



ENERGY FOR CREATIVITY

UNIVERSITÀ DEGLI STUDI DI MILANO



MILANO 2015
1 MAY • 31 OCTOBER
FEEDING THE PLANET
ENERGY FOR LIFE

With the Patronage of



Milano Capitale del Design® 2015 - FuoriSalone, 13-19 April 2015

ENERGY FOR CREATIVITY

UNIVERSITÀ DEGLI STUDI DI MILANO via Festa del Perdono 7 13 April-24 May 2015

Press Office
Waves of Creativity
project
MAC STOPA
produced by
BOLON
with **Tonon, Profim, TMK Projekt, Saint-Gobain Formula, Marro, Advertis Group, Casali, Mosaico Digitale**
Flos, Samsung, The Fake Factory, Danese



Energy for creativity refers to innovation in design, which involves **constant experimentation to bring new solutions to life**. Entering the Waves of Creativity Press Office, where energy for creativity is amplified, visitors are energized by **the mix of artistic colorful patterns, geometries and furniture**. The interior design is based on **three-dimensionality**, featuring **Mac Stopa's modular rhomboid floor tiles with parametric pentagonal pattern designed in collaboration with Bolon**, his Waves of Creativity graphic and other custom furniture and finishes. The Waves of Creativity Press Office consists of two areas: the **reception** with linear front desk and the **conference/meeting area** with modular tables and soft seating pentagonal cushions. **The Waves of Creativity graphic is applied on the walls, on Mac's upholstered pentagonal cushions and award-winning Pelikan chairs by Profim**. Bolon's tessellating 3D rhomboid floor tiles when rotated during installation allow for creating multiple geometrical layouts of the floor. **The white poufs by Tonon** amaze with their parametric 3D skin. **The modular shelving system manufactured by Saint-Gobain Formula and TMK** gives the impression of controlled randomness.



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MAC STOPA

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, designing interiors for public spaces as well as industrial design. Massive Design's clients include, among others, Google, Coca-Cola, Samsung, GlaxoSmithKline, Unilever, Mondelez, Pernod Ricard, Bacardi-Martini, Credit Suisse, PwC, Lloyd's and EY. 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. Mac is also an **industrial designer and graphic designer.**

His portfolio includes, among others: per Tonon chairs

Structure (Red Dot Award 2013, Interior Design Best of Year Award 2013, 2013 Good Design™ Award and German Design Award Special Mention 2015), Step (Interior Design Best of Year Honoree Award 2013), Tako (Interior Design Best of Year Honoree Award 2014) and Mac's Table (2014 Good Design™ Award); the Hybrid Collection for Casali (Red Dot Award 2015, two Interior Design Best of Year Awards 2014 and two Interior Design Best of Year Honoree Awards 2014); as well as 3D/CB Wallcovering (Interior Design Best of Year Award 2014).

At NeoCon 2014, Mac's **Breaking Form modular carpet collection** for Mohawk Group (Best of NeoCon Editors' Choice Award 2014, Red Dot Award 2015) was introduced.

His **Futuro workstation** for Mikomax and Pelikan chair with M. Ballendat for Profim (Red Dot Award 2015) were introduced at Orgatec 2014. In March 2015, Mac's **Trulli patterns** for Mosaico Digitale were exhibited at the Japan Shop show in Tokyo.

BOLON

A **Swedish cutting-edge design company** managed by **sisters Annica and Marie Eklund**, where the third generation of the family owns the company. They have developed the company from a traditional weaving mill into an international design brand, with a **focus on innovative flooring and creative interiors.**

Bolon's list of clientele includes Armani, Google, Mercedes, Adidas, Reebok and Sheraton, as well as leading architects and designers such as Jean Nouvel and Cappellini. From the very day Bolon were **established in 1949**, Bolon has proven to be an **environmental innovator.** The first business idea involved turning waste material into rag rugs and since then, Bolon have continuously **strived to apply more sustainable working and manufacturing processes.** From 2014 all the **products are phthalate free.** Furthermore, Bolon products and processes **hold many internationally recognised environmental quality certifications** including Breeam, Green Tag, Floorscore, ISO 9001 and ISO 14001. **All design and production is carried out in Ulricehamn, Sweden.**

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INTERNI magazine is pleased to invite you
monday 13 April h. 2.30 PM
Università degli Studi di Milano, Aula Magna

to the PRESS CONFERENCE to present
A Dream for Tomorrow. Looking to the Past to invent the Future
c/o UNIVERSITÀ DEGLI STUDI

The Garden of Wonders. A Journey through Scents
c/o ORTO BOTANICO DI BRERA



save THE DATE

Greeting

Gianluca Vago *Dean of Università degli Studi di Milano*

Diana Bracco *President Expo 2015 S.p.A. and General Commissioner for the Italian Pavilion*

Giuliano Pisapia *Mayor of Milan*

Cristina Tajani *Alderman Labour Policy, Economic development, University and Research,*

Ernesto Mauri *Ceo of Mondadori Group*

Gennady Terebkov *BE OPEN Foundation, Director*

Giovanni Perosino *Head of Marketing Communication Audi AG*

Gilda Bojardi *Editor of INTERNI*

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

A Dream for Tomorrow. Looking to the Past to invent the Future
designers of the installation c/o UNIVERSITÀ DEGLI STUDI

Steve Blatz e Antonio Pio Saracino *Architects*

Antonio Citterio e Patricia Viel *Architects*

Walter Maria de Silva *Designer*

Yang Dongjiang *Professor at Tsinghua University Beijing*

Valerio Maria Ferrari *Architect*

Raffaello Galiotto *Designer*

Annabel Karim Kassar *Architect*

Bernard Khoury *Architect*

Kengo Kuma *Architect*

Daniel Libeskind *Architect*

Alessandro e Francesco Mendini *Architects*

Alessandro Michele *Creative Director*

Michele Molè e Susanna Tradati - Nemesi&Partners *Architects*

José Roberto Moreira do Valle - Brazil S/A *Architect*

Piuarch *Architects*

Philippe Starck *Architect*

Mac Stopa *Architect*

Sergei Tchoban / SPEECH *Architect*

Luca Trazzi *Architect*

The Garden of Wonders. A Journey through Scents

A BE OPEN FOUNDATION project

Gérald Ghislain *Ofactory curator, curator*

Ferruccio Laviani *Architect, overall setup*

RSVP

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