

A SUD DEL DESIGN

Sperimentazione, artigianalità e rapporto con la natura sono i **temi principali** attorno ai quali si sono confrontati i **designer** e le **aziende** protagonisti del FuoriSalone.

Dal **centro** di Milano a **Porta Romana** e ancora più in giù: un **tour** tra nuovi e già conosciuti indirizzi della città

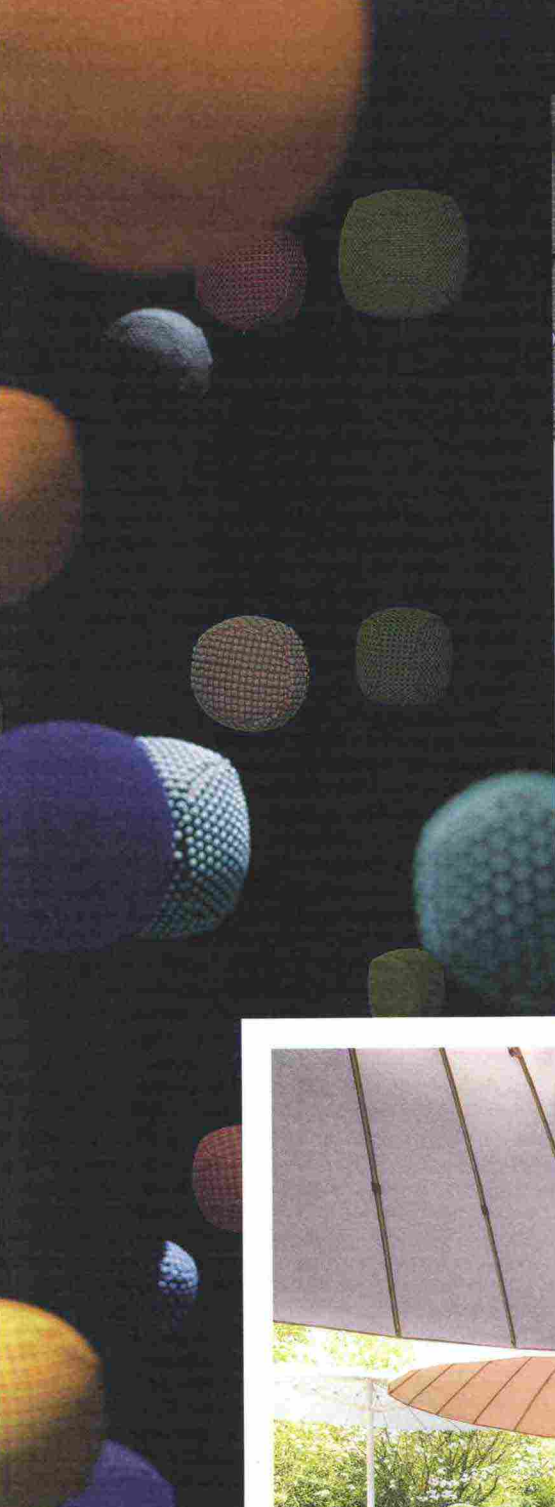
*foto di Carlo Lavatori
a cura di Elena Cattaneo*



PAOLA LENTI IN VIA OROBIA

Elementi è il nome scelto per il percorso creativo lungo il quale, nello suggestivo spazio industriale di via Orobias, Paola Lenti ha presentato le sue nuove collezioni.

*Per Elementi si intendono le lettere dell'alfabeto, ovvero i componenti minimi di ogni parola, come di ogni oggetto, rappresentati simbolicamente dalle 'tende' di palline colorate in tessuto che hanno accolto i visitatori allo spazio (foto grande). Sopra, il sistema divisorio Giravolta di **Francesco Rota**, formato da elementi rotanti collegati tra loro da una struttura in acciaio. Fa da quinta al sistema di sedute Oasi di Rota, rivestito con il nuovo tessuto Thea che propone, in versione tecnica, la decorazione del più classico gobelin.*



Accanto, la collezione per esterni Lido disegnata da Francesco Rota, formata da sedia, lettino e tavolo, con struttura in acciaio, sedute, schienali e piani in Diade, un nuovo materiale plastico reso unico dall'accoppiamento con il filato per l'outdoor Twiggy. Sotto, le poltrone impilabili Amable di **Victor Carrasco** sono abbinare agli ombrelloni Bistrò, disponibili piatti o a cupola, nei nuovi colori pastello.



photo, the Urano lamp by Elisa Ossino, the table in the Rouge du Roi finish and the Love Me Love Me Not coffee table by **Michael Anastassiades**, Cuscinì cushioned effect pattern by **Ron Gilad** in white Carrara marble (photo Germano Borrelli) **BRITT MORAN AND EMILIANO SALCI AT DIMORE GALLERY** The apartment headquarters of **Dimore Gallery** hosted a surprising tribute to the 20th-century design masters. Curated by the two designer founders of Dimore Studio, *Transfer* was an emotional installation that unfolded in a sequence of settings, featuring signature pieces from the archives of a collector, to narrate different cultural ambits through various aesthetic approaches (photo Silvia Rivoltella). **pag. 61 BETHAN LAURA WOOD IN THE SHOWROOM ON VIA PONTACCIO** Inspired by her travels in Mexico, the eclectic and unconventional English designer **Bethan Laura Wood** presented her collection of fabrics created for **Moroso** and produced by the historic Lombardy-based firm **Limonta**, with the installation *Mono Mania Mexico*, reproducing the graphic and tactile impressions of Mexico not only on textiles but also in prints, vases, furnishings and carpets. **pag. 62 ATELIER BIAGETTI AT MEDIATECA SANTA TERESA Charley Vezza**, artistic director of **Gufum**, staged *Disco Gufum*, a personal reinterpretation of the club, a place for dancing seen as a symbolic site of pop culture. The project involved three different studios – **Atelier Biagetti**, **Rotganzen** and **GGSV** – in the recreation of objects capable of joining past and present. Basing their work on the *Linea Discoteca* developed by the brand towards the end of the 1970s, the duo **Alberto Biagetti** and **Laura Baldassari** came up with a series of upholstered disco furnishings (photo Bruno Gareffa). **pag. 63 ANDREA BRANZI** Hosted in various galleries in the city, the architect exhibited artistic and philosophical reflections through delicate, poetic installations. At **Galleria Luisa Delle Piane** (to the side), he presented the *Bisanzio* collection inspired by the contradictions of the capital of the Eastern Empire: eight one-offs made with birch branches and small metal objects. A personal representation of contrasts, dialogues rich in energy seen as cultural potential (photo David Zanardi). The protagonists at **Galleria Clio Clavi/Rudy Volpi** (below) were pale objects made with sheets of cellulose paste, resembling stone architecture, though they were simply empty boxes. With *Impressions*, **Andrea Branzi** offered thoughts on man's ability to play with the identity of the world, transforming the elements. **pag. 64 PIERO LISSONI AT THE ALPI SHOWROOM Piero Lissoni**, art director of the **ALPI** brand, presented new collections of wood surfaces featuring reflections, material contrasts and games of color, the result of harmonious interaction with nature. The new *Alpi-On* line, perfect for contract applications, was utilized to make a work of micro-architecture that brought out its characteristics. On the ceiling, red and brown *Sottsass* veneers. On the panels (photo left), the new *Velò* woods in minimalist style, with a delicate stave pattern. (photos Gianluca Vassallo) **pag. 65 RICHARD GINORI SHOWROOM** The Florentine maison **Richard Ginori** set up its flagship store on Piazza San Marco with the new lines of porcelain objects. In the photo, elegant pieces from the *Totem* collection: the reproduction of symbols with lively color combinations based on nature (photo courtesy of Richard Ginori) **RICHARD WOODS AT DILMOS** The debut of *Three Stories*, an exhibition of furnishing objects in vivid colors, made by the British artist **Richard Woods** using woodblock printed patterns – wooden panels decorated with a special engraving technique – which represent the characteristic feature of his work (photo Emilio Tremolada).

P66. MONSTER CABARET

photos Carlo Lavatori - article Elena Cattaneo

AT TEATRO GEROLAMO, RECENTLY REOPENED, LASVIT STAGED AN IRONIC REPRESENTATION OF TODAY'S SOCIETY: A STORY MADE OF FANTASY CHARACTERS, SIMULTANEOUSLY DOCILE AND FEROCIOUS. Built in 1868 at Piazza Beccaria, Teatro Gerolamo was renovated and reopened after 30 years of neglect in 2017. To present the new *Monsters* crystal collection, Lasvit could not have found a better location than this theater created for puppet shows. The monster theme comes from the idea of portraying, through crystal and the interpretations of various designers, the hidden creatures that doze inside all of us: our fears, our limits, which may frighten us at first but also help us to open our minds. Devils, ghosts, fantasy figures, made in glass in collaboration with the finest artisans of Bohemia, took form thanks to the creativity of the following talents: Alessandro Mendini, the Campana brothers, Daniel Libeskind, Fabio Novembre, Maarten Baas, Maurizio Galante, Nendo, René Roubicek and Maxim Velcovsky. The collection was displayed in a preview along the balconies on the upper level, while at the center of the seating area stood a 7-meter totem composed of 111 television sets with fused glass screens: a work created by Maxim Velcovský to represent the best fake news created by humankind. "What you will believe depends on you," the designer commented. On the stage, dancers from the Prague Burlesque performed a *Monster Cabaret*. The sum of these settings convinced the jury of the Milano Design Awards to assign first prize to Lasvit. "For the extraordinary ability of the project to make products enter a dialogue with the context and the viewers, staging the spectacle of material and creativity in an ironic, surprising way."

CAPTIONS: pag. 66 Above, the little 'monstrous beasties' of Maarten Baas, inspired by recent archaeological digs in Holland. Upper left, the stage of Teatro Gerolamo lit by 108 small *Neverending Glory* lamps, from the most famous collection by Lasvit. **pag. 67** Composed of 111 television sets, the installation by Maxim Velcovský stood in the seating area of Teatro Gerolamo as a symbol of the 'monstrosity' of our time.

P68. SOUTH OF DESIGN

photos Carlo Lavatori - edited by Elena Cattaneo

EXPERIMENTATION, CRAFTSMANSHIP AND THE RELATIONSHIP WITH NATURE ARE THE MAIN THEMES AROUND WHICH DESIGNERS AND COMPANIES GATHERED AT THE FUORISALONE. FROM THE CENTER OF MILAN TO PORTA ROMANA AND FURTHER SOUTH: A TOUR OF NEW AND FAMILIAR LOCATIONS

CAPTIONS: pag. 68 PAOLA LENTI ON VIA OROBIA *Elementi* was the name chosen for the creative itinerary with which Paola Lenti presented her new collections, in the striking industrial space at Via Orobria 15. The Elements were the letters of the alphabet, namely the minimum components of every word, or of every object, symbolically represented by the 'curtains' of colored fabric beads that welcomed visitors to the space (large photo). Above, the *Giravolta* divider system by **Francesco Rota**, formed by rotating elements connected by a steel structure. It creates a backdrop for the *Oasi* seating system, also by Rota, covered in the new *Thea* fabric featuring the classic gobein decoration in a technical version. **pag. 69** To the side, the *Lido* outdoor collection designed by Francesco Rota, composed of a chair, a cot and a table, with steel structure and seats, backs and tops in *Diade*, a new plastic material that becomes unique thanks to the combination with *Twiggy* outdoor yarn. Below, the *Amable* stackable armchairs by **Victor Carrasco** are matched with the *Bistrò* umbrellas, available in flat and dome versions, in a range of new pastel colors. **pag. 70 TIFFANY ON PIAZZA DUOMO** The *Tiffany & Co.* store on Piazza Duomo was transformed as a luxury greenhouse, thanks to the works of five artists who joined forces in the *Greenhouse Project*, an installation created to present the new *Home & Accessories* line. **CC-TAPIS ON PIAZZA SANTO STEFANO** Created by Studio Milo, the set-up of the cc-tapis showroom displayed the collections by **Bethan Laura Wood**, **Patricia Urquiola** (in the photo) and **Ludovica+Roberto Palomba**. **pag. 71 SLIDE AT TERRAZZA APEROL** Besides the showroom at Foro Buonaparte 57, new products by *Slide* brought light and color to six other *FuoriSalone* locations. At *Terrazza Aperol*, with a unique view of the Duomo, the *Wow* bench by Japanese designer **Kazuko Ohamoto** and the *Double U* stool were combined with the *Cucun* floor lamp by **Lorenza Bozzoli**. **pag. 72 IN THE SHOWROOM OF NICOLA QUADRI** Various projects were presented by Nicola Quadri in the space facing Via Tiraboschi. They included a series of off-scale creations for **Marmi Remuzzi Bergamo**, protagonist for over a century in the workmanship of marble and stone. **EMANUEL GARGANO FOR AMURA** Art director of the Apulia-based brand *Amura*, **Emanuel Gargano** interprets the infinite chromatic range of nature with the *Mimesi* collection of velvet coverings, for a capsule collection formed by 12 patterns done with photographic printing of natural settings seen from above. At the company's showroom on Piazzale Biancamano. **ANTONIO CITTERIO AT MILANO DESIGN STORE** Doors and sliding panels were the protagonists of the installation at the temporary showroom of **Tre-P&Tre-Più** on Via Cavallotti. New items included the *Lacunaria* collection designed by Antonio Citterio, based on the pattern of coffered ceilings in 16th-century palaces. **NEW DEVELOPMENTS FROM MDF ITALIA** **Simone Bonanni** has designed the *Stena* rocking chair for *MDF Italia*, covered in orange velvet and displayed with other new products in the company's showroom on Via Della Chiusa. **pag. 73 DIESEL LIVING ON VIA CESARE CORRENTI** An industrial detail of architecture – the air vent – provides inspiration for the *Vent* wall lamp by **Diesel Living**, made in collaboration with **Foscarini** and shown with other new items at the *Pop Up Home* on Via Cesare Correnti. **THE NEW AVANT TOI SPACE** The fashion brand from Genoa, at Via Carlo Botta 8, presented its first flagship store for the home: blankets, pillows, felts and fabrics, made and colored by hand. **FRANCISCO GOMEZ PAZ AT CASCINA CUCCAGNA** **Francisco Gomez Paz**, the Argentine designer, was the special guest of the project *De Rerum Natura* curated by Matteo Ragni and presented at *Cascina Cuccagna*. On view, the development process of his *Eutopia* superlight chair. **80 YEARS OF KNOLL** At the showroom on Piazza Bertarelli, Knoll celebrated its 80th anniversary with an installation featuring modern classics and new collections, including the *KN Collection* of chairs by Piero Lissoni. **pag. 74 ILO RUGS AT HQ GALLERY** A psychedelic, engaging presentation in an old-style Milanese building on Via Cesare Correnti for the 2018 collection of *Ilo Rugs*, made by hand in Nepal and India. In the sequence of images, the *LSD* room, where the same carpet with geometric motifs changed its image, adapting to the colors and the music around it. **MOLESKINE AT MUDEK** **Moleskine** also opted for a kinetic spectacle of lights and sounds to welcome visitors at *MUDEK*, the Museum of Cultures at Via Tortona 56) to discover the world of *Moleskine Pen + Ellipse*, a smart pen that harmoniously combines two apparently opposite dimensions, paper and digital. The bridge between the two realities is also underlined by the design of the *Paper Tablet* by **Giulio Iacchetti**, with rounded borders that remind us of an electronic device. **pag. 75 SALONE DEL MOBILE AT PIAZZA DUOMO** In front of Palazzo Reale, the *Living Nature* pavilion was created by **CRA – Carlo Ratti Associati** for the 57th edition of the *Salone del Mobile*, in collaboration with *Studio Römer*. Through an innovative energy management system for climate control, the pavilion with an area of 500 square meters contained four natural climate microcosms corresponding to the seasons, inside which visitors could experience the change of the natural landscape while viewing the design objects on display. The green spaces were coordinated by Patrick Blanc and Flavio Pollano.

P76. A VOYAGE IN COLOMBIA

photos Carlo Lavatori - article Elena Cattaneo