



Press Release

Milano Design Week 2022

MOSCAPARTNERS PRESENTS THE PROTAGONISTS AND PROJECTS OF DESIGN VARIATIONS 2022 ON SHOW AT THE CIRCOLO FILOLOGICO MILANESE AND AT PALAZZO VISCONTI.

From 6th to 12th June, Design Variations 2022, the international exhibition curated by **MoscaPartners**, reunites a selection of protagonists from the world of design and architecture that will present their work at the **Circolo Filologico Milanese** in Via Clerici 10 and **Palazzo Visconti** in via Cino del Duca 8 during **Milan Design Week**.

CONTEMPORARY CARYATIDS - OLIMPIA ZAGNOLI

The façade and the windows of the **Circolo Filologico Milanese** will be the backdrop for an installation that pays homage to the cultural heritage of the building through a play of contrasts with the austere liberty architecture.

This year's edition features the work of **Olimpia Zagnoli**, internationally renowned artist and illustrator. Olimpia Zagnoli began her career when Italian and international publishing houses chose to print her illustrations with their intensely **personal style made up of soft shapes and intense colours**. She has worked with many magazines and book publishers including The New York Times, Taschen, La Repubblica, Penguin Books, Apartamento Magazine and in 2019 she created her first cover image for **The New Yorker**. While continuing to work on collaborations, **Zagnoli also pursues on her own field of personal research** which is built on visual experiments such as music videos, design objects and moving sculpture.

The artist presents the *site-specific work* **Contemporary Caryatids**, which plays on the concept of the caryatid of classical architecture, drawing parallels between the past and the present through the filter of the Circolo Filologico Milanese, the city's oldest cultural association.

With Olimpia Zagnoli's **pop aesthetic and bold colour palette** the anthropomorphic figures will alternate with elements that represent the world of design, celebrating human ingenuity and paying homage to the vocation of the city of Milan. The work will adorn the façade and arched windows of the building, with large **abstract, cartoon-style silhouettes**.

The installation *Contemporary Caryatids* was also made possible thanks to the collaboration of **3M**, *main partner* of *Design Variations 2022*, the multinational company leader in technological and scientific solutions for a number of industries. 3M's architectural finishes allow designers to completely re-imagine spaces providing a whole new range of creative possibilities. The **Scotchcal™** films, known for their intense colours and durability, are used

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for the bold and sinuous forms of the *Caryatids*; the **FASARA™** range, designed specifically for glass, are used for the illustrations on the windows to filter the sunlight and to create unique chromatic effects.

THE EXHIBITION AT THE CIRCOLO FILOLOGICO MILANESE

As soon as you cross the threshold of the Circolo you come across ***Light in progress*** by **Foris** with an installation designed by **Sovrappensiero Design Studio**, that represents the two sides of the lighting objects produced by the company. Tradition and experimentation are translated into a luminous pathway that develops throughout the space. Corners, stairs and walls become the backdrop for this exhibition in which the brightly coloured lamps by Foris made with 3D printing techniques interact and contrast with the classical architecture.

Aluminium circular thinking, curated by *altreforme*, presents **Sissi** and **Otto**, two projects by **Doriana and Massimiliano Fuksas** in aluminium sourced from a circular economy. *Sissi* is a collection of five carefully superimposed seats that combine functionality with a sculptural aesthetic. *Otto* was inspired by the idea of freedom of movement. The surface of the piece is perforated with an irregular, dynamic pattern that turns it into a kinetic sculpture.

The splendid **Sala Liberty** hosts the **Circolo Thonet**. The **Thonet** installation, designed by **Sebastian Herkner**, focuses on the values at the core of the Circolo, the exchange of ideas and a sense of community. It does this by recreating the sociable and convivial atmospheres of the historic Viennese coffee houses furnished with pieces produced by the famous brand. The selection of products on show includes objects by **Sebastian Herkner, Marialaura Irvine, Günter Eberle** and **Werner Aisslinger** as well as more classic pieces in wood and tubular steel.

The path continues with **Orografie** and a collection of furniture and products designed for the actions and habits that are typical of contemporary lifestyle, as if they were new lifestyle *rituals*. It is an immersive experience that takes us on a surreal journey through words and hybrid objects, oscillating between digital and analogue. It is a group exhibition featuring the works of **Andrea Branciforti, Francesco Faccin, Giuliano Fukuda, Lanzavecchia+Wai, Martinelli/Venezia, Elena Salmistraro, Livia Stacchini, Standa**. This the collection has expanded with the addition of *Agata*, a homage to Mendini's Proust chair, by **Antonio Aricò**.

M for Museum by **Supermama** explores new frontiers for the objects of the Singapore-based brand that, with this show, has brought together the cultures of different peoples to encourage inclusivity and the exchange of ideas. Every object is connected within the vision of the designers that took up the challenge: **i'mAble Collective Makers** with the groups **The Art Faculty, CPAS, Metta Welfare Organisation, SAVH; Fraun Fraun, Jolene Tan, Shu, Songbom, YY Liak** of **Illustrators of Singapore; Kyogi Collection, Nikkei, Olimpia Zagnoli, Serial, Studio Juju, Tye Sok Kuan**.



Cartiere Paolo Pigna presents the project by the premium Italian stationary brand **PdiPigna** with the creative direction of **Matteo Ragni**. PdiPigna takes us on a journey through history with some of its most iconic notebooks and diaries that perfectly reflect the culture of their time. The collection includes the hypnotic lines of **Gio Ponti**, the minimal designs of **Enzo Mari** as well as the historic **Nero Oriente** and **Bella Copia** from the company's archives and the contemporary vision of **Olimpia Zagnoli**.

Moving up to the first floor and into the library we come to the installation **Thinking in Marble** by **Paolo Ulian** for **Bufalini**. Here the raw material is interpreted through the unique sensibility of the designer and brand using a combination of traditional techniques and cutting-edge technology. With the collection of vases, bowls and trays **Drap**, the vases and lamps entitled **Stripes**, the **Trilite** seat and washbasin inspired by oriental craftsmanship and the **Optical** panels, the exhibition explores the infinite possibilities of marble.

The Japanese textile company **Kawashima Selkon Textiles** presents **WOVEN NARRATIVES - Kyoto, the landscape of Four Symbols**. In this exhibition, the design unit **AtMa inc.** will fuse traditional techniques with contemporary technologies and materials in an installation that pursues richer expression and suggests the possibilities of textiles that continue to innovate. The concept is based on the four cardinal points that are represented in turn by four different iconic creatures: a dragon, a tortoise, a tiger and a bird that together depict the landscape of Kyoto.

With the installation **Landed: Casting Magic Spells** produced by **Studio MILO**, the art directors of **Scapin Collezioni**, **Elena Salmistraro** and **Matteo Cibic** continue on the journey they began in 2021. In expanding the series **New Atomic Age** and **Nazca Booby**, the two artists once again use craftsmanship to express their vision. The first collection continues the exploration of marble and polyurethane with a new table and lamp; the second concentrates on new colourations with gradients, lacquers and forms applied to a coffee table and mirrored room-divider.

On the balcony **3M** presents the **augmented reality** experience that enables the visitor to change their surroundings by using the dedicated devices and to select architectural surface finishes from the **DI-NOC™** collection. The **3M Home virtual reality** technology transports you into a brand-new environment which can be explored with oculus and pad. Inside, the visitors are represented by avatars and can move around inside a **mall**, a large, surprising space that is totally customizable thanks to the diverse range of 3M solutions available.

The project **Decompression Chamber** by **Assopiuma**, the association that promotes and certifies high quality furniture padding, uses simple elements to focus on the tailor-made quality and sustainable vision of the brand. Under the direction of **Ilaria Marelli**, the white, upholstered walls create a relaxing sensation of floating while the tree at the centre of the room symbolizes the natural materials used in the manufacturing system of excellence which can be directly experienced by the visitor with a walkthrough video projected onto the walls.



Moving on through the building, you come across **aprile**, a suspended seat designed by **Matteo Modica** for **Sublimio**. Inspired by the childlike lightheartedness of spring time, it is a precious object produced in a limited edition of 30 (+30) numbered pieces, all of which are part of a story set in the month of April.

Totem by **Sodai** showcases the surface design of **Carlotta Fortuna**, which is centred on the harmony between subject matter and a balanced use of colour. **Totem** combines very different sources of inspiration - the levity of oriental culture and the austerity of Nordic landscapes - in one single visual language. The result is a versatile collection full of stimuli to spark the imagination reproduced on different coloured backgrounds with a recycled-paper effect to show the full potential of the decorative surfaces produced by the company.

Following the circular route through the exhibition you turn back on yourself to go down the stairs to the lower ground floor where you are greeted by **The Hall of Supreme Harmony**, an installation by designer **Nicola Gallizia** for **Battilossi**, inspired by ancient imperial China with a collection of rugs by the Turin-based company. The mystery and atmosphere of the oriental court is evoked by the use of rich textiles which transport us in our imagination to far off places bringing cultures together over space and time.

THE CAFFÈ DEL CIRCOLO - MARIALAURA IRVINE

The lower ground floor also hosts the **Caffè del Circolo**, the permanent *makeover* of the bar, by **Marialaura Irvine**. The focal point of the project is the exploration of materials, their mass, solidity and texture: every element has been selected or designed by the studio to create a cohesive amalgamation and defined aesthetic with **different chromatic nuances in every material chosen**.

The project is the result of **Marialaura Irvine's** research and includes a selection of products and design objects identified through her **in-depth study of materials**. The *Caffè del Circolo* is made up of a bar, a reading room, a lounge and a garden and was made possible thanks to numerous international partners whose contributions brought their unique identities and approaches to the project.

The tables and chairs of the bar area are made by **Thonet**: from the bar stools to the low tables and chairs of the reading room, to the sofas, some of which are in a pale red-purple colour developed especially for Caffè del Circolo.

3M, main partner of Design Variations 2022, covers the surfaces of the bar with its architectural films DI-NOC™ in two metallic finishes that reflect the light in different ways depending on your point of view. The floors are covered with **Tarkett** linoleum whose colour contributes to the pastel palette of the bar.

The walls are covered with a variety of clay surfaces by **Matteo Brioni**, which is also applied as decoration to an arched curtain designed by the studio. The natural colours chosen range from cream to pomegranate and are full of texture.



Métaphores, the French firm belonging to the Hermès textile division, was selected to cover the sofas and cushions with their precious fabrics and enhance the lounge with a drapery of shimmering shades.

Forma&Cemento contributed to the project with an imposing bookcase, textured panels for the walls, and outdoor coffee tables inspired by classical décor, designed by Marialaura Irvine.

A series of lamps by **Foscarini** furnish and light up the space. One example that stands out is a minimal suspension lamp in cement designed by Lucidi and Pevere, notable for its neutral colour and textured surface.

Fangorosa, *e-commerce* brand specialized in handmade Italian surfaces, supplied a series of vases designed by Marialaura Irvine and made of different types of clay that look two-dimensional.

The garden was created in collaboration with the company **Fratelli Leonelli**, expert in the design and realization of green spaces.

The *food and beverage* are managed by **Cosaporto**, the first “Quality Delivery Service” in Italy, already partners with some of the most famous names in haute cuisine in the city. **Brothering Milano** and **Martesana Milano 1966** will take care of the everyday service and will supply the products available at Caffè del Circolo.

THE EXHIBITION AT PALAZZO VISCONTI

In the area of Durini-Monforte, the salons of **Palazzo Visconti**, with their rich baroque decoration and frescos, will host the installations of the new participants whose work creates a contrast between the contemporary nature of their design and the historic backdrop of the location.

Turn on, Tune in, Drop by... is the installation curated by **Donatello D'Angelo** for **Centro Studi Poltronova** that presents three of the Tuscan company's most iconic pieces: the sofa *Superonda* by **Archizoom Associati**, in a new version with *Terrazzo* fabric designed by **Bethan Laura Wood**, the *Plasma* armchair designed by **Nigel Coates** and the *Ultrafragola* mirror designed by **Ettore Sottsass jr.** Together these pieces integrate different artistic approaches and keep the relationship between the past and the present of design culture very much alive.

Woak presents its **new collection of furniture for 2022**. In the Specchiera room the contrast between the ancient paintings and the modern industrial metal sheets amplifies the symbiosis of styles at the heart of the new Woak products. The designers who have contributed to the project with their own personal aesthetics are: **Andrea Steidl, Francesco**



Faccin, Christophe de la Fontaine, Matteo Zorzenoni, Constance Guisset and Zoran Jedrejčić.

LcD Edition Textile brings a great gateau of copper jacquard to the Palazzo, made in collaboration with the French artist **Isabelle Leourier**. The imposing object is 5 metres tall, made of 280 metres of metal fabric and took artists and craftsmen months to make. Part of the collection **Happy Metal**, the tiered cake is dedicated to light and to render the idea all the materials have a unique translucent quality achieved through the use of cutting-edge production techniques.

Design is Diversity is the name of the exhibition developed from the laboratory *Ephemeral Temporary Spaces 2* at the **Politecnico di Milano School of Design**, held by **Michele De Lucchi, Francesca Balena Arista** and **Mario Greco** with **Marco De Santi, Gabriele Milanese e Giada Boromello**. The students start from complementary abstract concepts, such as diversity, uniqueness, identity and change, that are then interpreted and translated into scale models and videos that transform the surroundings into a narrative space.

Close to the Edge is the collection of stones and glass designed by **Mario Trimarchi** to pay homage to the ancient Japanese art of *Suiseki* which is the creation of small stone sculptures that evoke the idea of majestic mountains. Mario Trimarchi has created a collection of borderline objects that, with a precarious sense of balance, interpret the oriental attitude to meditation as an exercise in modesty and in being at one with nature.

Palazzo Visconti will host a **cocktail party on Thursday 9 June, from 7pm**. The event will be managed by **Lumière Banqueting**, an event organization company founded by **Luciana Belloni**.

Many partners who believe in this project have participated in *Design Variations 2022* including **Architonic, Archdaily** and **designboom** as communications partner.

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Con il contributo di



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Design Variations 2022 by MoscaPartners
Milano Design Week 2022
7 - 12 June 2022 | 10am – 8pm

Circolo Filologico Milanese
via Clerici 10, Milano
Press Preview | 6 June 12 – 6.30pm
Opening Party (by invitation only) | 6 June 7pm

Palazzo Visconti
via Cino del Duca 8, Milano
Press Preview | 6 June 12 – 6.30pm
Cocktail Party (by invitation only) | 9 June 7pm

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