

Ventura Centrale 2019

Date: 9 – 14 April 2019 (during Milan Design Week)

Location: Via Ferrante Aporti 9, 20127 Milano MI, Italy



NAME OF EXHIBITOR

LENSVELT & MODULAR

PARTICIPANTS

LENSVELT FURNITURE LABEL,
MODULAR LIGHTING INSTRUMENTS,

FURNITURE DESIGNED BY:

BARANOWITZ & KRONENBERG (ALON BARANOWITZ & IRENE KRONENBERG),
BINST ARCHITECTS (LUC BINST),
FABIO NOVEMBRE,
GERRIT RIETVELD,
I29 (JASPAR JANSEN, JEROEN DELLESEN),
JOEP VAN LIESHOUT,
MAARTEN BAAS,
MAARTEN VAN SEVEREN ,
OMA (OFFICE FOR METROPOLITAN ARCHITECTURE),
PIET BOON,
RICHARD HUTTEN,
RICK MINKES,
STEFAN JAMAER

SCENOGRAPHY DESIGNED BY

JPS.ARCHITECTEN (JANPAUL SCHOLTMEIJER)

Country

Belgium, Israel, Italy, Netherlands

TITLE OF EXHIBITION

All New

Project information

BACKSTAGE, SPOT-ON!

Two distinct brands Lensvelt and Modular Lighting Instruments merge together in a performance: ALL NEW!

In collaboration with the scenography of Janpaul Scholtmeijer (JPS Architects), the rough, industrial space under the arches of Ventura Centrale is being transformed into a brand new atmospheric theater where the directors Modular and Lensvelt give a spectacular show.

Backstage Lensvelt presents dozens of new products in collaboration with international renowned designers, architects and artists, who shine like actors on soft pink stages. Attractively lit and illuminated, the furniture itself plays various scenes in the play. The public is invited to enter the theater backstage and take part in the showpiece with props and scenes of transparent canvases.

In the spotlights: the New Chesterfield armchair by Baranowitz & Kronenberg, Table Five by Luc Binst (B brand), the seating system Blocks by OMA, the New Balance by Fabio Novembre, and chairs by i29, Piet Boon and Rick Minkes. In addition, expansions of successful chair collections by Richard

Hutten (This Chair), Maarten Baas (MB Chair), Atelier van Lieshout (Lazy Modernist and Office Chairs), Gerrit Rietveld (Military Chair), Maarten Van Severen (select furniture) and also Stefaan Jamaer makes his debut with a coat rack.

Modular Lighting Instruments has been rewriting the rules for architectural lighting since 1980 and comes to Ventura Centrale with luminaires that leave the audience impressed, enlightened and maybe even a little bit puzzled. Amongst others: Marbul Suspension, a playful luminaire that has won multiple design awards. Pista, an innovative track rail system that shakes up the definition of minimalism. Or Dent: an ultra-thin wall fixture that combines a minimalistic design with a certain 'je ne sais quoi'.

Website

<http://www.lensvelt.com>

www.supermodular.com

Instagram

<http://instagram.com/lensveltdesign>

<https://www.instagram.com/supermodular/>

Facebook

<https://facebook.com/LensveltBV>

<https://www.facebook.com/ModularLighting/>

Twitter

<http://twitter.com/lensvelt>

<https://twitter.com/Supermodular>