

# DAMN<sup>o</sup> 44

MAY / JUNE 2014

A MAGAZINE ON CONTEMPORARY CULTURE

IMAGE: ONE YEAR LATER

*Milan Novelties*  
+ focus on outdoor furniture



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# Milan Novelties

*An overview of a marvellous fair*

The Salone del Mobile in April, complete with its satellite events, makes Milan the must-visit destination of the year. For the designers, there's the satisfaction of witnessing their own products being launched versus the trepidation of seeing those by their competitors. For the media, it's a rush to catch trends, unearth talents, and engage in conversations, such as how technological advances are being used in conjunction with local artisanship.

ANNA SANSOM

Take the atelier of Alberto Biagetti, where new glass tables have ripples of copper and wood layered into the glass, and assemblages of small pedestals are made of tiles rescued from Milanese homes. "It was the result of looking at Milan and the nature of our culture, and of thinking about what's under the floor – the meaning of the object and its history", says Biagetti.

The Milanese lifestyle served as inspiration for the first complete home collection by the house of Trussardi, a family-led fashion and luxury brand, in collaboration with the architect, Carlo Colombo. "It's mainly about dressing up a Milanese home and putting elegant, timeless pieces together; mixing warm and cold, classic and futuristic", says creative director Gaia Trussardi. The standout piece is the A-Round armchair, with its sensuous arms sinuously looping into legs.

Innovation is combined with customisation in TOG, an open-source venture with the tagline ALLCREATORSTOGETHER, whose main shareholder is the Brazilian footwear group Grendene. Using an app, consumers can select from 21 'naked' pieces of furniture designed by the likes of Philippe Starck, Nicola Rapetti, or Sebastian Bergne, and then choose one of three ways to customise it: by either having a personal image digitally added on, selecting colours, or finding an artisan or artist to embellish it. The list of customizers ranges from an indigenous tribe in the Amazonian rainforest that specialises in beading, to students at the Brera Academy of Fine Arts.

Boom Boom, a wireless smart speaker by Mathieu Lehanneur for Binauric caught our eye, due to its

geometric cuteness and nifty tactility. A nomadic hand-held device, it can be placed on a desk or used as a dictaphone and incorporate future technological functionalities. "It's a friendly little companion that can play music for you", says the French designer. "My idea was to make a technological piece of fruit that you'd reach for instinctively."

At COS, the high-end brand of H&M, Nendo created a landscape of painted shirts that were suspended at varying heights in a geometric, architectural framework. "It started with a white shirt, to explain what the brand was about – simplicity, everyday life, tactility, and details", says designer Ori Sato (Nendo). An exhibition of other Nendo works, from a chess set for Baccarat to a chain-link of paperclips, continued in the basement.

An alternative approach to exhibition making was evidenced in the presentation Hong Kong: Constant Change, curated by Nille Juul-Sørensen (director of the Danish Design Centre in Copenhagen), part of the Triennale. In this 'virtual trip', visitors could download an app to read about different characters in a medley of filmic imagery. Also transported to Milan was the exhibition Past, Present, Future, curated by Erdem Seker of RDM Design & Architettura, which narrated Turkish marble through three designers – Aziz Sariyer, Fabio Novembre and Tokujin Yoshioka. "When we put Yoshioka's huge stone table up in front of the TV cameras, everybody thought it would fall", exclaims Seker.

*Concepts and expressions of possibilities, these are perhaps the cornerstones of the event.*



PETIT TABLE DE MILAN (1)  
Designed by Atelier Biagetti

A-ROUND ARMCHAIR (2)  
Designed by Carlo Colombo  
Produced by Trussardi

BOOM BOOM (3)  
A wireless smart speaker by  
Mathieu Lehanneur for Binauric.  
Photo: Gautier Billotte

Nendo's installation at COS (4)

STONE TABLE OF THE  
UNIVERSE (5)  
Designed by Tokujin Yoshioka,  
exhibited at Past, Present,  
Future, curated by Erdem Seker  
of RDM Design and Architettura  
and organised by Turkish Stones.

As part of the new TOG  
collection, Sebastian Bergne  
developed a square chair with  
an interchangeable back, which  
is easily customisable through  
open-source design. (6)

# Palazzi & Paparazzi

THE ROCOCO OF DESIGN

Salone del Mobile, Milan: too much to see, too little time. A statement that keeps its promise year after year. Although DAMN° saw a lot, it was impossible to cover everything. Nevertheless, here is a selection of things we want to share, which will give you a pretty good idea of what's new and exciting in design. Enjoy!

SIEGRID DEMYTTENAERE



## HOMEMAKER (2)

*Enid Seeney / Eyal Burstein*

One of Britain's most innovative and distinctive fashion labels, Vivienne Westwood, has partnered with pottery company 1882 Ltd, in a unique collaboration to launch a brand new interpretation of the Homemaker tableware collection. This collection was first produced by Ridgway Pottery in 1957, and originally designed by Enid Seeney. Eyal Burstein comments, "I came across the story of Homemaker and thought how similar it was to today's approach to design. The launch of RCA06 at Vivienne Westwood is the perfect collaboration for 1882 Ltd – a celebration of British heritage and the refining of a classic impression." The DAMN° historical dinner (1) at Palazzo Clerici was served on these plates (2), and the guests could take one home as a souvenir of the '10 years of DAMN°' celebration - in collaboration with Caesarstone and Z33. [eyalburstein.com](http://eyalburstein.com)

## UNTOLD

An exhibition at the Museo Bagatti Valsecchi, curated by Rosanna Orlandi, who also opened a design shop there.

**CUMULO CHAIR (3)** / *Nacho Carbonell*

**LOVE ME MORE (4)** / *Nika Zupanc*

"I wanted to work with iconic bedding – white sheets and a grey blanket – and take it to another level with a gesture; for instance, by inserting Octasprings (new technology by Dormeo) in the mattress and cushions. On a symbolic level, I was inspired by the idea of a credenza – a small, hidden, sacred place where we hide the things we at once love and fear. Sometimes you also lock your candies in there so that you can't get them. I also see this bed as a kind of cabinet in which you can lock desires. And as a microenvironment where important things happen, like giving birth or dying, and where a lot of love starts or ends, and because of that, wars started or a peace deal was signed. With the Forever bed, I wanted to show the beauty and the pain." The bed opens up with a big key that also serves as a supporting leg. [nikazupanc.com](http://nikazupanc.com), [museobagattivalsecchi.org](http://museobagattivalsecchi.org)



## I FOUND A PLACE

An installation by GamFratesi presented at the Palazzo Litta, as part of the Urban Stories exhibition curated by Caterina Mosca and Valerio Castelli.

**BALANCE (5)**

A perfect setting for Balance, designed by GamFratesi earlier this year for Kvadrat.

**BEEBLE BAR STOOL**

An iteration of the Beetle Chair introduced in Milan last year, the Beetle Bar Chair offers the same comfort at bar height, something that traditional bar stools often lack.

**TS TABLE (6)**

The TS side table features a circular marble top in Bianco Carrara, Nero Marquina, Verde Guatemala, or Marrone Emperador, atop a geometric, lacquered black frame. The tables come in three heights and work well together as a group or separately. [gamfratesi.com](http://gamfratesi.com), [gubi.org](http://gubi.org)



## Glass: fragile & strong

Creative glass on stage in all its beauty, poetry and humour.

**FACENDO (1)** / *Tsukasa Goto*

Discarded bottles, polished with stones, lends them an antique look, at the same time as a surprisingly contemporary one. [tsukasagoto.com](http://tsukasagoto.com)

**BE CAREFUL! (2)** / *Sabine Delafon*

When creating this fragile, transparent, liquid sculpture, Sabine Delafon drew inspiration from her love for collecting snow globes, the dreamy worlds of Gozzanian memory. She uses water and formalin to conceptually recreate the habitat necessary for life, and the chemical synthesis which permits its conservation. These glass balls are united in the attempt to compose a credible and harmonic portrait that links the right elements needed to exist and resist. But, Attenti (Be Careful!), one false move and everything could collapse. *Text: Nicoletta Zanella, [sabinedelafon.com](http://sabinedelafon.com)*

**COPPER MEMORY (3)** / *Raffaella Mangiarotti*

A centerpiece of borosilicate glass, produced by Atipico. [atipiconline.it](http://atipiconline.it)

**UZITO (4)** / *Matteo Cibic*

Meaning *weight* in the Swahili language, this project revises the shape of the weights used in the classic antique balance, which are normally made of brass. Made of hand-blown glass, the collection consists of four gold-plated domes, with a fifth element in brass. [secondome.biz](http://secondome.biz)

**STILL (5)** / *Formafantasma*

This collaboration with the Viennese crystal company, Lobmeyr, explores water purification in engraved crystal and copper. [lobmeyr.com](http://lobmeyr.com)

**ELEMENTS GLASSWARE (6)** / *Scholten & Baijings*

A library of custom cuts comprising an assemble-your-own collection of crystal glasses in a variety of patterns and all-purpose sizes. [www.hillsstandard.com](http://www.hillsstandard.com)

**IRIS & CHROMOS (7)** / *Scholten & Baijings*

For the new collaboration with Czech glass makers Verreum, Scholten & Baijings created a line of multicoloured products: two decanters with matching glasses and a collection of five table pieces, which feature a unique fusion of coloured blown-glass and particular silvering. [verreum.com](http://verreum.com)

