

FUORISALONE 2019

BASIC CELL

evolutive design exhibition

DATE:

8-14 APRIL 2019

LOCATION:

SPAZIO S , via Olona 25, Milano (Santabrogio Design District)

PROJECT, CURATOR AND ORGANIZATION:

MAGDA DI SIENA STUDIO

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PARTNER:

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Basic Cell is an annual design exhibition that narrates the evolution of objects in relation to contemporaneous life style.

Today our inclination to travel encourages us to face journeys to increasingly distant destinations and to frequent impersonal locations, transitional areas designed for the collectivity.

In this contemporary dimension, home is the reference point to which to depart and return, a "Basic Cell", as it is the refuge, the personal dimension where to enjoy intimate emotions, those aesthetic-emotional feelings created from personally chosen objects, that have emotionally determined our choice with their shape and material.

Especially the material they are made of, the way they have been made, create with them a not only visual, but also tactile relationship, that's able to evoke the most intimate perceptions in ourselves.

Following trends analysis made by our working team, the third edition of Basic Cell is characterized by a greater attention to the material aspects and the processing of shape and surface, which together generate intense tactile sensations and mnemonic references to personal dimensions.

Our attention goes especially to unique works for quality of workmanship, that respect the environment and the quality of slow living.

materials speak to our sensations- that's what we believe in!

We have selected six creative realities (companies, artists and designers) who share our belief and we will show their works during the third edition of Basic Cell at the annual meeting of the Fuorisalone.

Here below reported the names of creative realities and short descriptions of their works:

ARTEMIA – GROUP

is a company that deals with brand and visual identity, packaging design, editorial graphics, signs graphics, setting up, photography, multimedia and SEO, creating tactile and visual experiences. At Fuorisalone Artemia presents two emotional works made of paper designed by Tommaso Gentile + Laura Doro:

-perpetuo!

Is a perpetual calendar where there are no months nor years but only days and the passage of time. Hour after hour enhancing the present, the shadows rise and bloom creating a visual experience that involves the observer and the surroundings.

-nanetto!

Is a fine-art paper artifact where light beats shape and time. Silent narrator of a fleeting time, it looks simple as it's not the protagonist of narration. Moon, trees, water, life, love are all inside a paper shape, creating a living material.

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INES ABRAMIAN & ADRIANA PAPA

Ines Abramian research focuses on intersections between art and design.

At Basic Cell Ines shows the project **Art Hotel** presenting a group of works realized from paintings by Adriana Papa. Reproduced on rigid supports or fabrics they become design elements for hotels aimed at creating comfortable atmospheres.

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MARTINA DELLA VALLE

The Artist/Designer's research starts from photography as a form of writing/archive of corporeal and emotional tracks passing through time and space. At Basic Cell the artist presents **one flower, one leaf** a work in progress archive about still-life. The work is made of a group of images realized during workshops that take place in different cities where people are invited to take part in the project and focus their attention on fragments of green nature (plants, branches and flowers) that are brought together following the principles of Ikebana, to create a photo.

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CATERINA MARGHERITA

The artist research is dedicated to the relationship space – objects.

At Basic Cell the artist presents the work **chair**, a group of paintings realized through encaustic art technique. In the paintings the objects having the simple and familiar form of a chair, look like floating without any temporal reference point in a space/container. This project invites the observer to think about design through the point of view of an artist sensible to surrounding atmospheres.

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STUDIO PASSALAUQUA

(PAOLA CROSO&JEJO CORNELSEN)

Are artisans of the colour. They realize 100% natural paintings obtained through an accurate research of organic raw materials like milk, vegetal elements, natural oils.

At Basic Cell they present **Africa** a group of cement tiles in organic colours. Characterized from geometries, they are designed to creating rough textures and surfaces that produce visual and tactile effects of high aesthetic and tactile quality. At Basic Cell they exhibit also hand made lamps

(**Padella**).

Passalacqua studio are among the 52 finalists of Casa Vogue Design Award 2019.

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VITAMIN DESIGN

is a German company that designs essential shapes realized with high quality materials and manufacture. Their attention and care for details has given them the opportunity to win some awards and professional recognitions in the course of the years. At Basic Cell Vitamin Design presents the tables **Creo** and **Margo**, that has received the *Red Dot Award special mention: Product Design 2019* for its high quality design. They show also the chair **Tau**, the stool **Una** and the coffee table **Zirkel**: elegant and versatile furnishings realized respecting the environment and characterized from a pure shape design.

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