

April 2018

Pietro Russo x Gallotti&Radice at Fuorisalone 2018: Luce Solida, an interactive journey into the dreamy world of imagination.

For the 57th edition of Salone del Mobile 2018, Gallotti&Radice invites visitors of the Milan's Furniture Fair into the dreamy world of imagination. To celebrate their presence at **Fuorisalone** in via Cavallotti, 16 "**Durini District**", the Italian company has commissioned artist and designer Pietro Russo to create an interactive and artistic installation intended to evoke a feeling of poetic disorientation in which visitors experience movement to the accompaniment of sound effects.

Luce Solida represents the materiality of light and plays in contrast with shadows to sometimes reveal or hide the environment and its surroundings. Russo's creative space will include previous pieces of his striking black and white collection designed for Gallotti&Radice along with new designs released in the 2018 collection. The company's installation for this year's Milan Design Week, emerged out of a desire to create an innovative design that would be futuristic yet honour the brand's origins. Russo approached the installation as both a designer and a scenographer, drawing attention to the forms of the various objects and their placement in space, as well as their collective influence on our perception of art and design.

The installation will reveal its quintessential nature through the two showroom windows; visitors will be welcomed inside the space by appointment only. Passerbies will be invited to record and share the changing essence of the installation via Instagram using the hashtag **#lucsolidaevent**. Their images will be displayed in real time on a dedicated website with the chance to be selected by a designated jury who will review and pick the most suggestive moments at the end of the fair.

Details:

Luce Solida | Pietro Russo X Gallotti&Radice

via Felice Cavallotti, 16 - Milan 20122

Tuesday 17th to Sunday 22nd of April 2018

10am – 10pm

To book your place please visit or write to:

lucsolidaevent.com

lucsolidaevent@gallottiradice.it

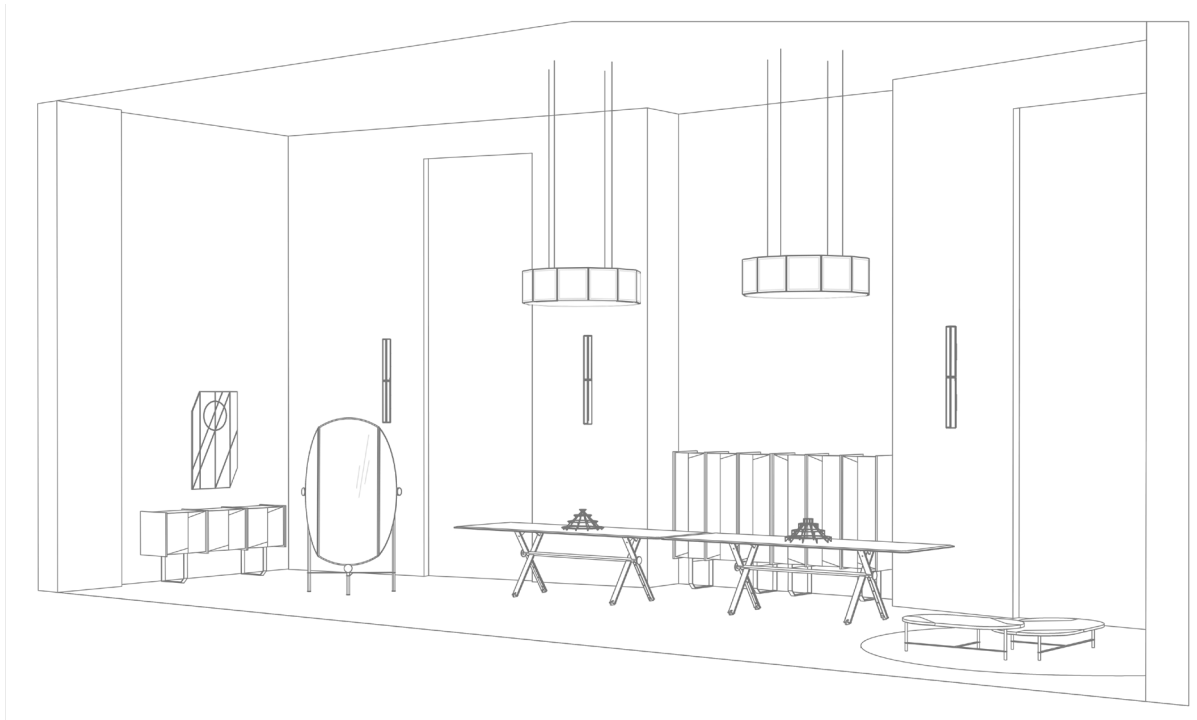
To receive additional information and high res images please contact:

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#lucsolidaevent #gallottiradicestyle



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