

PRESS RELEASE

Milan, 23rd March 2015

EDIZIONI Design - COLLEZIONE DUE

14th - 19th April (opening cocktail tuesday 14th April 6pm)

On year after the debut, Edizioni confirms its presence at Fuorisalone, by presenting 'COLLEZIONE DUE', again in the prestigious Brera Design District.

The lighting theme as been deepened inside 'COLLEZIONE DUE' with three new products, two table lamps and one floor lamp. And a series of mirrors enriches the collection with a new product category which was not explored before.

Every design is characterized by pure geometrical shapes and the research of unusual combinations between materials and finishings. Like Galvanic bath in brushed brass, the black stone and painted aluminum.

The aesthetic path started last year has been confirmed by keeping the same approach to the design process: emptying the structures and deleting any kind of formal ornament.

COLLEZIONE DUE is composed by

ed027 - stone based floor lamp with double orientable reflector.

ed029 - revisiting the classic abat jour, with a painted aluminum shader hanging by the structure lightness and its steel base.

ed030 - table lamp which becomes light symbol thanks to the balancing act between shape and weight.

ed032 - modular mirror, endlessly expandable and scalable.

ed031 / ed034 - a pair of mirrors in which the geometric parts are at the same time decoration and structure.

↓

EDIZIONI sees its first light in **Milano** pushed by the need to combine different multidisciplinary skills aimed to the creation of a new products and complements collection distinguished by a resolute and recognizable design.

Edizioni's stylistic, commercial and productive vision comes from the synergy between **Alberto Sala (ASPS Design Studio)**, **Paolo Sala (ASPS Design Studio)** and **Federico Ferrari**, linked since a long time connection of interests and passions about design, architecture and communication.

Edizioni's products are placed in a "out of the pack" position, in a world where the low edition production technology, such as the 3d printing, is more and more ended in itself.

The design intent was on one hand to investigate narrow industrial sectors, the fireplace world for instance, and on the other hand trying to offer rational and, in a way, primitive design where the form is strongly carved by the function and material processing needs.

Technology involved is deliberately "**lo-fi**", while the main material is bath plated metal in its multitudinous and precious variants.

Edizioni's products are at last enriched by junction details deliberately left visible and combined with carved stone where big volumes were needed.

The Formal result is far away from a "cold" and strongly rational product but it unleash the emotion of strong contrasts, volumes and hollows, sharp edges and smooth curves.

Edizioni is what we call "Naked Design"

from the 14th to the 19th of April 2015

EDIZIONI temporary showroom

Via Palermo, 11 - Milano

10,30am - 7,30pm

OPENING cocktail

tuesday april 14th from 6,00pm to 9,30pm

special thanks to Bar Cuore, Corona,
Brera Design District and Fuorisalone.it

for informations about press material, write to:
welcome@edizionidesign.com

for informations about prices and orders, write to:
sales@edizionidesign.com

edizionidesign.com