

# BASIC CELL

EVOLUTIVE DESIGN EXHIBITION

VIA TORTONA 14 MILANO

17-22 APRIL 2018

works by:

CROX INTERNATIONAL

OLIVER KESSLER

MARCO IANNICELLI

BARBARA PIGAZZI

ZATOO DESIGN STUDIO

# FuoriSalone 2018

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Basic Cell is a design exhibition, this year at its second edition, which aims to highlight the contemporary living concept, a modus vivendi that leads to consider the home as a base from which to move continuously.

Most of our days are spent in the office or on the street, and our home becomes a place, albeit beloved, to start off: a basic cell, exactly. In many cases we would not know if we would stay our home forever; We like to think that we will be free to change cities to live if our work or our relationship implies it, and we choose our complement also based on their adaptability to future, any other work or emotional situations.

Unlike what we thought a few years ago, this mobility does not always lead to choosing objects and complements just for their affordable cost. The prospect given by renowned furniture companies, promising dream houses with minimal economic investment, has long been a mirage. The real investment is to be able to change your home and have the opportunity to reuse the furnishings you already possess, because of quality, versatility, and experienced. Quality is the one that invests the whole object till the details, giving it a value and a durable character since, the consumer soon noticed, he does not have to throw away everything at every change of home.

This new awareness is also the result of a renewed sensibility to the environment we are part of: greater respect for nature means instilling the desire to preserve, rather than to produce elements that can easily end up in the recycle bin.

With regard to emotional perception, certainly not unconnected with the rest, the transitoriness of the mobility has led to a greater appreciation of a warm and welcoming living environment, a place of affections and things to be loved, to be found and to be found again.

In light of the latest research into new trends in lifestyle and furniture we have decided to develop the exhibition path in three main channels, interconnected by each other:

.inspired by nature; .sensoriality; .affection.

The choice of complements to exhibit has therefore favored: objects inspired by nature's intelligence and its perfect forms (INSPIRED BY NATURE) as the seating/sculpture WO-YOU di Crox International Co.; Objects that are chosen for their sensory character and referral to well-being (SENSORIALITY) as the relaxing home complements designed by Oliver Kessler, the play console designed by Marco Iannicelli and the raw surfaces proposed by Barbara Pigazzi; Objects that enhance the quality of life of people we love, dedicated to protecting, preparing, caring, receiving (AFFECTION) as the seating system designed by Zattoo designstudio.

**BASIC CELL**  
section INSPIREDBYNATURE

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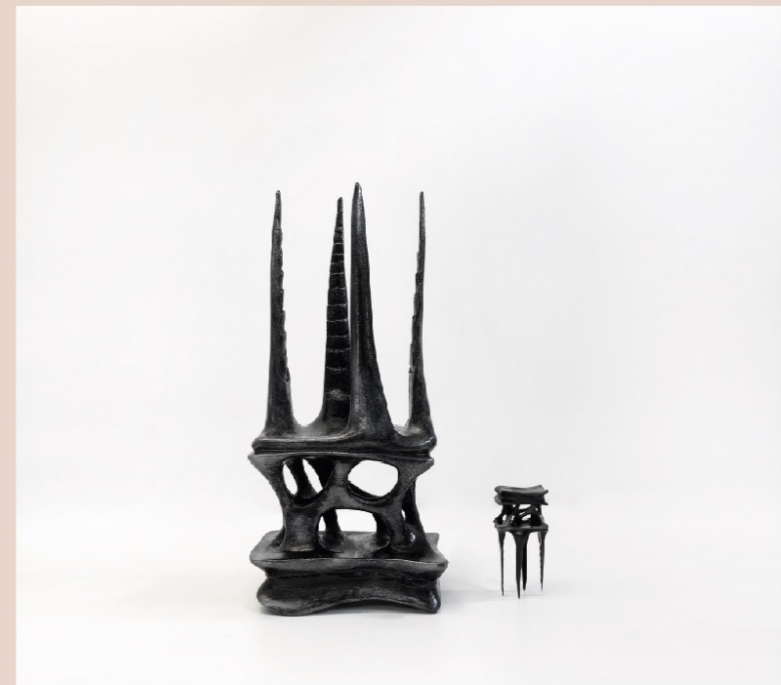
**WO-YOU**  
SEATING SCULPTURE BY CROX INTERNATIONAL

# WO-YOU

BY CROX INTERNATIONAL Co.

"Wo You" is a way of experience the nature which results from the poor transportation for the ancient literati to play around and creating the philosophical thoughts from the nature. It was quite popular among the literati and was established as an important Chinese traditional aesthetics.

"Wo You", travelling while in bed in short, is from the earliest Song Dynasty painter Zong Bing's "landscape painting" "Huai Cheng Ming View Road, lies on the tour." Mr.Lin put different contemporary aesthetic world into "cross the mountain and travel spiritually". He translated, transformed and designed the old poetry words and finally put ancient literati taste of hermit into daily life. The four pillars of the mountain, which look like dangerous rocks, are placed down, designed by the designer to support the chairs. When it is turned upside down, it becomes a sculpture that can be placed indoors. Travel with a suitcase with a mountain to see the mountains, sitting on the "hill", in the depths of clouds... Every time you open the suitcase, there is a meditative world for you to seek.



關合  
C R O X

Fuorisalone 2018

17-22 April

BASIC CELL . via Tortona 14 . Milano

## • ABOUT CROX INTERNATIONAL

The avant-garde naturalism style conveys the humanistic value of Oriental civilization. Architecture reflects the memory of human history, blends the culture and environment together. Remold the nature, restore the original state through extreme design to establish a multi-culture area. The continuous creativity sublimates the daily life and promotes the infinite future.

CROX upholds the avant-grade naturalism design consciousness, extracts culture in different regional context. Transferring the relation between architecture and human to a cumulative point between experience of targets. Strategic output, strategic expresses the rationality of design, finishing the design sensibility on the form.

## ACHIVEMENT

2016 Curator of Milan Triennale

2016 Venice Biennale international architectural exhibition official invitation exhibition participating architects. Curator of exhibition area "7+1 the driving force of condensed design"

2014 Italy A'design Award

2014 China (Shanghai) interior design overall list of "2014 best task of organization 2013 Andrew Martin International Interior Design Award

2012 Modern Decoration International Media Award of annual elite designer

2012 Curator of 2012 Creative Life Festival

2010 Domus 2010 the most young person of elected contemporary 60 Chinese interior designers

2009 TID Award commercial space award (Artemide Taipei)

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# BASIC CELL

section SENSORIALITY

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.A MAZE

designer MARCO IANNICELLI

# A MAZE

## BY MARCO IANNICELLI

„A Maze“ is the world's first both analogue and electric gaming console made of marble.

Steer the ball through the maze with a thought-out mechanism.

This game device removes the boundary between space and time for the user. Two points that are closest to each other in the maze can be simultaneously separated from each other by the entire length of the maze.

„A Maze“ playfully illustrates the complexity of the space-time continuum and makes it understandable and tangible.

Labyrinths, in the classical sense, have no wrong turns and lead around the goal until you finally reach it.

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„A Maze“, though has no goal.

The labyrinth is made up of seven concentric rings that are linked together in such a way that there is no end and therefore no beginning.

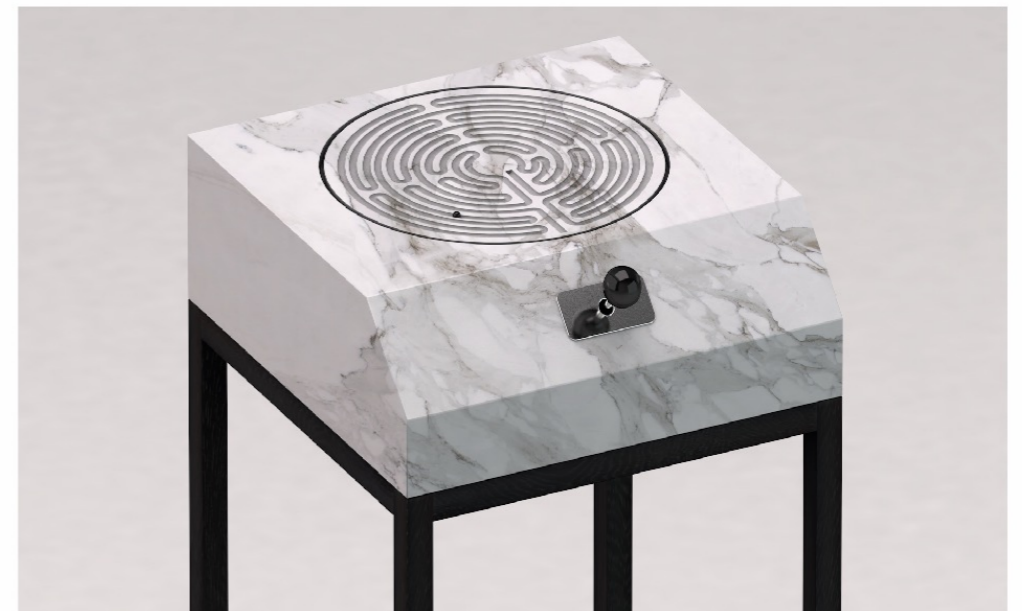
The number seven is of great importance, because the seven is considered a mystical number but also plays an important role in our psyche and in our daily lives.

For one thing, our lives are focused on a 7-day week, and we have „Miller's number Seven +/- 2“ in memory psychology. Miller's number explains that we can only keep 7 chunks of information simultaneously in our short term memory. There is so much more to „A Maze“, with the concept of seven shaping the labyrinth itself, than could be put across by this brief introductory text.

Just experience it yourself.

# MARCO IANNICELLI

Fuorisalone 2018



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## • ABOUT MARCO IANNICELLI

Marco Iannicelli is an independent product design artist. His studio was established in 2010, immediately following his graduation from the Academy of Fine Arts, Maastricht (Netherlands).

Although he successfully develops experimental projects, he thrives in creative interaction. He has collaborated with fellow designers throughout his career thus far.

His style heavily elaborates on extreme material contrasts expressed through friction between simple or archaic forms in movement.

The tension field between natural shapes and industrial lines lends particular inspiration. Challenges in marrying the two in functional forms that retain the integrity of both the natural and the refined also help him skirt that which is merely decorative.

His skill has taken him to a multitude of national & international exhibitions and continues to earn him coverage in relevant media, including designboom, Der Spiegel Online and a cover story and interview for Ingenuity Magazine, China.

Additionally, he has won national German design and creativity awards such as the stipend “Creative Drive” and the title “Kultur- und Kreativpilot Deutschland”, awarded by the German Ministry of Economy and Technology.

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# BASIC CELL

section SENSORIALITY

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.OSO STEEL

visual artist BARBARA PIGAZZI

# OSO STEEL

BY BARBARA PIGAZZI

Oso Stell is a series of works created through an absolutely unique and advanced printing process of photographs on stainless steel plates through the use of nanotechnologies. Barbara's guiding choice is the use of raw images and surfaces to evoke the highest states of the human soul.

BARBARA PIGAZZI

VISUAL ARTIST

17-22 April

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## • ABOUT BARBARA PIGAZZI

Barbara Pigazzi is a visual artist.  
She creates a unique and evocative emotional style  
connecting images to raw surfaces.  
In 2017 Barbara Pigazzi consolidates her artistic  
research with the opening of her own studio.

Studio Fotografico Barbara Pigazzi

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# BASIC CELL

section SENSORIALITY

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.THE PUNKAH .RAIN

designer OLIVER KESSLER

*I create unique objects d'art that blend nature's versatility with state-of-the-art technology. The best example is The Solitaire Punkah equipped with the Peacock or Ostrich feather blade. This exceptional ceiling fan turns into a fusion of art, in which a piece of nature is taken from its familiar environment and integrated into a cyber technology. The outcome presents nature in a new light by a computerized swing of the natural materials in a perfect pendulum movement. Other objects d'art are based on the simplicity of materials like sugar and water, which are reformed to become key parts of a functional design. I am inspired from my vast travels where I constantly learn about cultures and technical innovations.*

Oliver Kessler

# PUNKAH THE SOLITAIRE OSTRICH BY OLIVER KESSLER

Punkah as we can call it in “hindi” is a fan system that does not rotate as other conventional fans do, but moves in a unique horizontal fashion.

Inspired by traditional oriental ventilation concepts, OSTRICH’s Punkah is an exceptional technology where the fans are moved through invisible pushrods.

Slowly and harmoniously oscillating fan blades create a relaxing atmosphere.

The fan is switched on and off with a regular lamp switch.



OLIVERKESSLER

FuoriSalone 2018

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## RAIN BY OLIVER KESSLER

RAIN3 is a plexi glass cube with an edge length of 400 mm. On top is a water basin, fed by an electric pump. Inside are thin plexi glass tubes through which water is falling. The sound that is created is very relaxing and reminds of a rain shower.

The water forms individual textures and patterns in each tube, sometimes barely showing drops, sometimes a free falling constant water stream, sometimes a spiraling slow water flow.

The water is illuminated by a warm or cool white LED cluster.



OLIVERKESSLER

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## • ABOUT OLIVER KESSLER

After his Bachelor of Science graduation from the renown Art Center (Europe) in Switzerland, Oliver Kessler lauched his first company in Munich and later shifted the company to Ingolstadt. Main emphasis of his studio Visual Support was on the creation of visual presentations for the management of leading automotive companies and automotive suppliers.

He founded Oliver Kessler Design in 2007 with the aim to add the production of own product ideas to his portfolio of creative services.

His portfolio is characterized by his interest in technology, new materials and sustainable design. Seeing himself as a creative coach he develops in close co-operation with his clients solutions in all technology and design oriented areas, e. g. automotive or corporate design.

Among the references on project works are company names like Audi, Rohhde & Schwarz or Microsoft.

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# BASIC CELL

section AFFECTION

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.CYLINDER CHAIR

designer ZATOO DESIGN STUDIO



## **CC- cylinder chair seating system**

The CC is a seating system where the support elements - the padding - are the protagonists: integrated into the structure, the cylindrical cushions are arranged in succession to form the support components - seat and backrest -The assembled elements give the object an complete plasticity, transforming the traditional support surfaces into 3D objects, whose characteristic is the 'open' shape: the number and the length of the cylinders determine the shape and therefore its definition ( easy chair, armchair, seat / footrest, ..).

The repetition of the simple and pure geometric element, declined in different sizes and quantities, generates at the same time the *versatility and elasticity* of the seat: chair or armchair according to varying length and number of cylinders, component for domestic or work environments to varying colors and fabrics. These variables make CC suitable for external or internal use. The structure is a continuous steel frame formed by a circular section profile, connected by a series of transversal elements, also of circular section; these pass through the cylindrical cushions, pierced in the middle like the bows in the Greek columns. The cushions, equipped with a pocket for their length, embrace their own metal core, allowing their removal and interchangeability. The structure is essential, necessary only to support and contain the cylinders.

The chair, pushed to the essentials by its elements, presents itself with an 'archetypal form of the Modern', possessing a classic character whose design is entrusted to the proportions between the elements. The only contextual element is the cushions fabrics, which can be natural or synthetic, furniture or technical, traditional or technological, colored or neutral, determining their final appearance in accordance with the spirit of the space.



**ZATOO**  
DESIGNSTUDIO

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## • ABOUT ZATOO DESIGN STUDIO

ZATOO is the acronym of the initials of the two founders pronounced architects of the project *DESIGNSTUDIO*, *Martina Zappettini and Valerio Tunesi*.

At the same time the TOO word also suggests the idea of aggregative variable elasticity, such as the quality determining intrinsic component of each project: the unpredictability and versatility represent the added characters d *in ZATOO DESIGNSTUDIO* which expresses the actual synthesis of the path addressed until today.

The association, created in the nineties, has seen to uncover numerous architectural projects in urban and regional scale: the main theme is the purpose of completeness, clarity, detail until, until the *design* .

*Design* as the same essential component to the project, and vice versa: each study encloses the design of the individual parts which, uniquely, each contributing to the whole.

At the origin of the choices expressed by the study is the formal search for the essence obtained from a precise, complex and natural project *structured* that ,away from the product of a formal gesture, it has as objective the clarity and simplicity, ultimately the beauty it brings. The design and production of elements and components of furniture reflects the point of contact between being architects *and the moment perceptual- creative* informal, between discipline and game.

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