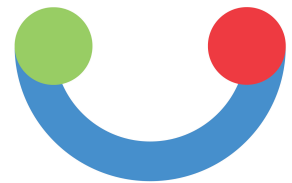


## Portuguese Pavilion presents...

Place: Portuguese Pavilion Events Rooms, Nagakute Area,  
Global Common 4

Calendar: From the 10<sup>th</sup> to the 17<sup>th</sup> of September



PORTUGAL  
ポルトガル

人類、自然と歴史  
MAN, NATURE AND HISTORY  
O HOMEM, A NATUREZA E A HISTÓRIA  
JAPÃO 日本 EXPO 2005 AICHI 愛・地球博

krvkurva

to love is not an option

1 of 1

La.Ga is a bag we intend to be in a balance of forces, light and strong, rigid and malleable, organic and structuring – but always as an object that, because of its technology, volume or dynamic of its behaviour, engages with whoever wears it.

The result is simple and we were taken by it.

It also rises many other questions, some of which led to an exhibition that will take place this year.

It consists of a series of limited editions of 300 pieces, signed by a selection of designers and illustrators, both of international status and local recognition, that interpreted the theme we proposed: To Love is Not An Option.

This is our message to the designers, conceived through this piece, which had this point in common: to be “loved” for some reason, by all of them without option.

*“Much far from your decisions to love is an option that you can’t have”*

The exhibition started in Athens, then in England and Italy, soon Hong Kong and Spain. It will eventually arrive in Portugal, after other, still to be defined, stops. In the exhibition, the 000 piece of each limited edition from Our Lovers can be found, as well as unique pieces specially conceived by other “Lovers”: Our Special affairs.

Without option, still inserted in the spirit of To Love Is Not An Option, we established some special collaborations to be presented in parallel events: Our Commitments.

Daniela Pais & Jorge Moita  
Creative Directors at Krv Kurva Design

### Such A Lovely Font

Font conceived by Helder Araújo, brazilian graphical director of Krv Kurva, for To Love Is Not An Option. It now functions as the font and logotype of the brand.

### Our Lovers:

Brunno Jahara, Designer, Brazil;  
Craig Feinberg, Graphic Designer, United States of America;  
Flúor Design, Graphic designers team, Portugal;  
Gala Fernandez, Industrial Designer, Spain;  
Jaime Hayon, Designer, Spain;  
Oscar Mariné, Graphic Designer, Illustrator and Typographer, Spain;  
Paula Castro, Graphic designer, Argentina;  
Pepa Reverter, Illustrator, Spain;

### Our special affairs:

Craig Feinberg, Graphic Designer, USA;  
Deborah Latouche, Pattern Designer, UK;  
Gala Fernandez, Industrial Designer, Spain;  
Jeroen Teunen, Illustrator, Germany;  
Nelson Araújo, Graphic Designer, Portugal;  
Pierre Bourrigault, Illustrator, France;  
Rüdiger Schlömer, Designer, Germany;  
Sergio Sanchez, Illustrator, Spain.

### Our commitments:

Berliner Luft, Special Edition  
of Berliner Luft book, Germany;  
FABRICA, Special Edition  
La.Ga Masahiro, Italy;  
Jovens Criadores 2003, Special Edition  
for CPAI and Secretaria de Estado da Juventude, Portugal;  
Helena Almeida, Special Edition  
for Centro Cultural de Belém. Exhibition “pés no chão, cabeça no céu”  
19th March to 16th May, Lisbon, Portugal.  
Pocko, Special Edition  
for the Pocko People event at MAGMA stores. 13th May, London, UK.

### Sponsors:

Dupont Tyvek – Europe  
Antalis Ibéria  
FABRICA (Benetton Communication Research Center)  
Grupo Dimensão  
RealFio-Têxteis, Lda

09° 08' 36" W  
38° 42' 34" N

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