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ROGOV

ROGOV's Presentation 'Parallel Universe' Reveals Design Styles - How All That Was Still Is.

SAN DIEGO, Dec. 16, 2010 /PRNewswire/ -- 2011 Palm Springs Modernism Week -- Internationally renowned designer Vladimir Rogov is set to present "Parallel Universe," a design lecture on a world where all design genres coexist. The 2011 Palm Springs Modernism Week (<http://www.modernismweek.com/>), scheduled for Feb. 17-27, promotes public awareness of the desert's mid-century modern design and architecture. The event's educational and charitable activities celebrate the postwar design aesthetic and culture.

Vladimir Rogov's design lecture shows a world where all design styles coexist and flourish in parallel: Contemporary, Post-Modern, Modernism, Art Deco, Colonial, Victorian, Gothic, Baroque, Medieval, Ancient, et al. Whatever form is your personal expression, you are not alone; there is a global community of like connoisseurs flourishing in every genre.

Rogov compares design genre to music formats: Heavy Metal, Rock, Country, Rap, New Age, Classical, etc. Like music tastes, some immerse exclusively in one format; others savor a broad palate of "latest" manifestation.

Our choices reflect personal experience and expression. The world is for us to set our stage, a backdrop based on the price range around which we perform our lives. Never in the history of civilization have so many options been available. Rogov reveals our lives in a parallel universe where all that was still is, and all is still evolving.

About Vladimir Rogov

Vladimir Rogov is the founder of ROGOV Design Studio, a multi-disciplinary design house focused on human-centered innovation dedicated to advancing people's lives.

Rogov's award-winning designs have been applied across mega-brands such as Aston Martin, Casio, HP, Samsung, Yamaha and many more. His designs are embraced by the military market, serving Department of Defense programs such as Cobra Ball, Rivet Joint, and SPAWAR. Vladimir Rogov is also behind the exquisite collection of Desk Architecture which will decorate the set of the latest Joel Schumacher feature film thriller "Trespass," starring Nicolas Cage and Nicole Kidman, a 2011 release.

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