

# Interni



A sinistra, di **Royal Botania** il daybed Vigor Lounge e la panca Nara con tavolino basso, accompagnate dall'ombrellone Palma, caratterizzato dall'innovativo sistema di apertura. Sotto, a sinistra, di **Plust** la famiglia di sedute Bold, ampie e profonde, completate da un sistema di cuscini. Design Giulio Iacchetti. Foto Saverio Lombardi Vallauri.



Qui a destra, i fotem illustrativi Omino, utilizzati in tutte le location della mostra Interni Material Immaterial, sono progettati da **Mano Milana** e prodotti da **East End Studios**. Foto Saverio Lombardi Vallauri.



**CAPTION:** Under the porticoes of the Cortile d'Onore, eleven prototypes illustrated unexpected uses for hemp: from music to furniture design, industrial design to nutrition. The projects exploited the antibacterial, mechanical and sound absorbing properties of the material, as well as creating new biomass compounds. The initiative organized by the **Umbria Region and Fondazione Politecnico di Milano** was implemented by **Polifactory**, the makerspace of the Milan Polytechnic, with the consulting of the **Museum of Hemp of Sant'Anatolia di Narco (PG)**. With the support of **Design Lab System - Department of Design of the Milan Polytechnic** and **CMF Greentech**. Photo Saverio Lombardi Vallauri

## P135. PLEASURE-LAB ACQUAPURA

project by **RICARDO ANTONIO** with **PLEASURE-LAB**

The theme Material Immaterial fits perfectly with our laboratory that focuses on the immaterial qualities of objects. Acquapura is the result of the third research project on the tropical vernacular, seeking simple solutions and discovering the local tradition. It is a clay filter, made by hand, with a background in the culture of the native populations of South America. It keeps water fresh, purifying it, and thanks to contact with the clay the qualities of pure spring water are restored. This project goes against the trend of entire automation in industry 4.0, and recovers the immaterial values intrinsic to design products."

**Ricardo Antonio**, designer and director of **Pleasure-Lab**

**CAPTION:** The installation, beneath the porticoes of the Cortile d'Onore, illustrated a particular clay filter for water that takes its cue from the crafts tradition and the vernacular culture of the inland regions of Brazil. A creation of **Pleasure-Lab** (Ergonomics of Pleasure Research Laboratory), which promotes research on the "ergonomics of pleasure," i.e. design guided by the immaterial qualities of objects. Photo Matteo Cirenei

## P136. SOLE DI NOTTE

project by **CASTAGNARAVELLI** and **Filippo Ghislieri Marazzi** with **AZUL ITALIA**

"We thought about something very heavy, a blue marble that looks like the sky, in contrast with a hot-air balloon that symbolically raises the block. The designer can have the role of a critic, also through irony, of the society, proposing new concepts with virtuous or transgressive attitudes, as long as fun and beauty are part of the equation."

**Paolo Castagna**, theater director

**CAPTION:** The installation designed by **Paolo Castagna** and **Gianni Ravelli** was composed of slabs of Azul marble supplied by **Azul Italia**, and a hot-air balloon with a diameter of 7 meters, floating 10 meters above the surface of the Cortile d'Onore, and containing lighting fixtures that turned on at dusk

## LE GIGANTESSE

project by **LUDOVICA DILIGU**, **Michelangelo Mazzari** and **Simona Stortone** with **LABO.ART**

"Material Immaterial was an opportunity for designers to give their ideas material form, leaving room for observers to interpret them in their own way. The Gigantesse are four large garments on a sculpture in polystyrene; they take the place of the pilaster strips of the arcades, putting the accent on the classical origin of the architectural space that contains them."

**Ludovica Diligu**, fashion designer

**CAPTION:** Above and right, on a scale of 2:1 with respect to the original garments, **The Gigantesse** covered the pilasters strips of the portals of the Scaloni d'Onore. They reproduced the Matrigna jersey dress, a milestone in the **Labo.Art** archives, dyed in shades of royal blue and lemon, and with a large train across the steps. Photo Matteo Cirenei

## P137. DESIGN FANTASY

**CAPTION:** Clockwise from upper left, the **Sardine tables** by **Michelangelo Giombini** for **MR**; the luminous installation **Bubble Gum** by **Carla Milesi** and **Maria Grazia Rosin**, composed of modules in green cement and indescent blown glass; the **Brilli chandeliers** by **Jacopo Foggini** in the portico of the Cortile d'Onore; the installation **Sonic Pendulum** of **Audi**, based on the large installation of the same name by **Yuri Suzuki** at **Corso Venezia 11**; the **illy** cafe with the motif that decorates the cups of the **illy Art Collection** series by **Ron Arad**. Photo Matteo Cirenei

## P138. OUTDOOR DECOR

**CAPTION:** pag. 138 Right, chairs and benches of the **Guard Rail** project by the Brazilian artist and designer **Alé Jordão**, made by recycling metal traffic barriers. Below, by **Qeeboo**, the **Kong** floor lamps in polyethylene with adjustable arms, designed by **Stefano Giovannoni**, and **Mexico**, seats with relief decorations by **Studio Job**. Above, by **Magis**, the **Dodo** rocking bird designed by **Oiva Toikka** for the **Me Too** collection, produced in rotomolded polyethylene. Left, by **Emu**, the **Vetta** cot designed by **Chiaromonte/Marin**. Photo Saverio Lombardi Vallauri. pag. 139 Left, from **Royal Botania**, the **Vigor Lounge** daybed and the **Nana** bench with low table, accompanied by the **Palma** umbrella featuring an innovative opening system. Lower left, from **Plust**, the **Bold** seating family, featuring ample pieces complete with a system of cushions. Design **Giulio Iacchetti**. Photo Saverio Lombardi Vallauri. Right, the **Omino** illustrative totems used in all the locations of the exhibition **Interni Material Immaterial** were designed by **Mario Milana** and produced by **East End Studios**. Photo Saverio Lombardi Vallauri

## P140. IMMATERIAL DREAM

project by **MAC STOPA - MASSIVE DESIGN**

"Design starts from the dream of new technologies and materials, taking concrete form thanks to the implementation of technological processes. The installation for the press office, **Immaterial Dream**, narrates this evolution. In the design phase I make use of immaterial elements like light, virtual reality based on 3D graphics, and reflected images which I transport into real geometric forms, like my modular furnishings, the **Tapa** ottoman and the **Tauko** table (for **Nowy Styl Group**). The exhibition-event of **Interni** is actually a design hub that permits, each year, the integration of the immaterial dream of design with industry that is 100% material, triggering technological growth." **Mac Stopa**, architect



**CAPTION:** The press office was composed of the blue room of the reception and the yellow room of the adjacent lounge. For the setting, **Mac Stopa** designed both the carpeting (**M2 Carpets**) and the wallpaper (**A.S. Création Tapeten**). The spaces were furnished with the **Tauko** chairs and tables and the award-winning **Tapa** ottoman, produced by **Nowy Styl Group**. The reception counter and bar were made by **Casali**; the large **Panasonic** monitors completed the outfitting of the lounge. Lighting by **Luceplan**. Photo Saverio Lombardi Vallauri and **Paolo Consaga**

## P142. MICKEY MOUSE ART SHOW

**CAPTION:** On the evening of 4 April, the Cortile d'Onore of Università degli Studi hosted a Disney performance featuring **Corinne Sutter**, a Swiss artist famous for her original painting techniques. Corinne, presented by **Caterina Balivo** to a curious audience, created portraits of **Mickey Mouse**, the universal **Disney** character, using an upside-down painting technique (when the work is turned over it reveals a surprising second image). Photo **Ludovica Mangini**