

# INCALMO

April 9<sup>th</sup> — 14<sup>th</sup>

Milano Design Week

Purho + Colleoni Arte  
present: Magus e Holo

@

Fondazione Lighea Onlus  
via Santa Marta 15,  
entrance to the public  
via San Maurilio - Milan

APRIL 9<sup>TH</sup> — 13<sup>TH</sup>, H 10AM - 7.30PM  
APRIL — 14<sup>TH</sup>, H 11AM - 6PM

PRESS PREVIEW  
APRIL 8<sup>TH</sup>, H 12AM

OPENING COCKTAIL  
APRIL 10<sup>TH</sup>, H 7PM - 11PM

**From the combination of the "gentle kindness of soft projects" with Murano blown glass and tempered glass, a collection of objects with a unique flavour is born in which contrasting tactile qualities establish a new dialogue: between hot and cold, soft and hard, shiny and opaque. These opposing aspects characterise the release of a collaboration between Colleoni Arte and Purho, world premiered at Milan Design Week 2019.**

Entrusted to the creativity of the architect **Filippo Feroldi**, *Holo* and *Magus* - respectively a series of tables and chandeliers shaped into new, geometrically rigorous forms, together with the new table version - will be presented in the spaces of the **Lighea Onlus Foundation in the 5vie Art + Design district** transformed for the Milanese event into a immersive environment characterized by warm colours, velvets, linens, silks with a variety of forms and textures.

A dialogue between produce and environment, which tells of long investigations into places where the worlds of fabric and glass meet. A "**Incalmo**" — hence the name of the installation inspired by the technique of joining several pieces of blown glass — of skills and know-how deriving from the long association with **Purho** and **Colleoni Arte** from the world of high craftsmanship, bespoke interior design, artistic workshops and historic furnaces for a new way of home decoration.

The *Holo* and *Magus* series thus present themselves as objects capable of establishing a new emotional value through the manipulation of special materials, plastic shapes, chromatic variations, new tactile and visual sensations.

**Magus** – a chandelier composed of 18 cm Murano blown glass spheres each attached to a supporting structure of variable size and shape through fabric-coated rods - arrives in Milan in two new ceiling versions, **Magus 5** and **Magus 13**, and the new **Magus table lamp**.

If **Magus 5** selects a linear fitting of five lights in series, smoothing the surfaces of the ceiling structure and of the rods by covering them in Italian salmon-coloured silk satin, **Magus 13**, in contrast, chooses the path of "groupage," mounting 13 lights and as many rods in Italian gobelin fabric to the octagonal brass structure fixed to the ceiling.

The same concept for two profoundly different products, not only for finishes and fabrics, which can be customised according to the interior design or at the customer's request, but also for the heights that make it possible to transform the *Magus* chandelier from an ideal light point for the dining area with ambient light, into lighting with a more suffused feel for living areas.

In both cases, *Magus* offers a unique focal point from which the unprecedented combination of different materials, consistencies and opposing colours emerge strongly. All sublimated by the purity of the Murano glass spheres available in the 21 special colours of the Purho colour chart.

Contrast is the leitmotif for the new **Magus table lamp**. Essential, refined, almost ethereal, the *Magus* table lamp rests on a glass base emphasizing the solids and voids within the brass and **Dedar velvets** structure, completed by a Murano glass sphere.

The brand new *Holo* tables also make their debut at the MDW19, with their amazing shapes, graceful when resting on the most restrained coffee tables, unexpected when reread in the form of a console table. Characterized by an octagonal brass structure in which every bend, angle, inclination have been studied in the smallest detail, the tables are surmounted by a sheet of tempered glass back-coloured in two different shades which in turn rests on a base lined with deliberately heavy textured fabrics.

The end result is a family of tables with explosive force.

The volumes, the technical details, the study of colour and the craftsmanship with which they were made speaks of the culture of the project in the most respectful and consistent sense of the term. They are inclusive pieces because they are able to look at the history of design while at the same time embedded into the most contemporary modernity.

## NOTES TO EDITOR

### **Purho — Italian soul with an international character**

Founded in 2012 by CEO Andrea Dotto aiming to turn into reality the potential of the marriage between Murano glass and contemporary design, Purho is now capable of marketing products stemming from solid research based on the observation of current tastes and new creative languages seen through the lens of the Murano glassmaking tradition.

The result is a range of thematic collection of sleek products characterised by a clear-cut design with only a few decorations: what stands out is their curvy as well as markedly geometrical lines featuring colour in its purity as a main trait. Indeed, there are twenty-one special nuances that make up a dense energetic palette available for personalization and bespoke products.

### **Colleoni Arte — contemporary art and design**

The space opens its doors in 2012, since then the gallery presents exhibitions and events where artistic works and products from the world of design and fabrics find a new dimension.

The intent of the gallery is to enhance the coexistence of the two souls of the space linked to the world of contemporary art and design by promoting, through exhibitions and events, the dialogue between artistic creations and the world of design, focusing on artisanal limited productions in order to let new trends for art and living emerge.

### **Arch. Filippo Feroldi**

Filippo Feroldi grew up between Milan, Parma and Brescia, he graduated in Architecture from IUAV in Venice in 1981. After a long period of travel around America and Asia, he opened his own studio that brought him over the years, both in Italy and abroad, to work on different design themes, from restoration to reuse, from new buildings to garden design and interior design for which he creates unique pieces of furniture. Glass is the new sphere of interest that occupies his most recent work.

## COLOPHON

### INFORMATION

Milano Design Week 2019  
5vie Art + Design District

Fondazione Lighea Onlus  
Via Santa Marta 15, Milano  
entry to the public from Via San Maurizio  
April 9th — 14th, 2019

Press preview  
Monday Aprile 8th, h. 12 am

Opening cocktail  
Wednesday April 10th, h. 7 pm — 11 pm

Dates and hours  
April 9th — 13th, h. 10 am — 7.30 pm  
Sunday April 14th, h. 11 am — 6 pm

Magus table lamp  
will be on view even at  
Atelier VM  
Corso Garibaldi 127, Milano

### TECHNICAL PARTNER

Dedar  
info@dedar.com — www.dedar.com  
@dedarmilano #dedarmilano

### CONTACTS

Purho srl  
Via G. Donizetti 109/111 — D1A  
24030 Brembate di Sopra (BG), Italy  
t. +39 035 33 21 93  
p.iva 03859790168  
info@purho.it — purho.it  
@purho\_official — #purho

Colleoni Arte  
Via Baioni 19  
24100 - Bergamo (BG), Italy  
t. +39 035 22 33 00  
p.iva 01483020168  
info@colleoniarte.com —  
www.colleoniarte.com  
@colleoniarte — #colleoniarte

### PRESS OFFICE

AtemporaryStudio  
PR di G.Felluga e S. Punis  
www.atemporarystudio.com  
www.atemporaryjournal.com  
@atemporarystudio  
#atemporarystudio — #atemporaryjournal

Press Office Coordinator — Special Events  
Samantha Punis  
s.punis@atemporarystudio.com  
mob. +39 339 5323693