

INTERNI

THE MAGAZINE OF INTERIORS
AND CONTEMPORARY DESIGN

N°6 GIUGNO
JUNE 2015

MENSILE ITALIA / MONTHLY ITALY € 10
AT € 19,50 - BE € 18,50 - CA Scan 30 - CH CHF 19,80
DE € 23 - DK kr 165 - E € 17 - F € 18 - MC € 18
UK £ 14,50 - PT € 17 - SE kr 170 - US \$ 30

Poste Italiane SpA - Sped. in A.P.D.L. 353/05
art.1, comma1, DCB Verona

MONDADORI

A NEW SKIN FOR MILAN

FuoriSalone 2015
INTERNI ENERGY FOR CREATIVITY
UNIVERSITÀ DEGLI STUDI DI MILANO



Il Press Office è stato allestito su progetto dell'architetto e designer polacco Mac Stopa, fondatore di Massive Design, in collaborazione con Bolon, azienda svedese che produce pavimenti innovativi e arredi creativi. Al progetto hanno partecipato **Tonon Profim TMK Project** e **Saint-Gobain Formula Marro**. **Advertis Group Casali Mosaico Digitale**. Tra gli sponsor tecnici **Flos**, **Samsung**, **The Fake Factory**, **Danese**.

Press Office

Waves of Creativity

“IL PROGETTO È BASATO SU UNA MIA ISPIRAZIONE DERIVATA DA FORME E OGGETTI TRIDIMENSIONALI, DA UNA SPERIMENTAZIONE CON LA TECNOLOGIA DI STAMPA A 3D. QUESTANNO HO TRASFERITO LE FORME TRIDIMENSIONALI IN UN RIVESTIMENTO BIDIMENSIONALE PER PAVIMENTI. HO CREATO UN PAVIMENTO A INCASTRO CON MATTONELLE DI FORMA ROMBOIDALE DI BOLON, DECORATE CON UN DISEGNO PARTICOLARE ORIENTATO DA SINISTRA A DESTRA. IN QUE-

STO MODO SI OTTIENE UNA SORTA DI EFFETTO TRIDIMENSIONALE DEL PAVIMENTO. QUESTO NUOVO SISTEMA È AFFIANCATO, ALL'INTERNO DEL PRESS OFFICE, CON LA PRODUZIONE STANDARD DEI PAVIMENTI BOLON IN COLORI MULTIPLI. SONO SEMPRE ALLA RICERCA DI SOLUZIONI DALLE MOLTEPLICI APPLICAZIONI, CHE UTILIZZINO DIFFERENTI TECNOLOGIE. QUESTANNO HO MIXATO L'ARTE TRIDIMENSIONALE CON ESPLOSIONI DI COLORE NEL RIVESTIMENTO A ONDE CO-

Progetto di **MAC STOPA**
con **BOLON**

“LORATE PER LE PARETI. PARTECIPARE A QUESTA INIZIATIVA DI INTERNI STIMOLA A PENSARE OGGETTI E PROGETTI IN MODO SPERIMENTALE. DA QUESTA ESPERIENZA POSSONO NASCERE, COME È GIÀ ACCADUTO, IDEE PER LA PRODUZIONE REALE.”
MAC STOPA

**P104. PRESS
OFFICE WAVES
OF CREATIVITY**

Project by **MAC STOPA**
with **BOLON**

"The project is based on my inspiration derived from three-dimensional objects and shapes, and experimentation with 3D printing technology. This year I transferred the three-dimensional forms into a two-dimensional coating for flooring. I have created an interlocking tile floor with a Bolon rhomboid, decorated with a particular design oriented from left to right. In this way you get a kind of three-dimensional effect. The new system is joined in the Press Office by the standard Bolon production of floors in multiple colors. This company is always looking for solutions from multiple applications, using different technologies. This year I mixed the three-dimensional art with bursts of color in the colored waves of the wall facings. Taking part in this initiative of Interni is always stimulating, to think of objects and projects in an experimental way: the experience, as has already happened, can lead to ideas for real production." *Mac Stopa*

The Press Office was organized based on a design by the Polish architect and designer Mac Stopa, founder of Massive Design, in collaboration with Bolon, the Swedish company that produces innovative floors and creative furnishings. With the participation of **Tonon, Profim, TMK Project and Saint-Gobain Formula, Marro, Advertis Group, Casali, Mosaico Digitale** Technical sponsors: **Flos, Samsung, The Fake Factory, Danese**



P105. THE COPPER LABYRINTH

Project by **BART VAN HEESCH AND EMILIE KRÖNER - LOOK INTO MY EYES STUDIOS** with **THE EUROPEAN COPPER INSTITUTE**

"We wanted to do something interesting with copper, also concentrating on its symbolic value. We chose the labyrinth, the symbol of life: the shape of the maze depicts the journey of life, but it is also a representation of the brain. Our project is not a game, it is rather a meditation: when you walk through it, the difficulty is to avoid losing your way. To make the work, we used a special technique of curvature. The slender tube is perfect for this project, because it is strong but easy to shape." *Bart Van Heesch*

"Copper represents the force of nature, the light of the sun, and it is an excellent conductor of energy. This makes the Copper Labyrinth a magical field filled with vibrant energy." *Emilie Kröner*



The labyrinth, made in collaboration with **the European Copper Institute** is composed of a tube of 100% recycled copper of almost 250 m, polished by hand and sand-blasted, then curved in waves. Placed in the Cortile dei Bagni, the labyrinth covered an area of 100 m2, tracing a concentric design on the ground: the installation will remain at the University until the end of Expo Milano 2015.

P106. DISTRIBUTED SEATING

Tera, an Italian manufacturer that makes indoor-outdoor furnishings in polyethylene and marble or stone, set up a lounge area in the Cortile d'Onore with pieces from the new I Limiti collection created by designer Valerio Cometti and composed of seats, lamps and vases. Among the furnishings on display, the Fer-

mat lamp, the Cauchy bench and the Turing armchair. **Serralunga** organized small outdoor lounges with furnishings from its outdoor collection, including the new products Doggy and Pulcino by Eero Aarnio, decorative polyethylene seats obtained through rotomolding. **Tog**, Os Hen bench-sculpture by Dai Sugawara, rotomolded in polyethylene. **Italcementi Group** presented the Minamora outdoor benches by Benedetta Tagliabue and Makoto Fukuda of the studio EMBT Miralles Tagliabue, made with two layers of I design Effix, the innovative high-performance mortar by Italcementi that combines the durability of a cement-base material with the washability of a plastic material. The Milanese artist **Carla Milesi**, in the green spaces of the Cortile d'Onore, showed Ricciolina, a cement bench in two colors with solar panels and LED lighting.

P108. FLYDEAS FOR THE CITY 2015

Second edition of the contest Flydeas for the City, an invitational design competition organized by AgustaWestland in collaboration with Interni and aimed at selected professionals asked to create interiors for the new AW609 convertiplane. The announcement of the contest was made by Roberto Garavaglia, Senior Vice President for Strategy and Business Development AgustaWestland, during the press conference of Energy for Creativity on 13 April at the Università degli Studi di Milano: "In 2014 we launched a challenge for the creation of an executive interior for the new AW169 helicopter, now in the final qualification phase. We chose the solution of Lanzavecchia-Wai for the cabin concept and the external color scheme. The challenge in making aeronautical interiors," Garavaglia explained, "is that of combining contrasting requirements: aesthetics, comfort, small spaces, quality of materials, safety and security, weight. In 2015, for the second edition of the Flydeas for the City contest, we are asking international professionals for an interpretation in design terms of a true revolution, the AW609 convertiplane, a unique item that combines the properties of the helicopter - vertical takeoff and landing - with the speed, altitude and capacity to fly in any weather conditions of an airplane." The projects have to develop the installation concept "work and play," meaning that the arrangement for work trips has to be convertible into an interior for leisure travel. The winning project will be announced in October. Lower left, the Stream project by Lanzavecchia-Wai for the interiors of the AW169 helicopter, winner of the contest Flydeas for the City 2014 of **AgustaWestland**, below, Daniele Romiti, CEO of AgustaWestland, gives the prize to Francesca Lanzavecchia and Hunn Wai. In this image and above, the drawings and the AW609 in flight, the first civil convertiplane in the world, which will take off and land like a helicopter, but will fly at an altitude and a speed that are both double with respect to those of a helicopter.



P110. "ENERGY" CONFERENCE

"Looking to the past to invent a more dense, organic future": this is the idea with which, on 13 April, Philippe Daverio, professor of industrial design and art historian, acted as moderator at the press conference of the exhibition-event of Interni, "Energy for Creativity." The presentation took place in the auditorium of the Università degli Studi di Milano, which has been entirely renovated, for an audience of over 400 journalists and sector professions from Italy and abroad, who listened to the words of architects and designers invited by Interni from around the world, presenting their projects for the event. **1. Roberto Garavaglia** Senior Vice President for Strategy and Business Development AgustaWestland. Like last year, in collaboration with Interni, we announce the second edition of the contest Flydeas for the City 2015. We are asking a selected group of designers to make proposals for the interiors of the AW609 convertiplane, which combines the properties of helicopters with those of airplanes. **2. Gianluca Vago** *Magnifico Rettore Università degli Studi di Milano*. This encounter is a traditional and established occasion, for an extraordinary event like the exhibition