OVVO Optics is celebrating its passion for cutting-edge technology and innovative design this season by teaming up with renowned Polish architect and designer Oskar Zieta for its new in-store displays. Zieta’s appreciation for process and materials mirror OVVO’s continued goal of delivering pieces to the eyewear industry that are both innovative and inspiring.

For Spring 2016, Zieta worked with OVVO on three, one-of-a-kind displays, each utilizing Zieta’s Free Inner Pressure Deformation (FIDU) process – a technique that inflates sheet metal to form flexible three-dimensional shapes. Thin sheets of steel were layered together and pressurized air pumped in, causing the metal to expand. The metal was then left to “decide” and form its own shape, resulting in a truly unique piece that takes its form more from modern art than traditional cabinetry and shelving.

October 18th, 2016
The displays are bold and eye-catching, sure to command attention from customers. The story behind Zieta’s technical production process, meantime, mirror the OVVO frames being carried, which seamlessly blend modern technology and design.

Three kinds of displays are available, ranging from a five-pound piece that holds 16 pairs of glasses, to a 45-pound showstopper that can accommodate 32 frames. Lockable wheels at the base allow for practicality and ease of transport, allowing the display to be easily rolled and positioned around the store.

At just 36 years old, Oskar Zieta is one of the pre-eminent designers in the world, heralded for his work in re-imaging how a piece of material can be used and transformed. Often compared to Jeff Koons and Ron Arad, Zieta’s work merges art with engineering and architecture, creating a “new world” of construction and design. OVVO celebrates Zieta’s work through its collaboration this season, further cementing the eyewear company as a leader in the industry, with forward-thinking ideas that begin with glasses and extend all the way to their displays in-store.

ABOUT OVVO
As one of the most innovative brands in the eyewear market today, OVVO Optics is a trailblazer in the industry, combining high-quality, European craftsmanship, with modern, technical design. OVVO uses the best materials, including steel and titanium sourced from Sweden, and laser-cut in Germany. The glasses are then assembled in Poland, with a meticulous production process that’s been refined over decades.

For more information, please visit ovvooptics.com and follow @ovvooptics on Facebook and Instagram.