

Press release

14/12/2013 – 18/01/2014

Beetroot presents their solo exhibition *Eros!*, promoting the arguably last hope and practice of human affection: making love!

The sexual attraction for another human being (or more), but also the craving for making love as an enjoyable act, is presented through the eyes of Beetroot as an independent and honest human practice that is essential for the both the balance of the person and the society.

The group has previously shown in the gallery the exhibition "error" and at Benaki Museum ' the monsters' of Greek Mythology.

Beetroot Design Group is an internationally acclaimed team of designers and a think tank who specialise in visual communication design. Beetroot's signature never-the-same-thing-twice work is the result of the diverse set of skills and backgrounds of its team members. While creating excellent and exciting design solutions for an international clientele, Beetroot is also creating a significant number of self-initiated projects that focus on social awareness, philosophical debate, good causes support or shameless fun.

Among many international distinctions, Beetroots has won the prestigious MEGA EBGE (Greek Design and Illustration Awards) in 2006, in 2008, in 2010, and 2012 and the "Design Agency of the Year" award in 2008 at the European Design Awards. In October 7 2011 Beetroot won the Design Agency Award at the red dot communication design competition as the best visual communication agency in the world.