

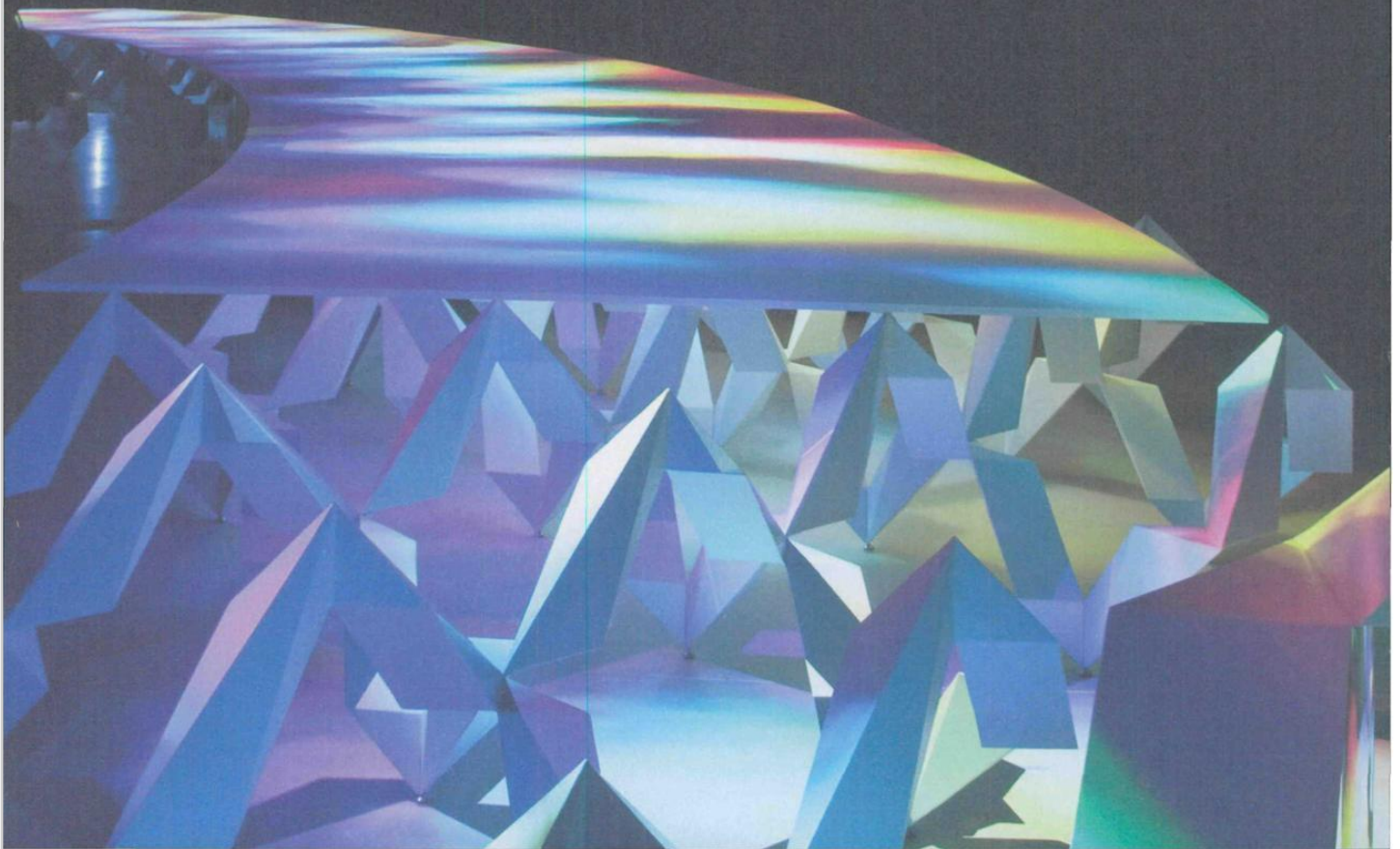
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ES2010
Fuori
Salone

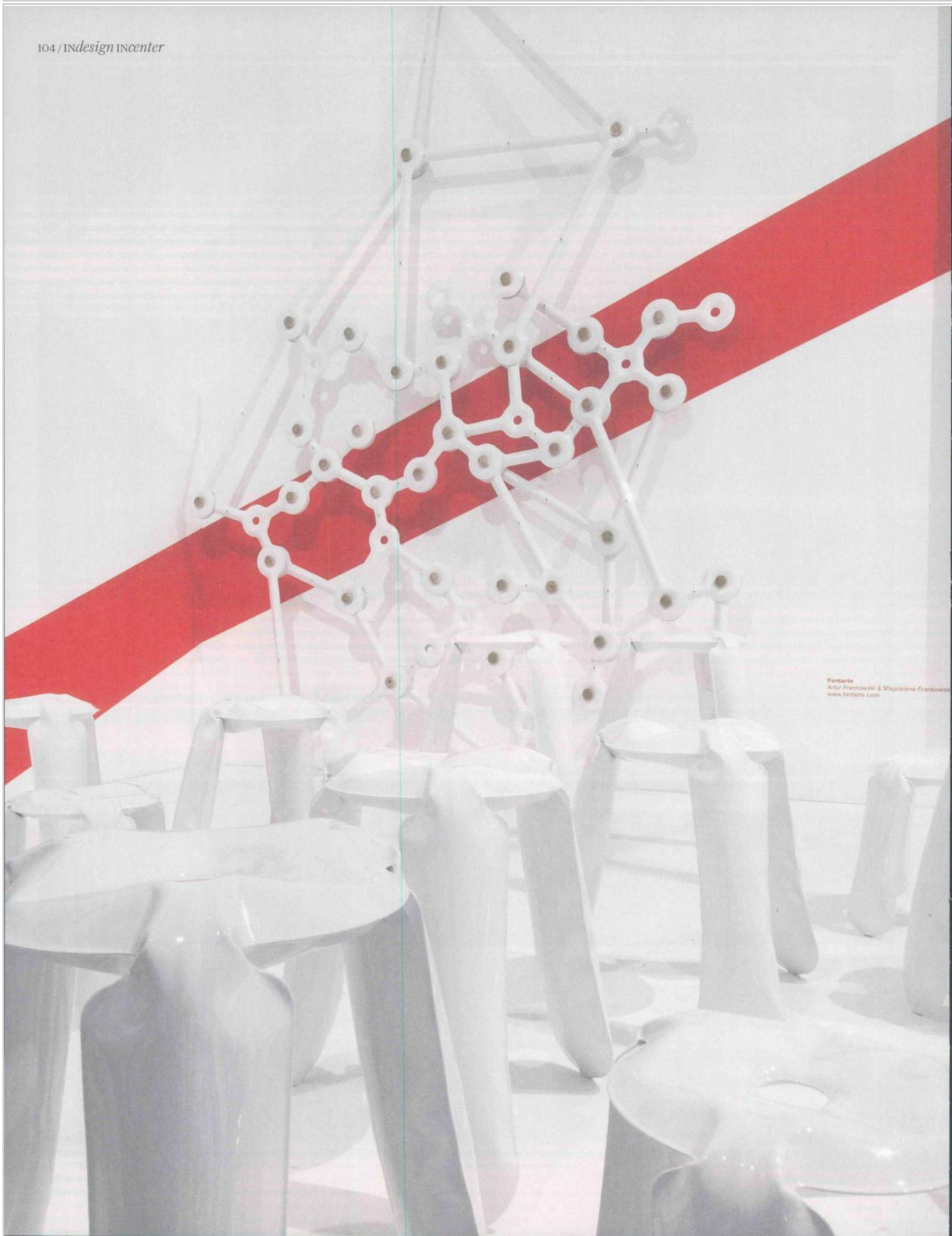
IL BELLO racconta

foto di David Zanardi
testo di Clara Mantica

COMUNICARE IL DESIGN AL GRANDE PUBBLICO è COMPITO DELLA *triennale* DI MILANO CHE, IN TEMPI DI SALONE, OSPITA ALLESTIMENTI SCENOGRAFICI E TANTE DECLINAZIONI DEL PROGETTO: DALLE *materie prime* - RESINE, GOMME, CERAMICA, CRISTALLI, PLASTICHE - ALLE *storie* NUOVISSIME, O GIÀ AFFERMATE, DI DESIGNER INTERNAZIONALI. GRANDE PROTAGONISTA LA *luce* CHE VEICOLA CONTENUTI E ATMOSFERE, FRA TECNOLOGIE INNOVATIVE E INSTALLAZIONI A METÀ STRADA TRA ARTE E DESIGN.



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logistics; it would be better to organize the various areas by themes. For example, Zona Tortona is fantastic, but it's disorienting. The entrepreneur who works at the fair all day doesn't have time to see it all. It would be better if it was divided up by areas and subjects".

GianLuca Sghedoni - CEO Kerakoll - "The FuoriSalone is a reference point on an international level. The credit should go to those who have organized it, those who had the idea and have taken it forward with perseverance and skill".

Brigitte Silvera - Maxalto Paris - "I love to walk around Milan because there are so many ideas and so many very interesting things. I like the FuoriSalone better than the Fair".

Adriana Spazzoli - marketing director Mapei - "The Salone is a sea of creativity".

Philippe Starck - designer - "I focus on ecological priorities, a real necessity: to continue to produce products to produce energy. We need creative talents everywhere, creativity has to be there in everything we do. A plumber has to be creative, a journalist has to be creative, everybody has to be creative. We are in a society in which all we talk about is creativity, but if you observe closely, you see it is mentioned only at the application level. People talk about architecture, design, music, fashion, but this is not creativity, it's application. It's like reading a book and starting with the second chapter, like watching only one half of a film. Then you would only talk about the end, but not the causes that led there. Today what really interests me is creativity".

Vittorio Sun Qun - director RCS China - "For Chinese companies design is still the design of form, not design as strategy".

Rudi Von Wedel - design management consultant - "I have seen many Design Weeks in Milan, this is the saddest one, but there are some extraordinary high points, like the installations by Kengo Kuma and John Pawson at the event Think Tank, because they are poetic; Zona Tortona was ugly, the Center was more concrete".

Studio Pagani Perversi Associati - architects and designers - "The FuoriSalone is an aspect that is always very striking, and it is the central nucleus of this international moment".

Tokuji Yoshiyoka - designer - "Design seen as sensation. What people feel when they come into contact with an object".

UNPREDICTABLE COLLABORATIONS p. 90

photos Paolo Veciani

text Katharina Horstmann

Old trades and new technologies: contemporary design explores the potential of both to find meeting points and possible contaminations. Leading to projects that escape traditional boundaries, to make innovative things, fascinating in their diversity. - **Caption pag. 91** Superstudio Più: the blue tones of Murano glass create the magic of the installation created by Paola Navone for Barovier & Toso. The protagonists are the chandeliers and luminous creations of the Murano-based company, including the new Exagon model (on this page). - **Caption pag. 93** Above, Via Savona 50: invented by Philippe Starck, the Play with Dedon installation presented the new collection created for Dedon by the French designer in collaboration with Eugeni Quiliet. Composed of outdoor seating, tables and a series of lamps made in collaboration with Flos. Left, Superstudio Più: contemporary version of a garden berceau, La Gioriette by Fernando and Humberto Campana, designed for outdoor tastings, part of the installation Clicquot'sphere, produced by Veuve Clicquot. On the facing page, Superstudio Più: the Wallpiercing lamp by Israeli designer Ron Gilad, to reduce visual impact to a minimum, inserted in the Soft-architecture project developed by Flos to show how LEDs can replace individual lamps when they are built into walls and ceilings. - **Caption pag. 94** Officina: presented in the exhibition Made in Berlin - Open Process, the Stitching Furniture project by Werner Aisslinger combines advanced technologies and traditional techniques to create a collection of pop-up, three-dimensional, extremely light objects. The show also offered a preview of the 2010 edition of the DMY International Design Festival Berlin, to be held from 9 to 13 June. On the right page, clockwise, Superstudio Più: for Alcantara Design Museum, Matteo Thun and Antonio Rodriguez created Nenufar, an installation composed of four enormous water lilies that communicated a floral aesthetic and respect for nature, a trait of Alcantara. Fondazione Arnaldo Pomodoro: for Inside Art 2010, the workshop produced by Saporiti Italia, the designers Marti Guixé, Mauro Lipparini, Ministry of Design, UdA and Carlos Zapata collaborated on the creation of a single large bench, divided into five segments for a surface of over 100 meters. Spazio Vuoto: Mindcraft 10, exhibition organized by Danish Crafts, including the project Closet Knitter by Isabel Berglund, a knit that becomes a chair and a lamp, and looks like a knitted wig. Spazio Closed: on display, the United Crystal Woods collection by Marcel Wanders, based on the encounter between the designer and the expertise of Baccarat: majestic candle holders, sculptural vases in limited editions, tasting glasses and carafes. - **Caption pag. 96** Via Savona 56: through the creation of the Milano Design Village the Poltrona Frau Group narrated the versatility of its brands Poltrona Frau, Cassina and Cappellini. In a large space, different installations coexisted in harmony, showing projects, styles and viewpoints of many different designers. Above, two views of the exhibit created by Giulio Cappellini for Cappellini. - **Caption pag. 97** Via Tortona 32: Swarovski Crystal Palace proposed different interpretations of the famous crystal, by five international designers, including Vincent Van Duysen with Frost, a luminous bar studded with Swarovski crystals, that can be used alone or as a module to create high-impact architectural decorations. - **Caption pag. 99** Right, Superstudio Più: the installation Dreamscape reproduced a dream landscape to present the new Successful Living from Diesel home collection. Products included some lines created thanks to collaboration between Diesel and Foscarini, like Perf, perforated lamps based on the North African tradition, using totally contemporary technology. Galvanotecnica Bugatti: for the exhibition Surprising Ingenuity: Austrian Design, Marie Rahm and Monica Singer of the Viennese studio Polka installed Austrian Convivial Culture in the old workshop. Facing page, Superstudio Più: the installation Flash Factory illustrated the industrial process behind the new Industry collection by Tom Dixon, including the Void Light

series. Characterized by double thickness for the shade, that reflects and softens the light, these lamps are like Olympic medals, as they come in gold, silver and bronze versions. - **Caption pag. 100** Left, Superstudio Più: Gas presented 25 Days - A project of real life, a book-manifesto created in a workshop with ten young creative talents to celebrate the company's 25th anniversary. Lower left, Magna Pars: the French designer Ora-Ïto shown amidst the glow of the 'HO' candelabra by Cristofle, one of the projects seen in the exhibition to present his brand. On the facing page, Officine Stendhal: Contemplating Monolithic Design, a conceptual installation produced by Sony to present the latest work by Edward Barber and Jay Osgerby. The designers explore, in an experimental vision, how sound can be integrated with objects, furniture and contemporary architecture.

BEAUTY TELLS A STORY p. 102

photos David Zanardi

text Clara Mantica

Communicating design to the general public is the job of the Milan Triennale, which during Design Week sets up theatrical installations covering many design themes: from raw materials - resins, rubber, ceramics, crystal, plastics - to very new or already well-known stories of international designers. The big protagonist is light, conveying content and atmosphere, between innovative technologies and installations halfway between art and design. - **Caption pag. 103** A new edition of Neoreal, produced by Canon to explore the infinite possibilities of digital imagery. The installation was done by Kyoto Takahashi, an artist who creates with lights, and Akihisa Hirata, an architect who designed the large, versatile structure. The continuously transforming effect underscored the vitality of light and color. - **Caption pag. 105** Above: the new Mondo collection of rubber surfaces based on the HML system that combines hues with decorations, curated by Aldo Bottoli and Giulio Bertagna. The decorations were designed by Cibicworkshop, which also did the exhibit. Below: Resin solutions, flexible resin surfaces with luminous colorings and consistencies, produced by Gobetto to celebrate its fiftieth anniversary. Facing page: Young Creative Poland, group show of young Polish designers and architects curated by Miska Miller-Lovegrove. In the photo, Plopp stool by Oskar Zieta. - **Caption pag. 106** Left: view of the Swarovski Elements at Work installation. A unique series of objects to demonstrate different ways of using Swarovski crystals, thanks to a partnership between ten industrial designers and nine international companies. Right: Luce tra le dita, an exhibition at Fonderia Artistica Battaglia of works triggered by the dialogue on light of Mario Nanni and Marcello Chiarenza. In the images, a portrait of Marcello Chiarenza and one of the works on display: sculptures and light books by Mario Nanni; sculptures of metal, mirrors and books of light by Marcello Chiarenza. Facing page: another view of the exhibition Luce tra le dita at Fonderia Artistica Battaglia. The exhibition by Mario Nanni and Marcello Chiarenza focused on the reflections of light, in the physical and emotional senses of the terms, an itinerary in shadow that intertwined the works of the two artists. - **Caption pag. 109** Right: the exhibition to present the new brand Yii (which means 'transformation' and is connected with the cycle of nature), produced by TCRI, the Taiwan Crafts Research Institute, to revive traditional crafts with the help of design. Installation by Gijs Bakker. Below: Timeless Future, exhibition on a decade of activity of Toshiyuki Kita and his research on technological innovation and, at the same time, the crafts tradition of Japan. Facing page: Ceramic Tiles of Italy Playground, group show of designers and companies on the theme 'Ceramics on a child's scale', curated by Aldo Colonnetti. In the photo, Crystal Tile, design Giacomo Sanna for Ceramiche Coem.