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Press Release

Contacts
Elisabetta Boi and Erika Suzuki
info@housedesigngroup.it

HOUSE DESIGN GROUP + LOMBRELLO.it
Milano Design Week 2018
MY TRAVEL HOME

#HouseDesign Group
#lombrello
#MyTravelHome

House Design Group and Lombrello.it
present

#MYTRAVELHOME

Designers & Artists: Irene Balia, Ilaria Bianchi, Matteo Cugnasca, Martina Di Paolo, Eva Failla, Roberto Fanari, Cristian Loddo, Matilde Losi, Astrid Luglio, Studio Mandalaki, Isato Prugger, Enoc Side, Giulia Soldati

Creative Directors: Elisabetta Boi, Andrea Forapani and Erika Suzuki

House Design Group creates collections of objects for houses that host travelers. Travelers can discover and purchase our pieces and have them delivered directly to their home.

We live on a continuous journey between online and offline accompanied by the desire to return home and then leave again.

Purchases made on the web are related to the curiosity of discovering new places as well as new materials, shapes, lights and colors able to tell stories related to the national tradition and craftsmanship.

In this precarious balance the house, understood as a structure used by human beings to protect itself, remains a reference point for us even when we are traveling. We have to respect that house making it versatile and welcoming.

On the occasion of Fuorisalone 2018, House Design Group and Lombrello present **#MyTravelHome**: a collection of objects created by Italian designers and artists who love tradition set in our contemporary life.

The capsule collection **#MyTravelHome**, designed to be versatile and sociable with every kind of person and environment, will be shared within two special containers: one offline, the Carretto, a mobile platform located in via Solferino - corner via Pontaccio, and another online, the collection of objects can be purchased on the dedicated section of lombrello.it



Lombrello, an online design boutique, offers a selection of vintage items, prototypes, unique pieces and tableware dedicated to the most demanding consumers. The independent realities that are part of it have been carefully chosen for their aptitude for research design.

Lombrello was born as ecommerce in Milan in the spring of 2017, intercepting a growing demand from the public to let enter the design into their homes.

Tired of the mainstream and the contemporary trends that make places too similar to each other, we are looking for the uniqueness and imperfection of the object created with love and passion.

We appreciate objects that tell a unique history of what we find among our territories and that brings us the experiences of the multitude of cultures that crowds this country. It never stops to amaze us.

Returns for the second year the successful format for Design Week 2017: Il Carretto, an exhibition space and meeting point where people can browse peacefully through the products on show.

Sponsored by the City of Milan, Il Carretto 2018 expands the selection of objects in collaboration with House Design Group. Stay tuned to discover our cultural program of meetings with our artists and designer.

"When we travel, we love collecting the objects of the place we lived, without ever forgetting to take Lombrello with us."

Elisabetta Boi and Erika Suzuki

17/ 22 APRIL 2018

Il Carretto, via Solferino - corner via Pontaccio, Milano

Free entry 10:00-21:00

housedesigngroup.it

lombrello.it



TITLE: Radura

DESIGNER: Irene Balia

PROJECT: Cloth for decorative use

PROJECT

Radura is a cotton cloth weighing 290gr / m² with a twill weave, printed with a pattern taken from a background inspired by grassy layers found in some Renaissance paintings. The Radura cloth has a varied decorative use especially suitable for sofas and armchairs. It is a small ancient lawn for domestic use.

Materials : cotton towel - weight of 290gr/m²

Size : 200 x 150 cm

Price : € 200

BIO

Irene Balia was born in 1985 in Iglesias.

In 2013 she inaugurated her first personal exhibition, Hortus Conclusus, in Milan at Circoloquadro. In the same year she was a finalist for the CO.CO.CO.-contemporary contest como and the Michetti Prize. In 2014 she made a mural at the Pediatric House of the Fatebenefratelli hospital in Milan on the occasion of the "Art as Therapy" project, and in 2017 at the Citadel of the Milan Archives. Irene was part of Enzo Cannaviello's project "Nuova Pittura Italiana": a group of 12 painters who exhibited their work in galleries around Italy and abroad linked to the Cannaviello Art Studio.

She lives and works in Milan.



TITLE: Rovinette

DESIGNER: Ilaria Bianchi

PROJECT: Column cards holder | Column Carrara candle holder | Column candle holder | Table mirror | Stairs vase | Cloumn vase | Sunset pencils holder

PROJECT

Rovinette, the new desk object collection designed by Ilaria Bianchi, is born from a reflection on historical landscapes. Candle-holders, mirrors, pencil-holders and card cases become small tabletop architectures, archetypal shapes that allow the creation of a personal capriccio vedutista.

Marble (in all its variations: Carrara, Verde Guatemala, Cipollino Azul Bahia, Perlino Rosa, Giallo Reale, Travertino) is worked in two ways, milled and cleft. In the company of brass, the stone can thus express the contrast between nature and manufacture, continuous and broken lines, returning the symbolic weight of ancient things - in proportion to Rovinette's physical and temporal scale.

Rovinette establishes a visual imaginary that offers a brief escape from modernity. Looking up from work is the first step of a brief walk between ruins, an intimate space of solace and contemplation.

These are objects that happily grow old: unafraid of the flow of time, they are an invitation to immerse oneself in it.

Materials : Carrara, green Guatemala, Cipollino, Botticino, Azul Bahia, Perlino, Giallo Reale, Travertino, black Marquinia marble, Serizzo, brass

Size : -

Price : Column cards holder 260 € | Column Carrara candle holder 290 € | Column candle holder 290 € | Table mirror 420 € | Stairs vase 310 € | Cloumn vase 370 € | Sunset pencils holder 290 €

BIO

Ilaria Bianchi (Pisa, 1989) is a product and furniture designer based in Milan. She works with design studios, galleries, companies and private clients and her projects range from industrial design to unique pieces, uniting technology and craftsmanship through an analytical and critical approach to design, with particular emphasis on materials and sustainability. Following her studies at the Polytechnic of Turin and at Central Saint Martins in London, since 2015 she has been developing her personal practice working and exhibiting in international galleries and cultural centres such as the Victoria&Albert Museum, Triennale di Milano, DIMOREGALLERY. She was selected by Italy's Ministry of Foreign Affairs as one of the 100 Italian design ambassadors for the Italian Design Day, and she won a WallPaper* Design Award in 2018 with her Duo Shelf project.



TITLE: Velluto 2

ARTIST: Matteo Cugnasca

PROJECT: Quadro

PROJECT

"Velluto 2 " is the second of a series of 2 art pieces characterized precisely by the use of the homonym material, the velvet.

The easy recognizable representation of the world map has been interpreted and replicated over the years in contemporary art by many different artists including Boetti, Gusmaroli, Ceribelli, etc...

I also wanted to make it using different and unique materials and techniques.

The utilization of the velvet and welded aluminum wire, materials that are completed different, turn out to be in a perfect tune in this work.

The question that must be answered is how those materials stay together...

Material : velvet and welded aluminum wire

Size : 81x 61,5 cm

Price : € 1500

BIO

Matteo Cugnasca was born in Milan in 1988. He graduated from NABA academy, in Milan, in Product Design. He experiments with materials and applications in the artistic field at university. He seeks and finds inspiration during the third year of studies in San Francisco (California), the home of many world-renowned artists. The process of growth continues after the studies, in Australia, and with many other travels to different states of the world. Now he lives, works and experiences in Milan, Italy. His works are characterized by a mix of materials, colors and techniques very different from each other, such that each piece is unique. Passionate about arts since childhood. Creativity and thoughts to be expressed through this passion, or a sincere surge of creative energy, and a way to escape the everyday life.



TITLE: Crazy Animals
DESIGNER: Martina Di Paolo
PROJECT: Placemat + Posters

PROJECT

The interest in the bizarre and the anomalous always holds a prominent place in the artistic research of Martina whom, fascinated by the Wunderkammer and the medieval bestiaries browsed in the accademic years, develops a sort of modern bestiary enriched of bright colours whose protagonists are pets invested with madness and fashion soul. The love for textures and colour, a dominant features of her work, invades as well posters as placemats, inviting whomever to take lightly daily life. We all are a bit crazy animals each one in their own daily jungle, as far as it goes!

POSTER

Material : Stampa Fine Art su carta Hahnemuhle German Ethcing 310 gr. formato A3
Tiratura in 25 esemplari
Size: A3
Price : € 150

PLACEMAT

Material : Italian linen
Size : 40 x 45 cm
Price for 2 pieces : € 38

BIO

Martina.
Ex-compulsive candy eater.
Milanese adopted.
As a child she scribbled the house walls and the tissues of her mother's laboratory. Pencil in her hand since 1989, today she designs for companies and textile studios, in her free time she draws again between a bookstore break and a marathon in vintage shops. Not available before the third coffee.



TITLE: Circo
ARTIST: Enoc Side
PROJECT: Photos

PROJECT

These shots are part of a mini series of portraits dedicated to a group of circus people who are still living at modern society borders and their wandering world.

Material : fine art paper giclée prints on Hahnemuhle

Size : 40 cm x 30 cm

Series of 10 numbered copies with certificate of authenticity

Price : € 400

BIO

Valentino Congia, born in 1985, concludes his studies in economics and then changes his path and embarks on a career as a photographer and video maker. His production is divided between personal research and commissioned work. Among his inspirations Andrea Pazienza, Richard Avedon and Anthony Bourdain.



TITLE: Cassiopea

DESIGNER: Eva Failla e Matilde Losi

PROJECT: Ice dying Separè

PROJECT

The ancients identified Cassiopeia with a constellation that is to form with that Cepheus, placed near it in the sky, the only two celestial constellations dedicated to a husband and a wife.

With the design of a divider called Cassiopea we intend to refer to the function of dividing a space to get more intimate ones.

The fabric pattern with the icing dying technique is instead connected to Cassiopea understood as a constellation in its being punctual in chaos.

Materials : Koto wood, geolite, iron, hemp fabric dyed with ice dying technique

Size : (open): 32 x 182 x 200 H cm (close): 32 x 64 x 200 H cm

Price : € 550

BIO

Matilde Losi was born in Reggio nell'Emilia in 1992.

After studying Industrial Product Design at the Politecnico of Milan, she moved to the city of Eindhoven, in the Netherlands, where she finished her studied and worked for a while in a design studio.

Currently she lives and works in Milan as an assistant for the artist Nathalie Du Pasquier carrying out parallel projects with Eva Failla.

Eva Failla was born in Milan in 1990.

She studied Industrial Product Design at the Politecnico of Milan and Textile Design at the Central Saint Martin. During her London stay, she began working in a studio of screen printing experimenting with printing techniques applied to fabrics.

Back in Milan she continues to work in the field of textile, collaborating with Matilde Losi.



TITLE: Firefly

ARTIST + DESIGNER: Roberto Fanari and Cristian Loddo

PROJECT: Lamp

PROJECT

It's art. It's design. It's magic.

From the union of the artist Roberto Fanari, sculptor, and the designer Cristian Loddo, Firefly is born, the lamp with simple shapes embellished by the meticulousness of the illustrated images.

Plants and animals come alive in this light box, drawn in black china as in the illustrations of the ancient bestiaries

Beautiful beings come to life like a magic lantern framed in a beech box.

Firefly contains the suggestion and beauty of images that evoke ancient knowledge.

A daily object that recalls the past.

A warm light that stands out the work and illuminates the environment.

Materials : beech wood, paper, black china

Size :

Price : € 60

BIO

Cristian Loddo, after the degree in 2008 in Industrial Design at "Politecnico di Milano", attended a master at "Scuola Politecnica of Design" and took part in several Workshops among which Decathlon and Vittorio Bonacina.

He has worked with WMF , Lagostina, Nivea as product designer; he still collaborates with Gabriella Crespi.

In 2010 he joined Studio Sowden working as product designer, focusing on ceramic designs. With the project Maestrale, he was awarded for the contest "Pure Sardinian Wool" in 2011.

Roberto Fanari was born in Cagliari in 1984. In 1999 he enrolled at Carlo Contini High School. In 2003 he moved in Sassari and enrolled at Academy of Fine Art in Sassari (Sardinia) where he graduated as sculptor. Now he lives and worked in Milan.



TITLE: Cordialino

DESIGNER: Astrid Luglio

PROJECT: Set di bicchieri

PROJECT

Set of glasses inspired to the old-fashioned happy hour, casual, simple and light. It can be also used for small sips of digestive. The set is composed by three pieces blowed in borosilicate glass and plays on stackability, colors layering and transparency, giving a new life to an italian tradition with a vintage taste.

Materials : blown borosilicate glass

Size :

Price : Transparent Set € 90 each | Colored Set € 180 each

BIO

Astrid Luglio, born in Naples, lives and work as freelancer in Milan. After a degree in Product Design at NABA, New Academy of Fine Arts in Milan, she started collaborating with several design studios, first in Milan, and then in Melbourne, Australia, where she lived for one year. Her projects are often inspired by food, its history and culture. Currently, Astrid continues with her research and experimentation in this creative field, collaborating with a different range of realities, culinary and no



TITLE: MYEKI

DESIGNER: Mandalaki Studio

PROJECT: Charging and lighting station

PROJECT

A piece of furniture characterized by pure shapes, colors, and materials. The simplicity of the lines references a touch of high technology that goes in line with Apple products for which it is designed. Myeki Light is neither a smartphone charger, nor a lamp. It is a new type of product designed to enrich and improve the user experience in a world of increasingly present electronic devices. The source of energy when placed in a domestic environment becomes a piece of furniture.

Myeki Light consists of two versions: the first is wireless and is compatible with the Myeki System platform which provides the energy for charging and lighting through induction and mutual contact;

the second is powered by a thin rubber cable that plugs into a USB socket which solves any issues with international compatibility and can be used nearly anywhere.

Universal Ring is a part of the Myeki Universal line, and is designed to fit into public and working spaces. With bright lines, its presence is marked with softness and elegance, helping the user find the power source. A new way to integrate power sources for domestic devices.

Material : polycarbonate soft touch

Size :10 cm (diameter) x h.4 cm

Price : € 85

BIO

Mandalaki studio is a product design and consulting firm.

The studio mixes analytical research with creative thinking in order to identify new business opportunities. By combining functional, technical and aesthetic research, each project is the result of a constant dialogue between our different voices and skills and it is aimed at reaching both essentiality and functionality. Our main partners are companies, startups, no profit organisations and universities. We constantly look for new collaborations and partnerships where design can provide value to the business.



TITLE: BONSAI

DESIGNER: Isato Prugger

PROJECT: Portacandela

PROJECT

Bonsai candleholder is inspired by the minimal but expressive Japanese bonsai vases. Conceived as a decorative accessory, it is designed to adapt to a wide range of uses; in fact, it could be a desk organizer, a centerpiece, or more simply - resembling what it was inspired by - a flower vase.

Material : Black Bakelite

Size :15 cm (diameter) x h.11 cm

Price : € 35

BIO

Isato G. Prugger si laurea al Politecnico di Milano nel 2014. Ha collaborato con diverse aziende del settore, sperimentando diversi approcci alla progettazione a Milano, Dongguan (Cina) e Stoccolma. Nel 2016 fonda Isato Prugger Design Studio per approfondire la sua personale ricerca nel mondo del design. Vive e lavora a Milano.



TITLE: TRANSIZIONI

DESIGNER: Giulia Soldati

PROJECT: Set of ceramic

PROGETTO

Transizioni is a set of ceramic that, thanks to their small dimensions and width, suggests a more dynamic and instinctive way of interacting with food, through the use of just hands. An instinctive experience made of gestures where the 'scarpetta' with the fingers is a must.

Material: Ceramic, white color

Customization with words impressed in the ceramic

Size : average diameter 10 cm

Price: set of 4 pieces € 20 | set of 6 pieces € 25

BIO

Giulia Soldati is an Italian freelance designer, currently based in Milan, Italy.

After a bachelor degree in Product Design at NABA, Nuova Accademia di Belle Arti in Milan, she decided to move to The Netherlands where she graduated from the MA in Social Design at the Design Academy Eindhoven and she started her research into food.

Giulia Soldati is now busy researching ways to merge the world of food and design, and to make them influence each other. Giulia's work is inspired by food and food culture, and in particular by the culture she is from, Italy.

In her design practice, Giulia uses food as a tool to explore the relationship with our bodies, to push and to question our culture and beliefs, giving shape to new culinary experiences and languages.