

FUORISALONE 2015 :

“A Matter of Perception, Products & Materials” at Palazzo Litta



Since Napoleon did it...

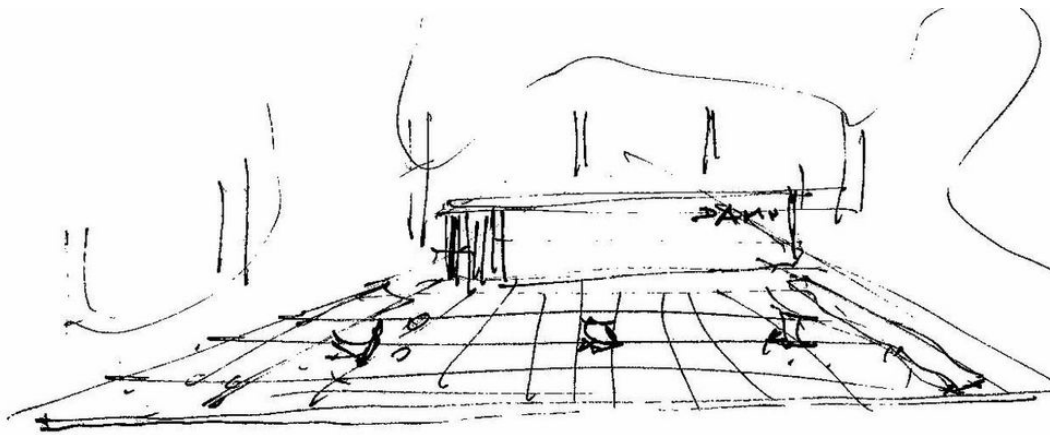
DAMN° magazine and MOSCA Partners are occupying Palazzo Litta in Milan

Following last year's extraordinary success, **Mosca Partners** and **DAMN°** have joined forces to occupy **Palazzo Litta** during **Milan Design Week**, along with some of the main international players on the design stage. One of the most anticipated events in the busy Fuorisalone programme will take place at **Quartiere 5 VIE** in Corso Magenta 24, at Palazzo Litta, a fascinating example of Lombard Baroque architecture in the city centre. Inside the palace, Mosca Partners and DAMN° are assembling a selection architects, designers, and corporate partners, to express themselves under one theme: **Materials. A Matter of Perception**, which is all about the origin of concepts; how materials affect and define an object or an idea, with the purpose of looking at things in everyday life in a different way.



The Aesthetics of Misery: Andrea Branzi and Michele De Lucchi; assistants: Francesca Balena Arista and Marco De Santi
Students' projects of the 1th year of Master Degree Laboratory of Interior Design, Design Faculty of Milan Polytechnic

The interpreters will be **Michele De Lucchi** and **Andrea Branzi**, who are presenting the exhibition *Aesthetics of Misery* in collaboration with **Oikos**, colour and matter for architecture. The exhibition is the result of a workshop in the design faculty of the Politecnico di Milano under the supervision of Francesca Balena Arista and Marco De Santi. Further to this is **MADE**, a round up of new Brazilian design, with a selection of works by **Waldick Jatobá** presented in a design setting by **Fernando & Humberto Campana**. Meanwhile, in the centre of the beautiful courtyard, Brazilian architect **Marcio Kogan** is designing an open space of interaction built of stone from **Casone**, the Florentine company known worldwide for its stone production. In addition, **Emmanuel Babled**, **Mario Trimarchi**, and Belgian designer **Ben Storms** will display their latest research on objects and materials, while **Jasper Morrison** will be, as always, the Punkt. interpreter, as the art director of the Swiss company. **Studio Irvine** with **Matteo Brioni**, an interesting young Italian company producing raw earth as a building material, will also be present.



The design of a stone courtyard and glass pavilion will be carried out by the internationally renowned Brazilian architect Marcio Kogan



Banco Ponei by Rodrigo Almeida (M.A.DE Brazilian Design) photo © Mariana Chama

Deserving a special mention : **PP Møbler**, the Danish company that for over half a century has been a leader in woodcraftsmanship, with designs by **Hans J. Wegner**; Czech brand **Křehký Prague**, with its collection of objects full of harmony and joyful simplicity, bringing new glasswork of Ineke Hans and Lucie Koldova ; and **Design Memorabilia**, an exquisite collection of tableware by Italian masters: 32 pieces of democratic design by **Sottsass, Mendini, Castiglioni, Aulenti, Meda, Cibic, Dordoni, Mangiarotti, Navone**, and many other unforgettable names, at a maximum price of €100, for sale at Salone del Mobile 2015. Precise and essential design by young Italian brand **Xam** is also on view, as well as unconventional handmade products by **Arkof**.



The hands of a PP Møbler artisan showing marks of more than 60 years of experience in working with crafted solid wood furniture'



Soap treated oak pp503 Round Chair design 1950 by Hans J. Wegner



Mendini Plate by Alessandro Mendini for De Gustibus Collection (Design Memorabilia)

These are the protagonists that will be providing exceptional and unusual suggestions for contemporary living, thanks to the commitment and passion of the companies leading the industry, with their attention to sensitive and sustainable design that is able to improve and give value to our daily lives.

We are looking forward to meeting you during the Salone del Mobile, from the 14th to the 19th April 2015.



Palazzo Litta

Corso Magenta 24, Milan

14th-19th April 2015

Open each day from 10am to 9pm.

“A Matter of Perception, Products & Materials”

Press Preview: Monday, 13th of April, from 4pm to 8pm

Opening Party (by invitation only): Tuesday, 14th of April, from 7pm to midnight
powered by Gaggenau, Birrifificio Milano and Il Furgoncino

5VIE late night: Wednesday, 15th of April, from 6pm to 10pm



More info :

www.damnmagazine.net/events

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