



## Press Release

### Pratesi attend to Milan Design Week 2017 with the project Abitabito

#### Three installations represent three rooms dressed created with the precious Pratesi fabrics

Milan, 20 February 2017 – **Pratesi**, the Italian luxury home brand, will be present at **Milan Design Week 2017**, with the **project Abitabito**.

Conceived by Alessandro Guerriero and with artistic direction by Denise Bonapace, Pratesi will present a creation of three rooms dressed by an international team of female designers: Fernanda Biagi (Mexico), Lulu Zhang (China) and Giulia Zorzella (Italy), who will respectively create installations of a bedroom, a bathroom and a dining room.

These projects have been realised thanks to the collaboration of Pratesi with the excellent school of visual arts **TAM TAM**, which organised heterogeneous teams and meetings to exchange project ideas.

Abitabito was born from the play on words *abito* and *abitare*, live and to live.

Clothes dress the body and through these the space around: they are the principal way we dialogue with the external, the communication element par excellence, a second skin with which we communicate ourselves to others.

Both the clothes and the domestic spaces are realised with unique Pratesi fabrics.

Abitabito will work on the symbolic superimposition of forms and materials, until the dressed body becomes a room.

Dresscodes will contaminate domestic spaces, until the body becomes decorated and the room dressed.

The installations will be worn like clothes and the visitors can interact within the surrounding space to dress the entire room in Pratesi fabrics.

The installations realised in the Pratesi show-room will be staged following a linear route, one next to the other: **'Dreamer Skin'** by Fernanda Biagi with collaboration from Maria Piattica, Maurizio Splendore, Andrea Violante, Carlotta Godini and Monica Gesualdo, presents a visionary dreamlike bedroom, where the confines between reality, dreams and imagination will be indistinguishable.

# Pratesi®

'In between' by Lulu Zhang with collaboration from Nicoletta Veronesi, Matheus Domenghini Albano, Agnese Zappiny, Lolo Wang and Stefano Baldini presents the bathroom as a place to care for oneself: lights, colours and materials used in an essential way, proposing a path of mental purification.

Finally 'A table story' di Giulia Zorzella, with collaboration from Aleksandra Santoemma, Mahjub Ghasemi, Federico Gobbi, Giorgio Romairone and Chaeyung Lee, where the dining table, table cloth and cutlery will dematerialise leaving coloured traces of themselves.

"Pratesi was born from Love 111 years ago", Isabella and Federico Pratesi tell us. "Since 1906 our family fell in love with creative talent, considering it a rare gift. A gift that must express itself freely in its various forms. This is the sentiment at the base of the meeting between Pratesi and Alessandro Guerriero and his fantastic Tam Tam team. The emotion of a meeting of new world talents who are honoured to place their hearts and their hands in the iconic world of luxury that is the House of Pratesi.

# Pratesi®

## **Dreamer Skin** by Fernanda Biagi

Usually the bedroom is one of the most intimate places of our house, where we lay down to escape from reality and adventure in our dreams. In a bed, often a piece of furniture or a space to rest, comfort is essential. It allows our body to merge with the atmosphere and create what would be a second skin.

Softness, curves and the combination of dim colored lights recall that moment of relaxation of the body. Where a mixture between precious textiles such as cashmere and the signature Pratesi "Paradise" play with intricate decoration. In Dreamer skin the spectator will be able to interact with an oneiric fantasy where the whole place is an infinite wearable bed.

### **Materials:**

Cashmere, "Paradise" fine Egyptian cotton, Eiderdown.

### **Techniques:**

Print and quilt.



# Pratesi®

**In between**  
by Lulu Zhang

The places we inhabit are the places where we feel safe, the places where we take care of ourselves. There is a room in particular that resumes the whole essence of "taking care of oneself": the bathroom. A place to cleanse and purify, a space where we take care of our body, of that exterior that serves as a protective container for our minds.

Warm lights shine up from the floor, creating an overall comforting atmosphere for the body. As the journey progresses the body enters a series of multilayered organza panels. The transparency of the materials allows the eye to capture where others are within the space, it allows the eye to identify the space between other bodies. On the other hand, the panels can be worn, they go in direct contact with the body, a feature that allows a direct connection between the body and the space it inhabits. As approach the end of the panels, the body finds itself in an opening where it will be covered by hanging threads that recreate the enveloping and comforting effect of the water touching the skin while taking a shower.

**Materials:**

Organza (100% silk ), nylon threads



# Pratesi®

## A Table Story by Giulia Zorzella

The table is able to decompose and dematerialize itself, it can evaporates.

Starting from the ground, our first table but also the source of our nourishment, we can see a lot of clothes, really soft, suspended, made with different techniques...

The engraving becomes pattern, the pattern decrease his intensity to turn into an embroidery, a line creates drawings and it falls through the next cloth, it creates a hole, a lot of holes, falling flats, suspended...

Flats that became then net, a minimal net.. Holes with net through is possible to see the last layer, a clothes so light and trasparent.. It has an embroidery but also it has a lot of little holes that we can recognize with difficulty.

The dining room has had over the centuries the same path; starting from the heaviness of the rules that determined it's identity to the inconsistency of its function now.

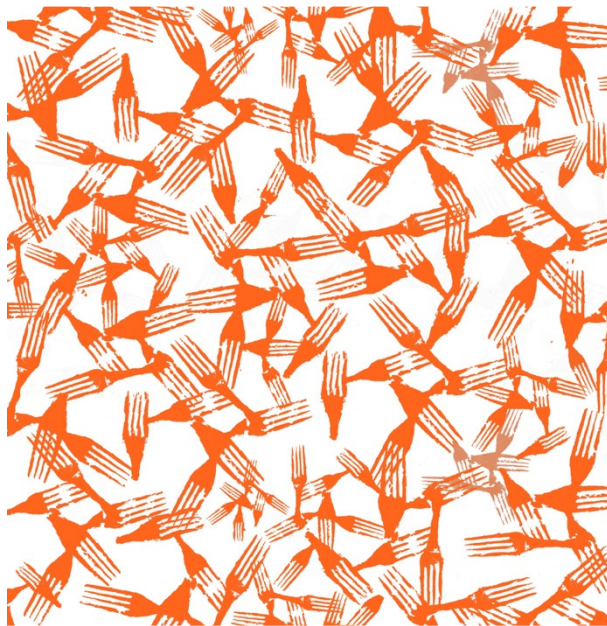
A table story is the story of a table. A table portrait that is never the same, it is able to change according to the wishes of people, their needs. But also it changes starting from the complexity of the society in wich we are living.

### **Materials:**

Padded, tulle, damask linen, acetate with embroidery silk

### **Techniques:**

Digital print pattern, embroidery, engravings



# Pratesi®

## **Abitabito**

**Where:** Pratesi Showroom, Palazzo Serbelloni, Corso Venezia 18 - Milano

**When:** Press Preview the 5<sup>th</sup> of April, at 6pm; to follow from 7pm the inauguration by invitation only.

**Open to the Public:** From 6 to 9 April, from 10 am to – 8pm | Free entrance.

## ***Pratesi***

*Pratesi, the Italian luxury brand in the home, since over 110 years creates high-quality collections of bed linen, towels and table linen.*

*Pratesi is what dreams are made of ... cotton, linen, cashmere and silk, a luxury in which everyone would like to dive. Pratesi has decorated the homes of the jet set: writers, poets, painters, composers, royal families, heads of state, celebrities. Pratesi gives a unique multi-sensory experience: the elegance of Pratesi is above fashion trends and its quality so fascinating now as in the past.*

## **For more information:**

Pratesi  
Palazzo Serbelloni  
Corso Venezia, 18  
Milano  
[www.it.pratesi.com](http://www.it.pratesi.com)

## **Press Office**

Natasha Perfetti  
C-Zone srl  
[n.perfetti@c-zone.it](mailto:n.perfetti@c-zone.it)  
Phone +39 02 8728658  
Mobile phone +39 348 4918831