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TITTA

Esploratori dello Spazio

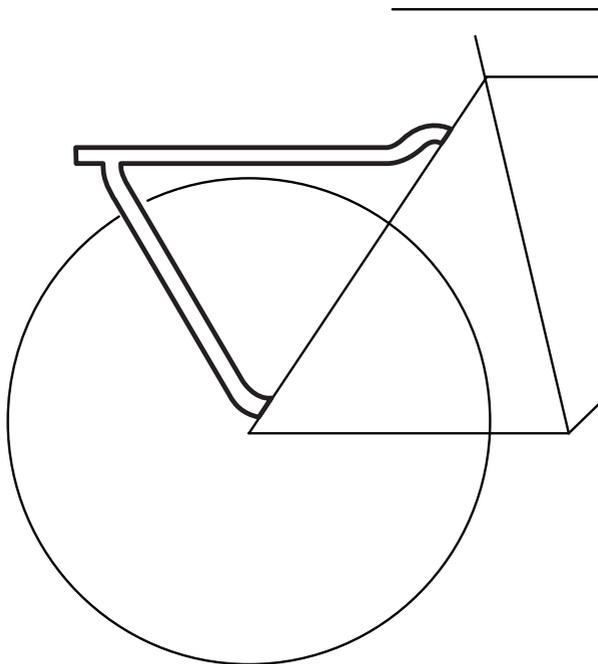
[EN]

A curved small bowl meant to be held in the hands, compact and stackable, neither a cone nor a cup, but a little of both. This is a perfect object in memory of long walks on the Italian Riviera promenade. Over time, food culture has created iconic shapes for the mass market, some of them timeless, ever present in the collective imagination. Food, be it ice cream or fruit, usually only comes in a functional container, but this object on the contrary is created to be held with pleasure both in hands and kept in your mind, recalling of Proust, for a snack on the way.

material: bone china

dimensions: ø 88 mm, h 92 mm

— **Esploratori dello spazio** was born in 2002 - from the graphic designer Sauro Antimi and the architect Benedetta Masi - with the aim to create a life-enhancing design whose artefacts light, pleasant and human make everyday life brighter.



PORTAPACCHI

Alfonso Cantafora

[EN]

A “DIY” rack, high end customized, totally decomposable to be setting in the travelling, and to carry the essential stuff, solid but essential. From the smallest element improved in every detail to a bicycle prosthesis, always in progress, obsessively trying to follow the idea of perfection between technique and pure, cultured invention. A design born of a fascination for mechanics and their aesthetics, putting machines and experts to the test, a work elaborated with refined traditional techniques, that are slowly disappearing.

material: alluminium 11s

— **Alfonso Cantafora** was born in Milan in 1973. After graduating in architecture at the Politecnico di Milano he travels by bike for 11 years in the most part of Europe. He won the design competition Artò 2011 at Lingotto in Turin with a bike that covers three themes: structure, mechanics, sound survey of the landscape.



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LE MORANDINE

Sonia Pedrazzini

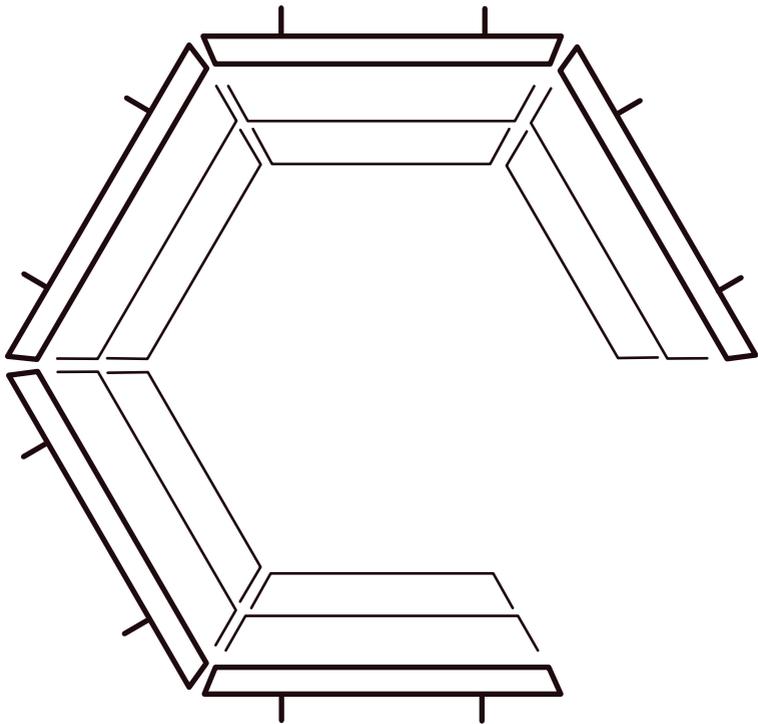
[EN]

A family of ordinary candle shape objects, inspired directly by Giorgio Morandi's paintings. The highly tactile-chromatic translation of a picture, from a graphic universe into an object created to be contemplated, even eventually lit. Shapes released from the picture, flowing freely in space, moving slowly on imaginary roads in order to create intimate still-lives, like the ones conceived by the artist on the table in his atelier. Morandi's shapes, wishing it so, could be seen to be slowly melting in the halflight of an interior, or simply offer the occasion to perform the subtle art of composition and arrangement.

material: wax

dimensions: 6 different shapes, 8 colors

— **Sonia Pedrazzini** was born in Capri and graduated in Industrial Design in Rome. Since 1989 she is interested in design, packaging and publishing. She founded IMPACKT magazine with Marco Senaldi.



4 PANCHINA CIRCOLARE

esterni

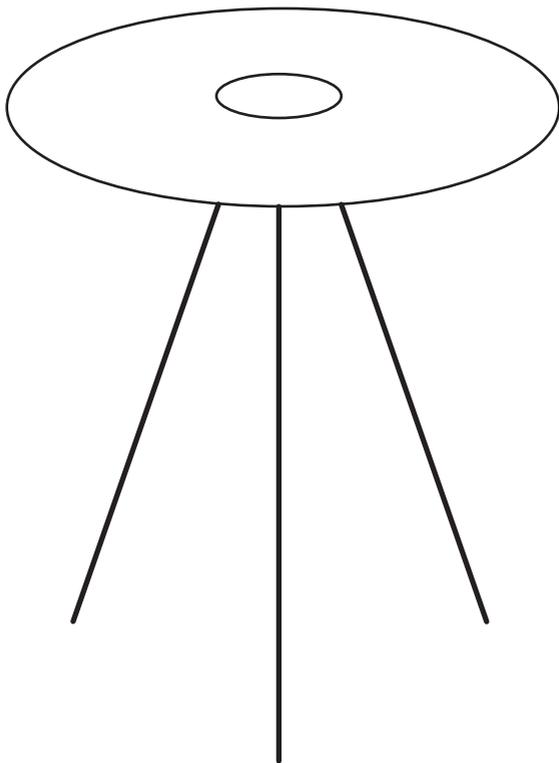
[EN] A bench to socialize and communicate in the public space, for looking each other's eyes, or for privacy, or looking for a bit of intimacy even outside. From the wooden stave bench to the famous ornate cast iron one, the public bench has always been an ordinary, very common object. Indispensable but ever present, it never really changed. Here, thanks to design and a technical brainwave, the circular bench becomes a conversation island in the urban space, a dynamic place for new social relationships, making it possible to sit inside or outside of the circle.

size: 5 identical modules length of 158 cm each,

total radius 350 cm

material: bamboo pressed, metal

— **esterni** is a cultural association born in Milan in 1995. They are interested in analyzing of contemporary society. They look for creative solutions that enable wide participation, social groups and free thought.



CENTRINO

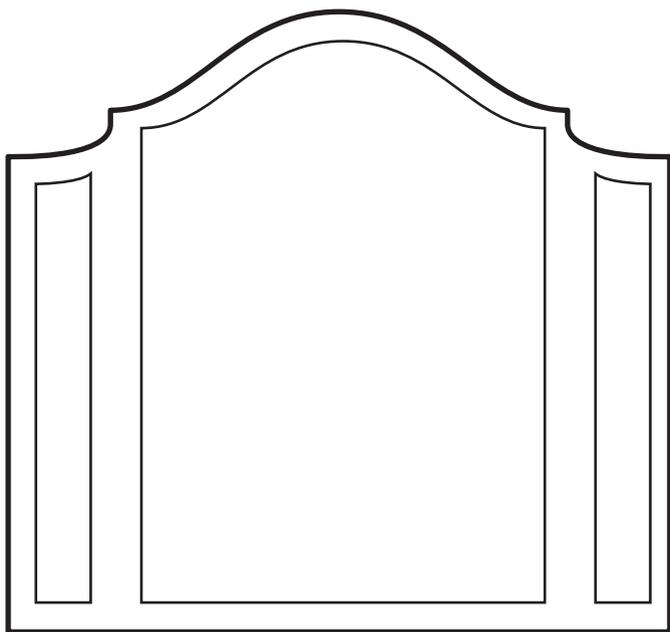
Francesco Faccin

[EN]

A table that can only be assembled using a game of joints, with no screws and no glue. It results to be an essential product where the aesthetic is functional to the static. The visible joints on the table plane have both a decorative and functional role and are essential for the consistency of the table. It is necessary the use of CNC machines to manufacture it because the perfection of the cut depends on the perfection of the joint and static balance.

materials: beech wooden top
and aluminium structure

— **Francesco Faccin** was born in Milan in 1977. He attended the European Institute of Design and worked in the studio of Enzo Mari. He began working as a freelance designer for Italian and foreign companies. Since 2004 he designs objects that can be produced in small series, trying to discover the secrets of the old craftsmen.



LAMPSHADES

Servomuto

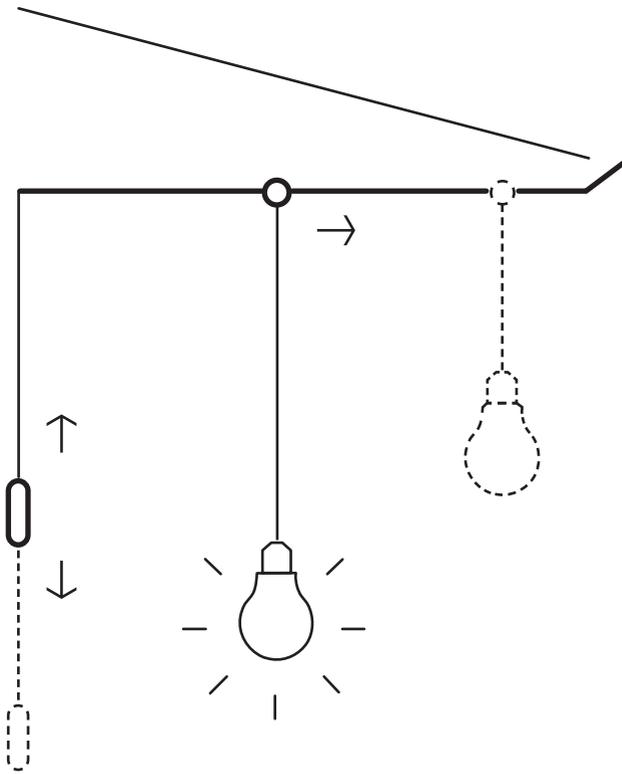
[EN]

Lampshades created using very traditional techniques are transformed by an eccentric creativity. Out of old houses, wardrobes, cellars and lofts come surprising creations of an aesthetically ambiguous nature. *The great escape*: a big 70's mountain poster has been split into 25 pieces creating a collage of 25 separate lampshades. *Lucky garden*: the ironic oversized photo of Miguel Figueroa has been split into 14 pieces creating a collage of 14 separate lampsh.

Lampshades and drawings: toward the research of new expressions of the contemporary design, the collaboration with the illustrator Virassamy has been the first appointment of the periodical date at the Gallery Annamaria Consadori.

materials: fabric, metal
size - weight: varies by model

— Servomuto are the graphic designer Alessandro Poli and the architect Francesca De Giorgi, who together, have been designing and producing lampshades since 2007. The duo is inspired by vintage forms re-researched from an archive that dates back more than 50 years, they then re-interpret the old style of lampshades adding unusual trimmings.



7 BRANCUSI 01

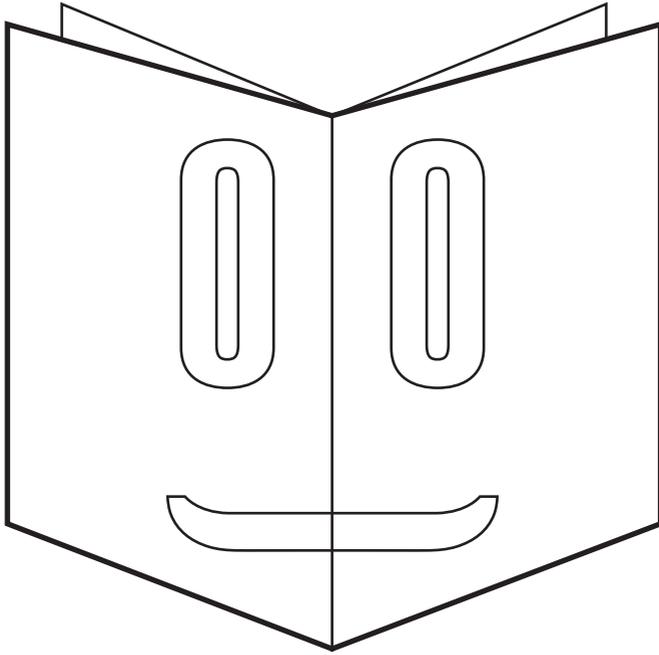
Giovanna Latis

[EN] “Brancusi” is a project of lamp design and a project of lighting design, both inspired by the Constantin Brancusi pulleys of his parisian atelier. A diffused light, or a light focused on a point; an arm able to rotate; a tended cable; these pieces are assembled to move the light, a pulley system to create the right balance. Design is defined by components: metal bars, pulleys, weights, counterweights, mechanisms, cables support the light source. When switched on the lamp disappears, it's all light and its magic fascination. Brancusi is a family of six different lamps, today, but family is going to enlarge.

size: a 1,5 m long arm

material: waxed iron, PAR 38 bulb

— **Giovanna Latis** was born in Como. She graduated in Architecture at the Politecnico di Milano. From 1998 to 2000 she collaborates with Mario Cucinella Architects, in the offices of Paris and Bologna, responsible for the industrial design projects of lighting elements. From 2001 she works with Michele De Lucchi following architecture and exhibition design projects. From 2007 she is Project Leader.



I GIANI

Claude Marzotto

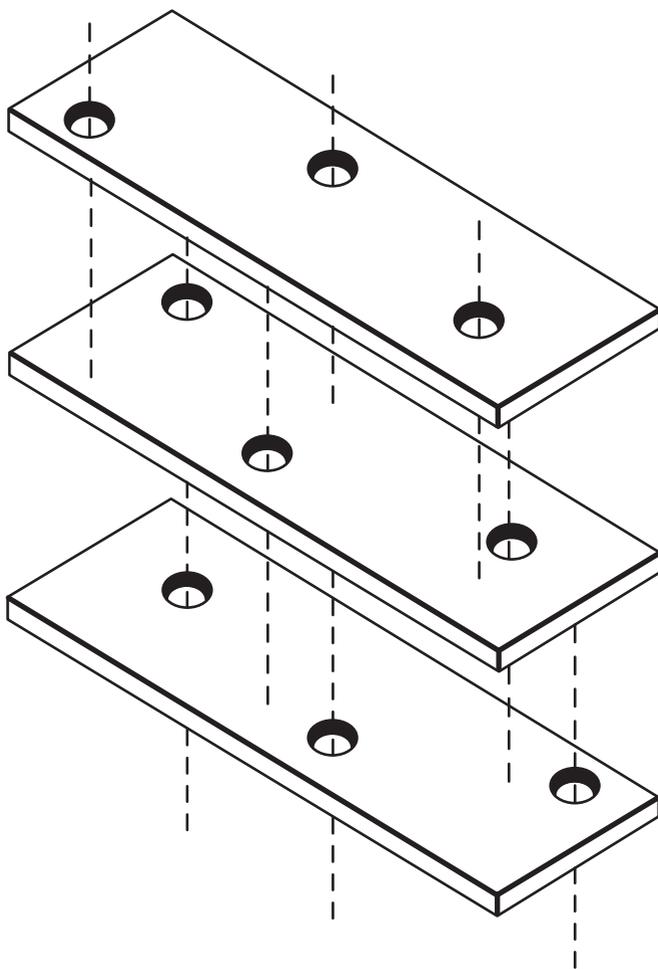
[EN]

(Re)production of an image, with the explorer curiosity, the child lightness and designer experience.

A copybook family that you can find in a larger or smaller version. It was made in a limited edition depending from the material was planned to use. Their names are “Giani”, and their front covers are double-faced printed. On this two opposite sides, two full-page faces are recognisable, created by the wise use of composed fonts, typographically and expressively together: sometimes they’re smiling and persuading you to the opening and to leave just a sign, a thought or a sentence.

size: large format 16x16cm - Pocket 10x7cm
edition of 200

— **Claude Marzotto** is designer and printmaker. She graduated in Communication Design at the Politecnico di Milano and is currently conducting a research in the context of “improper” graphics tools and DIY projects. Since 2005 he works in Barcelona with the illustrator Alexis Rom.



DOM-INO

Gianmaria Sforza

[EN]

DOM-INO is a cross between a bookcase and a shelf, a multi-layered space which gradually accommodates and rationally houses our everyday possessions and knick-knacks. It will assume one of hundreds of configurations, up to 972, the final one emerging only at the time of assembly, because at every step one of the four positions of each shelf must be chosen. Each shelf has three asymmetric holes; by turning it upside down and rotating it, the holes remain out of alignment and a structure on multiple levels is built. The overall dimensions do not vary, but the design of the inner structure inevitably changes unexpectedly. It can be assembled and disassembled at will, experimenting the various configurations through the combinations.

material: hollow core shelving, tulipwood pillars
dimensions: width 1500 mm, height 17600 mm

— Gianmaria Sforza is architect and designer since 2001. In 2006 he won Almerico De Angelis Young Designers Award. With Tribacchetta and Babele is in the exhibition: "The New Italian Design. The mobile landscape of Italian design", at the Milan Triennale and Santraal Istanbul. In 2008 he became curator of the "Città in Movimento" Milan Film Festival. Since 2001 he teaches Architectural Design and Landscape Architecture at the Politecnico di Milano.