMENT

What determines if an object is considered modern and progressive? A timeless, universal form plus an advanced, sustainable production. Also (which seems to be more and more important), a participation in circular economy. All those values are well manifested among the objects that not while ago, seemed outdated. Collection *195x* is an exemplification of a fact that popular concepts like 'smart' or 'conscious' have a long history of being known and successfully implemented. We are driven by the notion that it is not metric that distinguish classical from modern, rather it is style and functionality that are defining progressiveness. For the first time ever, we are showing Polish vintage design on the contrary to its current positioning – in a fresh way and without complexes. Because, this is a context these objects deserve.

### ABOUT

*195x* is the first Polish recommerce brand, operating in the areas of both patronage and distribution. It was created as a response to the transformation of concepts and values (aesthetical, functional, emotional and material) related to the Polish design of the twentieth century.

The *195x* collection explores and exposes timelessness of values such as ergonomics, sustainable production process or creative courage in relation to contemporary trends (smart object, zero waste production) and needs of today's consumers. Brand's business model is based on recommerce (bringing items to the second sale cycle). This trade attitude rises to be a sustainable and ecological source of acquiring valuable objects, and at the same time - a fashionable and lucrative business. Among vintage objects, *195x* presents contemporary reeditions of designs from the second half of the XXth century. In a result, a second life of objects and the recycling of timeless ideas come together as new quality.

### DESIGNERS

Eryka Trzewik-Drost, Romuald Ferens, Zofia Galińska, Zbigniew Horbowy, Czesław Knothe, Tomasz Andrzej Rudkiewicz, Adam Sadulski, Henryk Sztaba and more

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Exhibition partner: Patyna / patyna.pl

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