

# HYBRID ARCHITECTURE & DESIGN

Milano Capitale del Design® 2013 (8-14 April 2013)

Università degli Studi di Milano Via Festa del Perdono 7, Milan (8-21 April 2013)

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**SEE LINK TO VIDEO WITH MAC STOPA ON PAGE 13**

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3 June 2013 (Warsaw)

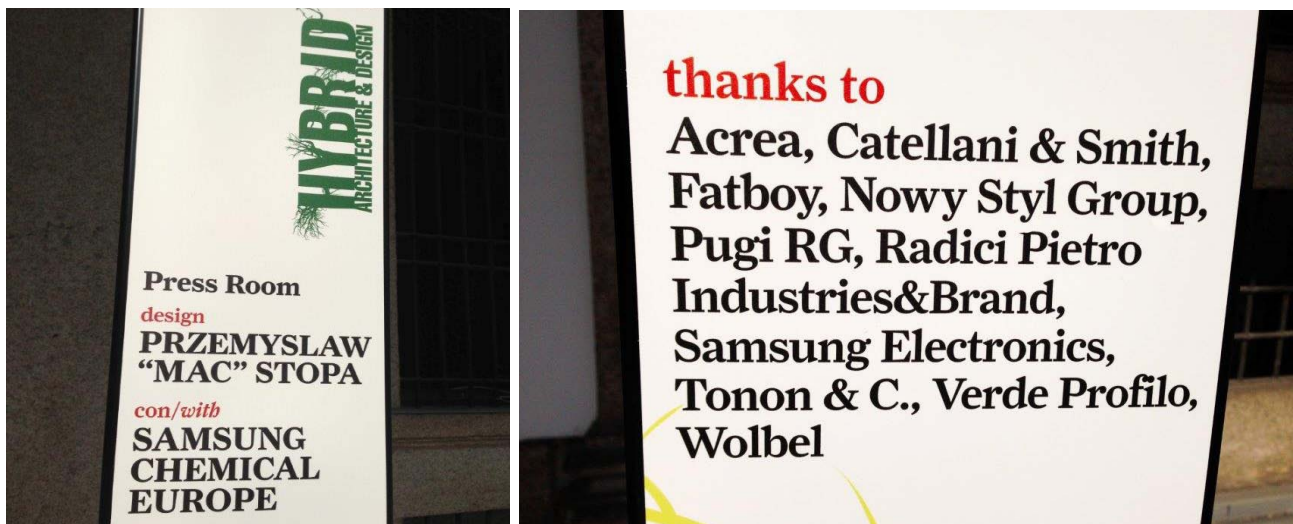
Contact: Dana Grizwin (+48 608 477 477), [dana.grizwin@massivedesign.pl](mailto:dana.grizwin@massivedesign.pl)

**Przemyslaw “Mac” Stopa designs two installations for the Interni Hybrid Architecture & Design exhibition during Milan Design Week 2013: the Interni Press Room with Samsung Chemical Europe; and the Parabola chair and table collection in Effix Design® concrete with Italian cement producer Italcementi.**

During the FuoriSalone 2013, INTERNI magazine organized for Milan Design Week (8-14 April 2013) a major exhibition-event entitled HYBRID ARCHITECTURE & DESIGN. The exhibition's theme, métissage in architecture and design, explores the concept of hybrid as an encounter of cultures and technologies capable of generating solutions for problems of the future and the contemporary world.

Internationally acclaimed architects and designers, whose work stands out for research and innovation, express their visions in an evocative, spectacular way through experimental micro-architectural pavilions or macro-objects with the support of leading companies in the field of materials, technology and environmental sustainability.

From 8 – 21 April, there were over 70,000 visitors to the two-week long Interni Hybrid exhibition that took place at the University of Milan, via Festa del Perdono 7.



*Special thanks to Samsung Chemical Europe and other partner companies for their participation in the exhibition*



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### **Interni Press Room**

by **PRZEMYSŁAW “MAC” STOPA**

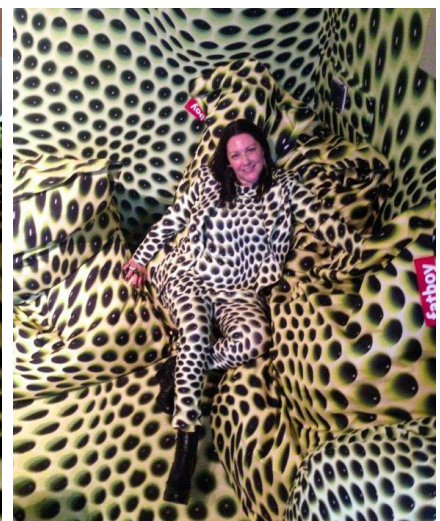
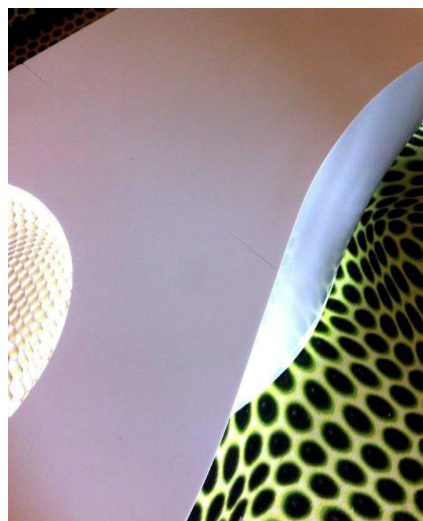
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### **Concept**

Hybrid design suggests an alternative and often experimental way of mixing materials, form and function to create outstanding new solutions. Hybrid implies innovation and creativity based on rethinking and redesigning existing methodologies. The interior design of the Interni Press Room conveys the hybrid concept by mixing together several materials and manufacturing technologies, using multiple forms of expression. Characteristic of the design are organic shapes and forms, three-dimensionality, illumination that combines classic lighting with contemporary illumination effects, and organic furniture and finishes custom designed by Mac Stopa (reception desk, conference/meeting tables, chairs, stools, upholstery, carpet, wall coverings, pillows, lighting, shelving, electric guitar).

### **Project**

The Interni Press Room consists of two areas: the reception with modular front desk and separate conference/meeting area with relaxation corner. The organic shaped front desk and Quadrazone modular table system are made in solid surface Staron®, a material produced by Samsung Chemical Europe and fabricated by Acrea and Nowy Styl Group. The Quadrazone table system is based on a tessellating quadrilateral geometry that allows for multiple configurations. In the relaxation corner, classic Fatboy bean bags and Quad pillows are upholstered in the Watch Your Step pattern on fabric designed by Mac Stopa that creates the illusion of a surrealistic three-dimensional structure. The pattern also is used on the carpet by Radici and on the wall covering. The Step and Structure chairs by Mac Stopa for Tonon & C. combine elements of classic design with organic shapes and are made from low density integral polyurethane solid-colored foam material. There are FLOW stools and an S-Chair also made in Staron®. Hybrid illumination is created by replacing the bulbs in the existing chandeliers with hybrid lamps equipped with spotlights produced by Profizorka. Catellani & Smith lamps are inserted in the shelving creating beautiful illumination effects of contrasting shades. The Bottoms Up modular shelving composed of overlapping modules is manufactured by Wolbel. Verde Profilo Moss is used to create the Hybrid Architecture & Design logo. Video mapping is by The Fake Factory. The Hybrid electric guitar in Staron®, also designed by Mac Stopa, is manufactured by Marek Witkowski and Acrea.





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*Interni Press Room reception with modular front desk in Staron®, Hybrid logo in Verde Profilo moss*



*Conference/meeting area with Quadrazone table system in Staron®, Step chairs by Mac Stopa for Tonon & C.*

**Interni Press Room**  
by PRZEMYSŁAW "MAC" STOPA  
with SAMSUNG CHEMICAL EUROPE



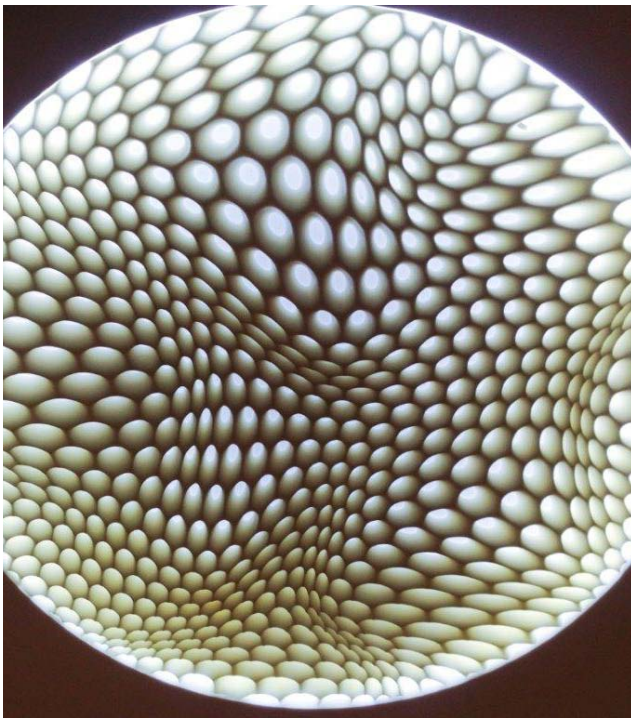
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*Details of modular reception desk in Staron®, Structure chairs by Mac Stopa for Tonon, Bottoms Up shelving*



*From 8 -21 April, over 70,000 people visited the Interni Hybrid Architecture & Design exhibition*

**Interni Press Room**  
by **PRZEMYSŁAW “MAC” STOPA**  
with **SAMSUNG CHEMICAL EUROPE**



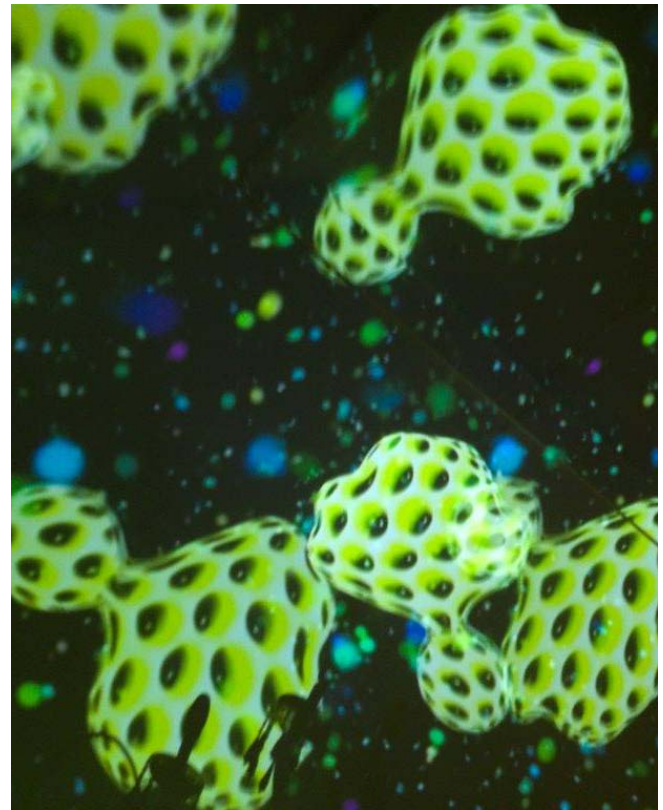
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Video mapping by The Fake Factory projected on the ceiling, Hybrid spotlights by Mac Stopa manufactured by Profizorka



Watch Your Step pattern designed by Mac Stopa on the carpet, walls and projected on the ceiling

## Interni Press Room

by PRZEMYSŁAW "MAC" STOPA

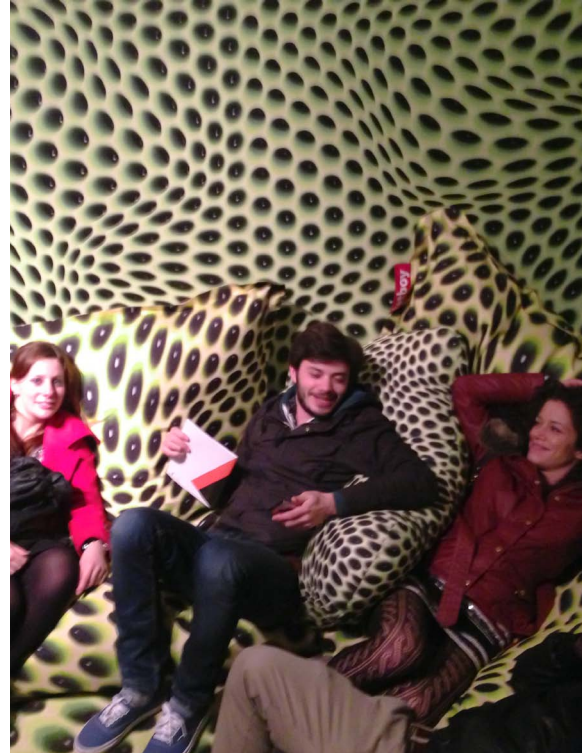
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*Getting some R&R on Fatboy bean bags and Quad pillows in the Press Room's relaxation corner*

**Interni Press Room**  
by PRZEMYSŁAW "MAC" STOPA  
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*Bottoms Up modular shelving system near the relaxation corner*



*Hybrid electric guitar in Staron® by Mac Stopa, manufactured by Marek Witkowski and Acrea*

**Interni Press Room**  
by **PRZEMYSŁAW "MAC" STOPA**  
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# HYBRID ARCHITECTURE & DESIGN

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## Parabola chairs and modular tables

by PRZEMYSŁAW "MAC" STOPA

produced by ITALCEMENTI

### Project

The Parabola chair and modular table collection made its debut during Milan Design Week 2013. The collection is designed by Przemyslaw "Mac" Stopa in Effix Design® concrete, a special mortar developed for the production of design elements (indoor and outdoor furnishings, urban furniture, lamps and lighting fixtures, works of art, etc.), by Italcementi, one of the world's largest and most innovative producers of cement and concrete-based construction materials. Italcementi's outstanding concrete technology allows for the design and manufacture of sculptural concrete furniture objects that are both beautiful and fully functional.

The organic pentagonal geometry of the modular table allows for creating a range of compositions. Thanks to the water protection application on the concrete, the tables and chairs are perfectly suited for both outdoor and indoor use and are available in 7 colors. The Parabola collection was on display from 8 – 21 April 2013 as part of the Interni Hybrid Architecture & Design exhibition on the University of Milan's Cortile d'Onore, via Festa del Perdono 7 in Milan.



Parabola collection by Mac Stopa on the University of Milan's Cortile d'Onore, via Festa del Perdono 7



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*Parabola chair and table collection "reflected" on the pavement using 3M foil*

**Parabola chairs and modular tables**  
by **PRZEMYSŁAW "MAC" STOPA**  
produced by **ITALCEMENTI**



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*Parabola collection with Mac Stopa (above) wearing the Watch Your Step 3D pattern he designed*

**Parabola chairs and modular tables**  
by PRZEMYSŁAW "MAC" STOPA  
produced by ITALCEMENTI



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*For outdoor or indoor use – Parabola chairs and modular tables are water resistant*



*Evening view of the Parabola collection on the University of Milan's Cortile d'Onore*

**Parabola chairs and modular tables**  
by **PRZEMYSŁAW "MAC" STOPA**  
produced by **ITALCEMENTI**



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**PRZEMYSŁAW “MAC” STOPA** is founder, chief architect and designer of Massive Design, an award-winning interior architectural design firm specializing in corporate interior planning and design for Fortune and Global 500 companies. Massive Design's clients include, among others, Coca-Cola, Google, Nokia Siemens Networks, Ericsson, Viacom International Media Networks (MTV Networks), GlaxoSmithKline, BMW, Allianz, IBM, Samsung, Unilever, Whirlpool, Cargill, Mondelez (Kraft Foods), Mars, Deloitte, White & Case, Credit Suisse, BNP Paribas (Arval), Pernod Ricard, Bacardi-Martini, Lloyd's, PwC, Chevron, PKN Orlen and Ernst & Young.

Mac Stopa is known for his modern, innovative and unconventional interiors that reflect and enhance a company's corporate image as well as for designing interiors that are functional, comfortable and productive work environments, increasing a company's appeal as an employer of choice. Several offices designed by Massive Design 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 Bienal Miami + Beach competition in the USA.



An expert in planning and designing custom interiors for corporate clients, Mac also has a passion for product design: he designs furniture, lighting, carpets, upholstery, fixtures and other interior products and finishes for serial production. His portfolio includes, among others, the QIU collection for Kron; the Hexagon bench for Casamania that was exhibited at the Salone Internazionale del Mobile in Milan in 2011 and received a Best of Year Honoree Award 2011 from New York-based Interior Design magazine; Mesh 3D pattern on upholstery for Dauphin introduced at Orgatec 2012; the Hexa seating system for Nowy Styl Group exhibited at Orgatec 2012 that won a Diamond of Polish Furniture Award 2013; chairs Step and Structure, the latter a Red Dot Award 2013 winner, for Italian furniture manufacturer Tonon that were exhibited at the 2013 IMM show in Cologne, the Salone Internazionale del Mobile in Milan and soon to be exhibited at NeoCon in Chicago by Sandler Seating; Parabola chairs and modular tables in Effix Design® concrete by Italcementi, one of the world's largest and most innovative producers of cement; as well as other furniture and product designs in the process of realization. His portfolio also includes the FLOW installation in solid surface Staron® by Samsung Chemical for the Interni Legacy Architecture and Design 2012 exhibition in Milan. During Milan Design Week 2013, Mac also exhibited a range of new furniture in Staron® for the Samsung Staron® Office and Lounge Interior showroom exhibition on via Tortona 37. In addition to the new range of furniture in Staron®, including the Odyssey desk, S-Chair and the Quadrazone modular table system, Mac designed the Hybrid guitar, an innovative electric guitar made in Staron®.

Mac graduated with a Master of Architecture degree from the Cracow University of Technology's School of Architecture and is a member of the Polish Association of Architects. He lectures on topics related to architecture and design. Mac is also an accomplished electric guitar player and music composer.

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### Samsung Chemical Europe

Samsung Chemical Europe GmbH (SCEG) is a European subsidiary of Samsung Cheil Industries Inc., a multinational member of the Samsung Group. Samsung Chemical Europe GmbH is based in Schwalbach am Taunus, near Frankfurt am Main in Germany. Samsung Chemical Europe GmbH is responsible for marketing and sales of Staron® in more than 30 European countries. Staron® Office and Lounge Interior is presented by Samsung Chemical Europe GmbH in creative variety during Milan Design Week 2013. For over 20 years, solid surface Staron® has been used for high-end interior, furniture and new façade design. The Staron® program includes more than 140 colors and 80 individual moldings applied in private kitchens, bathrooms and commercial facilities. New areas of application, experience and knowledge are constantly developed in cooperation with architects, designers and qualified fabricators worldwide.

[www.samsungstaron.eu](http://www.samsungstaron.eu)

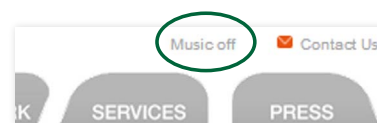
### Italcementi

Italcementi Group, with annual production capacity of 68 million tons of cement and 53 production units, is the fifth largest cement producer in the world. In 2012, the Group reported consolidated sales of approximately 4.5 billion Euros. Italcementi, one of the top ten industrial companies in Italy, is listed on the Italian Bourse. Through the activities of its advanced Centers of Research and Innovation in Italy and France, including the i.lab in Bergamo, the Group forecasts the orientations and needs of the market, putting priority on environmental questions and optimization of resources.

The Italcementi Group takes up and raises the innovation challenge by offering the building community an integrated platform of services, products and solutions for architecture intended as a tool for the sustainable transforming of the community. Italcementi has supported the Venice Biennale, worked with the Milan Triennale, sponsored the Italian session in Turin of the World Architecture Congress, made initiatives in partnership with MAXXI for the exhibition on Pier Luigi Nervi, and installations for Milan Design Week. On an international level, Italcementi Group supports the arcVision Prize for Women and Architecture.

[www.italcementi.it](http://www.italcementi.it)

For optimal viewing, click music to "off" mode before viewing video below



### WATCH VIDEO ABOUT INTERNI PRESS ROOM WITH MAC STOPA



[http://www.youtube.com/watch?v=UtS\\_uO2Uc\\_s](http://www.youtube.com/watch?v=UtS_uO2Uc_s)