

ZUP

Lighted
design Marco Williams Fagioli

Isola Design District
Milan Design Week
4 - 9 April 2017

Zup Design presents Lighted, an installation of floor and hanging lamps made of cement and designed by Marco Williams Fagioli, winner of Compasso d'Oro ADI 2016.

By applying handcrafted molds and engraving techniques in the serial production of lamps, Lighted project turns concrete inert matter into lighting systems.

The installation, realized by Zup Design studio in the framework of Isola Design District, is composed by lamps with sophisticated shapes, like Triennialina, created from a mold of photographic studio lights of the 60s, as well as iconic and essential shaped lamps, like Cupola and Maccarone.

Using a matrix allows limited series production, in between industrial process and craft work, where the design objects are at the same time homologous and unique. Each lamp maintains its own identity due to the use of cement which undergoes natural shrinkage, cracks and unpredictable colour changes.



Zup Design

Zup Design is a creative and strategic design studio, integrating communication, graphic and Industrial design, multimedia projects, exhibitions projects and interior design.

Zup Design adopts a global approach to the communication identity of companies, projects and products, according to the idea that graphic / industrial / architectural design are merged in a unique language made of words, volumes, forms and images.

Zup Design develops tailor-made creative proposals integrating different projects, from three-dimensional to printed communication tools and multimedia.

Zup Design projects are developed under the art direction of Marco Fagioli, Andrea Medrano, and Lucia Roscini. The creative team adopts a unique method in research and work, bringing together all different aspects of the creative work: language, shape and image.

Press contact
www.zup.it
mf@zup.it
+39 335 770 5535

“When we are asked to describe what we do, the answer is there is no big difference between spaghetti with tomato sauce and a design project: in order to make excellent spaghetti, it is not enough to mix the ingredients in the correct order, you really need a good cook. Try to define what makes a good cook, and you'll find out the definition of a good designer.”

The Zup Design projects won a number of international awards in the graphic, industrial design and communication sector. In 2015 Zup was prized in Istanbul with the ED-Awards and the Silver Joseph Binder Award - Design Austria. In 2011 the visual identity project Multiverse - Icograda Design Week Turin has received the XXII Compasso d'Oro ADI 2008-2011.

Zup Design won 5 editions of the ED-Awards 2009-2010-2011-2012-2015 and was selected as the only Italian keynote speaker at the European Design Conference 2010 in Rotterdam.

The creative works of Zup Design were displayed at the Milan Triennale in the New Italian Design exhibition (2007); published in the catalog “Alba. New Italian posters” by Andrea Rauch and Gianni Sinni; selected by ADI for the competition Compasso d'Oro 2008, 2009 and 2010; published by Abitare for the prize Italian Oxygen 2009; published in the books “This Way Please” (2009, Sandu Publishing) and “Spaghetti Grafica 2” (2009, Electa).

Marco Williams Fagioli

Awarded with two Compasso d'Oro ADI prizes, in 2016 with the industrial design project 5MM for Treemme and in 2011 with the communication project Multiverse. In 2016 his design project Matris was selected to exhibit at the XXI Triennale International Exhibition in Milan, in the section dedicated to designers over 35.

He designed the installation Convivium 2.0 at Expo 2015 in the space dedicated to the Umbria region. The 8emezzo project for the Umbria region has been exhibited at the Statale University of Milan within the Milan Design Week 2015.

Born in 1974, after attending ISIA (Superior Institute for Artistic Industries) in Urbino, in 2001 he founded Zup Design in Perugia, a communication and strategic design agency, where he presently holds the position of Creative Director.

Throughout his career he has won a number of awards, including two Compasso d'Oro ADI 2008-2011, the Reddot Design Award, Design Plus, the German Design Award and twice the Grandesign Etico. In 2008 he was awarded the Good Design Award from the Chicago Athenaeum for Multiple project for Indesit, which was also selected by ADI Index. The Soul Project Space Kitchen, designed for Binova was prized in 2008 by the Danish magazine BoBedre as "kitchen of the year" and selected by Elle Decor International Design Awards in the Kitchens category. The exhibition designed for Vaselli Marbles at Marmomacc 2009 won the first prize in the Best Communicator Award 2009.

Since 2009 he has been professor of Methodology of Design at the NID, Perugia New Design Institute and as of 2014 he has been teaching design at the ABA, Academy of Fine Arts in Perugia.

He is currently working on design projects for private homes, museum spaces, communication and industrial design projects.