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## 'ANIMAL SPIRITS' opens at Centrale Fies

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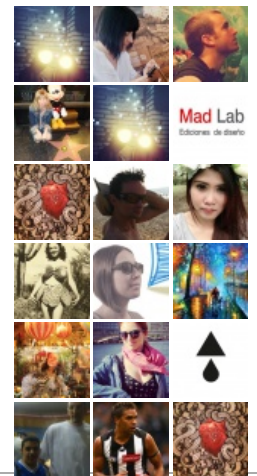
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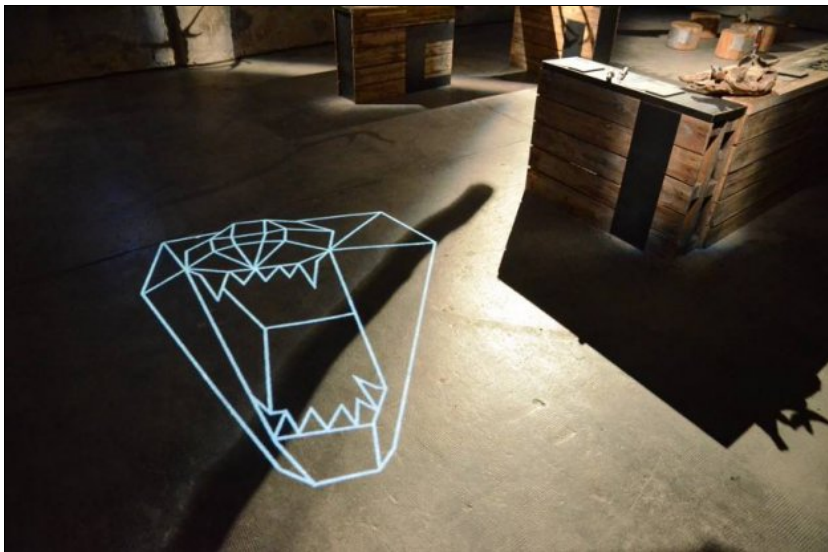
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TAGS: toys, design, concept, store  
Inspired by Centrale Fies

'Animal Spirit' is a "concept store totally dedicated to the mind-style animal spirit. A hybrid space between the animal and the human territory, the temporary store explicitly quotes military style and is inspired by the experience of a night hunt."  
The store was opened in July, in Trentino, Italy and "for the special opening, the concept store displayed the space toys designed by architect Luca Bertoldi's and the series tools for the revolution signed by Liviana Osti (designer). The collection is completed by the limited edition of products created to strengthen that instinctive side that induces human beings to action. The products on sale are realized by a crew of young designers, chosen by Mali Weil to be inspired by the mind-style animal spirit."

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About the ANIMAL SPIRITS CONCEPT STORE:  
 For festival MEIN HERZ at Centrale Fies, Mali Weil inaugurates the concept store 'Animal Spirits', totally dedicated to the mind-style animal spirit.  
 As a temporary store, Animal Spirits is a hybrid space between the animal and the human territory. It presents creations for the night explicitly quoting military style and is inspired by the experience of a night hunt.



Mali Weil's challenge is to propose a range of products created to strengthen that instinctive



side that induces human beings to action. Products and experience mixing primordial and initiatory elements with a pop imagination that reveal to be extremely contemporary.



The products on sale are realized by a crew of young designers, chosen by Mali Weil to be inspired by the mind-style animal spirit and show a deep care for materials, quality and details. But with an unique stylishness able to unleash the inner power of our animal.





Mali Weil's concept store displays the space toys designed by architect Luca Bertoldi's and the series tools for the revolution signed by Liviana Osti (designer). The collection is completed by the limited edition of products curated by Mali Weil complete.

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With a warlike elegance and an obscure and a vital hearth that prepares us to revolutionary acts, Animal Store's offer is a must-have for 2014. Focusing on the skills we are not aware of and endorsing them through unique accessories, Mali Weil's concept store displays an exclusive experience permeated of rituality: a night hunt experience for our animal spirit, both political and visionary.

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#### THE ANIMAL SPIRIT MIND-STYLE

Every human being has an inner force that pushes him to act. Throughout history, depending on culture and mythologies, this force has had a different name. We call it Animal Spirit.

Animal Spirit Man and Woman are instinctive, visionary, always ready to jump and aware of their skills. Action is for them an extension of ego: inseparable dimension of the self, they make a narration out of it.

Living on the same wavelength with our own animal means dominating the space around, to design and to shape our own territory.

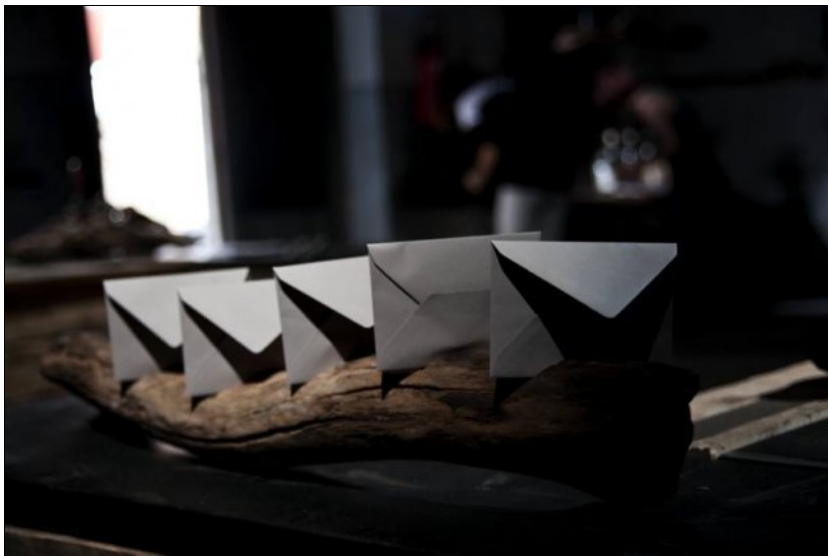
It means the identification within ourselves of a creature made of action and for action.

It means, maybe, to discover a wise daimon or a dark merciless demon hidden in our chest. Recognize in yourself the animal we once were and stay with it.

Stay animal. It's worth it.







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