

# PRESS RELEASE

## BLOOM BY RAW-EDGES



Raw Edges's **BLOOM** housing *Granta* Magazine's 'Best of Young British Novelists' will be showcased for the first time at MOST Salone as part of the Salone Internazionale del Mobile di Milano.

British Council and *Granta* magazine will present the outcome of their design and literature collaboration, created by British-based design studio Raw-Edges as part of the Salone from 8 to 14 April 2013.

Raw-Edges's **BLOOM** has been commissioned by the British Council to showcase the works of *Granta*'s eighty Best Young British Novelists and the related editions of *Granta* magazine. Celebrating the announcement of the 20 authors on *Granta*'s 2013 list, this commission represents an opportunity for audiences overseas to engage with both contemporary British design and literature. The 2013 list will be announced on 15 April 2013.

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The skilful design of **BLOOM** - a combination of room divider and book loom formed of a light wooden frame and string book-supports – allows the books themselves to take centre stage in the installation. Visitors are able to delve into the stories contained within the pages whilst engaging with the books' physical qualities and design.

**BLOOM** will be on display for the first time in the Cloisters of Milan's MOST Salone from Monday 8 April (press preview) and open to the public from 9-14 April. Michael Salu, Artistic Director of *Granta*, and Raw-Edges will be present at the press preview and an event on Tuesday 9 April at 3pm in the Cloisters café.

Following its showcase in Milan, the bookcase and books from each of *Granta* Best Young British Novelists on the 1983, 1993, 2003 and 2013 lists will be presented throughout 2013 in various cities worldwide. The international locations will be confirmed at *Granta*'s official announcement of the 20 authors on the 2013 Best Young British Novelists list in London at the British Council on 15 April; and will take place in more than ten countries including Russia, Qatar and India.



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## NOTES FOR EDITORS

**RAW-EDGES DESIGN STUDIO** consists of Yael Mer and Shay Alkalay. Mer's main focus includes turning two-dimensional sheet materials into curvaceous functional forms, whereas Alkalay is fascinated by how things move, function and react. Since their graduation show at the Royal College of Art in 2006, they have received several highly respected awards. Their works have been exhibited internationally and can be found within the permanent collection of the MoMA in New York and other museums, and the studio has collaborated with Cappellini, Established & Sons, Kvadrat, Stella McCartney, Arco, Mutina and Lema. In addition, Mer and Alkalay produce unique and limited-edition designs and installations.

**GRANTA** is the quarterly magazine of the best new writing from around the world. Relaunched in 1979 – with twelve international editions of the magazine in countries including Italy, Brazil, Norway and China – *Granta* is committed to witnessing the world through stories. Since 1983, the Best of Young Novelists series has introduced readers to scores of future literary lights long before they became household names, including Salman Rushdie, A.L. Kennedy, Jonathan Franzen and Nicole Krauss. Best of Young British Novelists lists were published in 1983, 1993 and 2003.

The Judges for *Granta*'s Best of Young British Novelists 4: Ellah Allfrey (OBE), John Freeman (*Granta* editor), Romesh Gunsekera (author), Stuart Kelly (literary editor of *Scotland on Sunday*), A. L. Kennedy (author and Fellow of the Royal Society of Arts and the Royal Society of Literature), Sigrid Rausing (*Granta* publisher), Gaby Wood (Head of Books at the Telegraph Media Group).

*Granta* 123: Best of Young British Novelists 4 is published on 15 April and will be available as a book and e-book from 16 April 2013. An Audible audiobook will be available from [audible.co.uk](http://audible.co.uk) and [audible.com](http://audible.com) from 16 April.

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