

Collection n°1 Marmo Domestico

Bloc is an Italian brand, founded in 2014 and directed by Sara Ferron Cima / Massimo Ciuffi (BLC Carrara srl), with the desire to transform natural stone into thoughtful everyday objects. Based on the philosophy that every single bloc(k) conceals a story, Bloc celebrates the natural design diversity of Carrara marble by creating objects that are sincere to modern form and function.

"Marmo Domestico" presents a range of domestic objects designed by Thévoz-Choquet. This collection aims to re(use) excess parts of industrially salvaged marble blocs in the quarries of Carrara. Bloc is proud to source locally resulting in a collection entirely Made in Italy, highlighting the craftsmen know-how and expertise from extraction to surface treatments of the final products.

The objects presented pay tribute to the material itself in a very concise and geometric way. Marble carries not only the idea of luxury and exclusivity, but prides itself to convey historical values and notions of technical achievements that are part of a long-lasting tradition of craftsmen.

Bloc is hosting an Italian preview of "25 microns", an interactive installation that uses 3D printed negatives and a projector to create an alternative way of engaging with objects in exhibitions. The visitors are able to intuitively interact with the projected images.

By moving the negative, the users are able to get a better understanding of the three dimensional form and to focus on a certain part of the object. This project has been designed by Clara Dalbéra, Kristian Knobloch and Martijn Rigters, from the Royal College of Arts in London (UK). For this occasion, Bloc created a marble projection surface and the device's handle.

The event is hosted by Italian magazine Allacarta and a selected fragrance of the prestigious L'Artisan Parfumeur will accompany the visitors for the entire exhibition.

SPECIAL THANKS :

BLC Carrara srl, Royal college of art, Alla Carta, L'Artisan Parfumeur, Léa Wolf, Anny Wang, Dario Natucci, Rebecca Larsson, Fabiana Fierotti.

14.04 — 19.04

RSVP
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10.00AM — 6.00PM