

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 contemporary life style.

Today our inclination to travel leads us to reach increasingly distant destinations and to frequent impersonal locations, transitional areas, spaces designed for the collectivity.

In this contemporary dimension, home is the reference point from which to depart and return.

A "Basic Cell", a refuge, a personal dimension where to enjoy intimate emotions. Those aesthetic and emotional feelings created by our personal objects choice, that with their shape and material emotionally determine our decisions. Especially the material they are made of, their manufacture, create a not only visual, but also tactile relationship able to evoke the most intimate perceptions in their users.

Following the trend analysis carried out by our working team, the third edition of Basic Cell is characterized by a greater attention to the material aspects and the processing of objects shape and surface, the combination of which generates intense tactile sensations and mnemonic relationships to personal dimensions.

Our attention is especially dedicated to those works that are considered unique in terms of their manufacture 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 PASSALACQUA

(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** (table Margo is winner of Red Dot Award: Product Design 2019, is selected for the ICONIC AWARDS in the category “interior” and nominated for German Innovation Award 2019).

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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