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Noovo Editions is an independent editorial and cultural project with online and paper editions. First of its kind in Spain from an unique and contemporary perspective on the international panorama, Noovo seeks not only to be an aesthetic arbiter but also a cultural mediator at the juncture between Fashion, Photography & Jewellery. A platform to show the highest level of creativity from around the world



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virtual
shoe
museum

It's exactly seven years since they started the Virtual Shoe Museum. Friendships developed and their mailbox filled with loads of material on fantastic shoes, art and design on shoes. Since the start they hosted nearly 2 million visitors. The core of their virtual collection focuses on designs that question the very essence of the shoe: 'Is this a shoe?' 'Is this wearable?' 'Does it matter?' Is it tickling your imagination? Designs that balance between these values and still present a shoe that can be worn or looks as if it could be worn, are what they're after: a twist, a sense of humor.

This new website will provide more shoe, art and design information by their blog. The layout and navigation have been updated and social media have been integrated. Visitors are now able to store their favourites and in the coming months they will open a museum shop.

They connect designers and shoe lovers, they connect curators of exhibitions and they supply shoe images for calendars and shoe books. They will expand the video reports about interesting shoe events, interviews with designers and shoe collectors. They also create 'real world' exhibitions and shows of artists and designers featured in the Museum. These temporary shows can be hosted on all sorts of locations and for many occasions. They want to inspire shoe professionals and lovers, share information and show spectacular shoes, new materials and crazy ideas.

Apart from the website they are developing new shoe so they are exploring new cooperations with other shoe maniacs, designers and museums.

Where: The Hague, The Netherlands
When: 2012
More info: <http://www.virtualshoemuseum.com>

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