

Patronage



INSTALLAZIONI

Cortile d'Onore
Alessandro and Francesco Mendini
with Elegant Living
Michele De Lucchi
with Listone Giordano, Marzorati Ronchetti and Publistand
Monica Armani
with Provincia Autonoma di Trento
Odile Decq *with Fiandre*
Massimo Iosa Ghini
with FVG Fabbrica Marmi e Graniti
Tribute to Richard Meier
with Italcementi i.lab
Ludovica+Roberto Palomba
with Payanini and Zucchetti.Kos
SOM/Skidmore, Owings & Merrill
with CarraraMarmotec
-Franchi Umberto Marmi, Gemeg, Il Fiorino, Italmarble Pocaì, Marmi Carrara, MT&S, Sagevan Marmi, Sam, Savema-
Speech Tchoban & Kuznetsov
with Taltos
Zhang Ke/Standardarchitecture
with Camerich
Jacopo Foggini *with Maip*
Przemyslaw "Mac" Stopa
with Samsung Cheil Industries
Cortile della Farmacia
Akihisa Hirata *with Panasonic*
Cortile del 700
Scholten&Baijings *with MINI*
Hall Aula Magna
Exhibition Verge curator Elena Selina
with Be Open
Loggiato Est
The Fake Factory
with Deborah Milano
DESIGN ISLANDS
Portali
Patricia Urquiola *with Missoni*
Loggiato Ovest
Jürgen Mayer H. *with Vorwerk*
Marc Sadler
with Samsung Electronics
Scaloni d'Onore
Lorenzo Palmeri *with*
Istituto Italiano di Fotografia
Marco Vigo *with The Glass Farm*
Cortile d'Onore
Ora Ito *with GVM*
Designers for Klein Karoo
Matteo Ragni
with Camparisoda and Verallia
Press Room
production Castelli
with Regione Lombardia - Decò Ter
Thanks to
Baxter, Frag, Fratelli Boffi, Kartell, Kenzo Maison, Lema, Living Divani, Meritalia, Minotti, Moroso, Poltrona Frau, Porro, Sawaya&Moroni, Tecno, AntonioLupi, Corradi, Dilmos, Eumenes, Fratelli Ingegno, G.T.Design, Jove, Rossana Orlandi, Sampietro 1927, Serralunga, Tectona, Up Group, Artemide, Cini&Nils, Linea Light Group, Luceplan, Martinelli Luce, Oluce

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INTERNI

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Milano Capitale del Design® 2012 (16-22 April 2012)

Università degli Studi di Milano Via Festa del Perdono 7, Milan (16-28 April 2012)

save THE DATE

**Università degli Studi di Milano, Aula Magna
via Festa del Perdono 7**

INTERNI LEGACY

PRESS CONFERENCE Monday 16 April h. 14.30

Encounter-debate on the possible legacies of contemporary design

Greeting

Enrico Decleva, *Dean of Università degli Studi di Milano*

Maurizio Costa, *Vice-President and Managing Director of Gruppo Mondadori*

Stefano Boeri, *Alderman of Culture (Fashion and Design) of the City of Milano*

Gilda Bojardi, *Editor of INTERNI*

Elena Baturina, *Founder of Be Open*

Philippe Daverio, *Professor of Industrial Design and Art Historian*

moderates and converses

with

Francesco Morace, *Sociologist and president of Future Concept Lab*

and with the *designers* of the installations

Monica Armani, *Architect*

Claudio Carpentieri, *Brand Manager MINI*

Michele De Lucchi, *Architect*

Odile Decq, *Architect*

Jacopo Foggini, *Architect*

Akihisa Hirata, *Architect*

Massimo Iosa Ghini, *Architect*

Alessandro Mendini, *Architect*

Ludovica+Roberto Palomba, *Architects*

Elena Selina, *Art Curator*

SOM/Skidmore, Owings & Merrill, *Architects*

Przemyslaw "Mac" Stopa, *Architect*

Sergei Tchoban & Sergey Kuznetsov, *Architects*

Zhang Ke/Standardarchitecture, *Architect*

We would like to thank the **companies** that have collaborated to produce the Event.

RSVP

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Co-Producers



Application

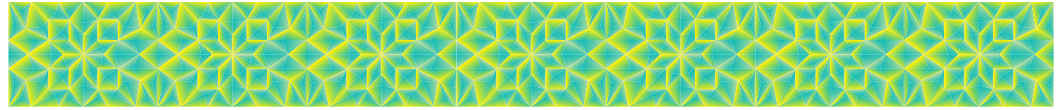
Android



Application

iPhone/iPad





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FLOW

by **PRZEMYSŁAW “MAC” STOPA**

with **SAMSUNG CHEIL INDUSTRIES**

lighting **Linea Light Group**

Concept

In today's world technology and materials are rapidly evolving. Yet **geometry and classic forms still connect past, present and future**. In the installation “FLOW” **the legacy from the past is one of organic forms, designs and colors**, while **the source of inspiration is organic geometry**. The curved panels of FLOW reinterpret the heritage of geometry, reminding some of certain works of architecture by Antoni Gaudì and others of art and fashion. **Each of the twenty thermoformed Staron® panels has a geometric design based on semispherical and organic waves, enhanced by contrasting color combinations**. For example, the color of dark chocolate is mixed with translucent neutral white, yellow and orange: this chromatic blend evokes the colors used by the Impressionists in the 20th century for their works of art, and later used in art and fashion. To obtain an ulterior lighting effect certain panels are made with uniform colors, while others are semi-transparent. The fluid multicolored structure represents a contemporary viewpoint on this color mixture. Through geometry and the mixture of colors, elements of classic design are reinterpreted.

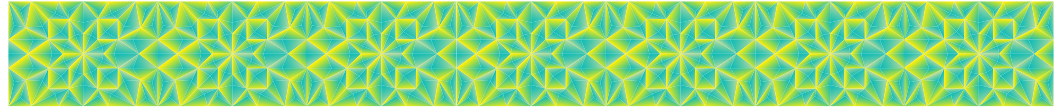
Project

The installation is formed by twenty thermoformed Staron® panels, arranged in organic groupings, with a base like a sinuous riverbed. Each panel has an identical geometry and is made of two undulated spheres, 2.5 m in height, 116 cm in width and 12 mm thick. For the installation the colors Staron® California Poppy, Sunflower, Iris and translucent Dazzling White have been used. The Dazzling White panels have organic designs. During the day the engraved designs form shadow lines that create visual contrasts with the adjacent polished solid-color panels. At night, when they are lit, they create a composition of bright lines. The panels are connected by orange zippers used as hinges. Visitors can walk around the installation and relax on Staron® seats placed between the columns of the Cortile d'Onore.

Samsung Cheil Industries

Staron® Solid Surface materials are produced by Samsung Cheil Industries Inc., with headquarters in Gyeonggi Do, near Seoul, Korea, founded in 1938 and the mother company of Samsung. Samsung Cheil Industries began its activity of solid surface production in 1993. **Staron® Solid Surfaces, made with natural minerals bonded with acrylic, guarantee high performance and combine natural beauty with design flexibility** to supply a wide range of over 110 colors and many designs for domestic and commercial use. The Staron® surfaces are very hygienic and can be thermoformed in fluid curves or sculpted in any form.





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PRZEMYSŁAW “MAC” STOPA is the **founder of Massive Design**, as well as chief architect and designer of the **award-winning architectural firm specializing in the planning and design of corporate interiors**.

Massive Design's clients include among others: Coca-Cola, Google, Microsoft, Nokia Siemens Networks, Ericsson, Motorola, Alcatel-Lucent, MTV Networks, Unilever, Deloitte, Eli Lilly, Nike, Whirlpool, GlaxoSmithKline, CMS Cameron McKenna, White & Case, Kraft Foods, Mars, Pernod Ricard (Wyborowa), Cargill, Bacardi-Martini, Leo Burnett, Samsung, PricewaterhouseCoopers, The Boston Consulting Group, Credit Suisse, Lloyd's and Ernst & Young. Mac Stopa is well-known for his modern, innovative and unconventional interiors that reflect and enhance a company's corporate image, and also for designing functional, comfortable and productive work environments. **Several offices designed by Massive Design for “Fortune and Global 500 companies” are recognized as examples of the firms' most modern and creatively designed offices in Europe and worldwide.**

For the **Zywiec Group (Heineken) project**, Massive Design was awarded the bronze medal for commercial interior design at the Biennial Miami + Beach competition in the US. Besides being an expert in the planning and design of corporate interiors, Mac Stopa also has a passion for **furniture and lighting design**. In Massive Design's projects, Mac Stopa designs custom-made reception desks, conference room tables and lighting. Moreover, he designs furniture, lighting and other interior products and finishes for serial production. His portfolio includes the lamps Fin, Wakame and Shell in semitransparent Corian® by Acrea for DuPont exhibited during Milan Design Week 2011, the chair Luna for Diwar, the bench Hexagon for Casamania that was given a Best of Year Honoree Award 2011 by *Interior Design* magazine, the collection QIU for Kron, as well as other furniture and product designs in the process of realization. **A graduate of the Faculty of Architecture at the Cracow University of Technology, Mac Stopa is a member of the Polish Association of Architects.** He was the main speaker in a series of seminars dedicated to office design organized throughout Poland in seven of the largest cities in the country. Mac Stopa is also an experienced guitar player (electric guitar) and composer.



Ph. Michal Gmitruk

