

INTERNI

THE MAGAZINE OF INTERIORS
AND CONTEMPORARY DESIGN

N°4 APRILE

APRIL 2017

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GRUPPO **MONDADORI**

BLAM!

oll

MATERIAL IMMATERIAL



MATERIAL IMMATERIAL
UNIVERSITÀ DEGLI STUDI DI MILANO

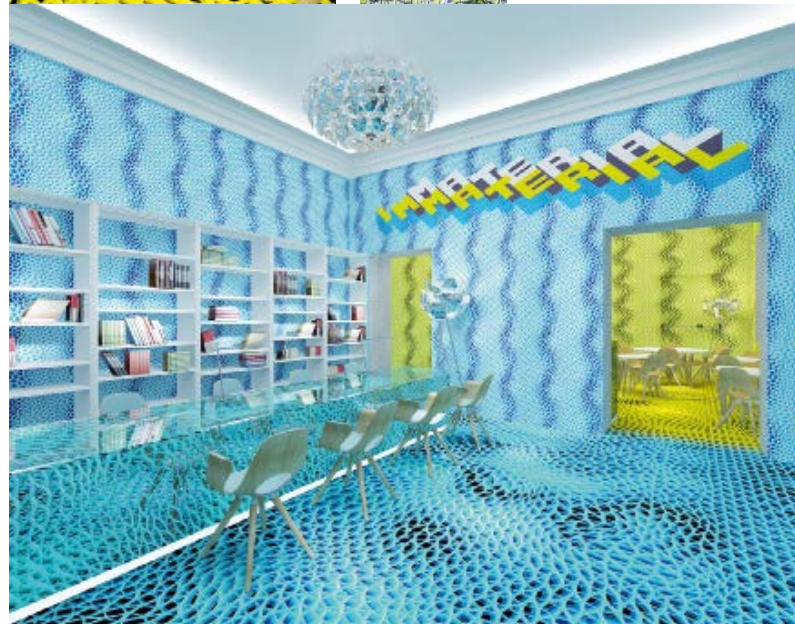


Mac Stopa firma anche quest'anno il press office nel Cortile d'Onore: i due ambienti, una sala blu per la reception e una gialla per l'ambiente di lavoro e di ristoro, sono caratterizzati da forme organiche, tridimensionali e modulari. Le due sale, che confluiscono l'una nell'altra, sono animate da giochi di geometrie e di linee che fanno perdere la percezione fisica del luogo, trasportando in una dimensione onirica. Tale ricerca è espressa con una grande cura nei dettagli, come la parte a specchio dei banconi in vetro, che li fa sembrare oggetti galleggianti. Nell'allestimento il designer polacco ha messo in luce il suo modo di esprimersi a 360° con forme organiche e pattern quali espressione di arte digitale, basati sui concetti di modularità e tassellatura. "Il tema del rapporto tra materiale e immateriale", spiega Stopa, "significa per me la libertà di sognare nuove texture, forme e tecnologie. C'è una grande simbiosi tra design, tecnologia e creazione, che prende corpo dal mondo immateriale delle idee".

Mac Stopa



Mac Stopa ha realizzato tutte le opere in vetro dei banconi della reception e del bar con **Casali** azienda attiva da trent'anni nella produzione di opere in vetro per l'architettura e l'interior design. Stopa ha anche disegnato gli arredi di **Nowy Styl Group** e la carta da parati Harmony in Motion di **A. S. Création**. L'illuminazione è di **Luceplan** e gli schermi di **Panasonic**.



Immaterial Dream

FORME ORGANICHE E GRAFICHE TRIDIMENSIONALI
RIVESTONO TUTTE LE SUPERFICI E PROIETTANO
L'UFFICIO STAMPA DI INTERNI NELLO SPAZIO
VIRTUALE DEL SOGNO



Milano Capitale del Design® - FuoriSalone 2017

INTERNI 20th EDITION EVENT



3-15 APRILE 2017 INTERNI e ARNOLDO MONDADORI EDITORE presentano

Installazioni sperimentali e interattive di architettura e design indagano la doppia anima del progetto, tra l'universo concreto dei materiali e la dimensione visionaria e immateriale della creazione.

INSTALLAZIONI

UNIVERSITÀ DEGLI STUDI DI MILANO

via Festa del Perdono 7, Milano

Cortile d'Onore

RON ARAD / ILLY
ALESSANDRO e FRANCESCO MENDINI / ELEGANT LIVING
SHOP ARCHITECTS / NBK KERAMIK, METALSIGMA TUNESI
TOSHIYUKI KITA / SHUKOH
SIMONE MICHELI / VALSIR
MARCO ROSSI e ROBERTO PIASCO / EGO
ITALO ROTA / MR
FABRIC-ACTION, VALNERINA EXPERIENCE / REGIONE UMBRIA
ANOTHER SPACE / SEPHORA - KAT VON D
YURI SUZUKI / AUDI
LUCA TRAZZI / FORTINA PRODUCED BY TOPPAN
CASTAGNARAVELLI / AZUL ITALIA
JACOPO FOGGINI

Cortile d'Onore e Loggiato Ovest

MICHELE DE LUCCHI / FERRAGAMO PARFUMS, MORETTI COSTRUZIONI

Loggiato Est

BIG - BJARKE INGELS GROUP / ARTEMIDE

Cortile della Farmacia

ANTONIO CITTERIO PATRICIA VIEL / MARAZZI

Cortile del 700

SERGEI TCHOBAN, SERGEY KUZNETSOV e AGNIYA STERLIGOVA / VELKO GROUP

Portale Hall Aula Magna

BENEDETTA TAGLIABUE - EMBT / AHEC American Hardwood Export Council, BENCHMARK

Hall Aula Magna

MATRIX / JD.com, Interni China
Curatore YANG DONGJIANG

Portali e Scaloni d'Onore

LUDOVICA DILIGU / LABO.ART

Cortile dei Bagni

MASSIMO IOSA GHINI / CERAMICHE CERDISA

Portico Richini e Portico San Nazaro

BRAZIL S/A - BE BRASIL
Curatore JOSÉ ROBERTO MOREIRA DO VALLE

Press Office

MAC STOPA / MASSIVE DESIGN

con la partecipazione di URBAN UP - UNIPOL PROJECTS CITIES

R101 Station / LORENZO PALMERI

Orari apertura

3-9/04 h. 10.00-24.00 • 10-14/04 h. 10.00-22.00 • 15/04 h. 10.00-18.00



Radio Ufficiale



Partner



INSTALLAZIONI

ORTO BOTANICO DI BRERA Università degli Studi di Milano

via Fratelli Gabba 10/via Brera 28, Milano

L'arte del convivio è declinata in oggetti, allestimenti e creazioni di artisti, in dialogo con l'ambiente naturale. Confortevoli aree per il relax si affiancano a un'isola di design per il fitness.

VENICE. PREZIOSO QUOTIDIANO / FRATELLI GUZZINI

MYISLE, THE OUTDOOR GYM SCULPTURE / METALCO ACTIVE

THE GARDEN OF SENSES / TALENTI

Orari apertura

3-9/04 h. 10.00-23.00

10-14/04 h. 10.00-22.00

15/04 h. 10.00-18.00

MILANO 4-9 APRILE 2017

AUDI CITY LAB CORSO VENEZIA, 11

corso Venezia 11, Milano

YURI SUZUKI Sonic Pendulum
ROSS LOVEGROVE, ILARIA COLOMBO,
ARTURO TEDESCHI
Lounge Alcantara e Moroso
INGO MAURER e AXEL SCHMID
Portale di Luce
con CASTAGNARAVELLI

5-6 APRILE

Future needs stories

Due talk dedicati all'Intelligenza Artificiale. Modera Monica Maggioni con Timothy O'Connell
audicitylab.audi.it

Orari apertura

4-7-8-9/04 h. 10.00-20.00

5-6/04 h. 10.00-17.00

Co-producer



Audi

20 INTERNI EVENTS

Venti, un numero tondo, che infonde **energia e ottimismo**: tante sono **le edizioni della Mostra-Evento** che, dal **1998**, la rivista Interni ha organizzato a **Milano** in occasione del FuoriSalone. Quest'anno **con Interni Material Immaterial si celebra la ventesima edizione**. È ormai noto che il fenomeno del **FuoriSalone** nacque **nel 1990** a Milano per intuizione del direttore di **Interni Gilda Bojardi**. Nel **1998** Interni ha voluto segnare la settimana del design milanese con una propria iniziativa, una **Mostra-Evento** che proponesse installazioni e progetti originali focalizzati su architettura e design. Dal 1998 al 2017 **Interni** ha presentato oltre **300 installazioni**, visitate nel complesso da oltre **2 milioni di persone** e ideate da più di **duecento progettisti** con il supporto di **altrettante aziende**. L'elenco dei progettisti è lunghissimo. Due personalità di assoluto rilievo come **Alessandro Mendini** e **Michele De Lucchi** hanno svolto il ruolo di 'tutori' delle prime edizioni, accompagnando la rivista in tutti questi anni.

Interni ha, quindi, favorito **l'incontro dei progettisti con le aziende partner** delle installazioni: produttori di materiali per l'architettura, grandi multinazionali, piccole manifatture locali, start up tecnologiche, colossi dell'industria da ogni angolo del pianeta, aziende di arredo e illuminazione. Uno dei tratti peculiari della Mostra-Evento di Interni è stato **il rapportarsi in modo aperto e dinamico con Milano**.

Le installazioni hanno animato **le piazze, le vie, le porte storiche, la Triennale con il suo giardino, il Castello Sforzesco, l'Università degli Studi di Milano, l'Orto Botanico di Brera, la Torre Velasca**, e in questa edizione anche **l'ex Seminario Arcivescovile di Corso Venezia**. Un rapporto che ha contribuito a creare nuovi distretti della creatività, confermando il ruolo di **Milano come capitale internazionale del design**. ■ Antonella Galli



Siamo arrivati a 20!
Nel 2017 Interni tocca il traguardo della ventesima edizione della Mostra-Evento per il FuoriSalone



1998 • LIGHT TOWER

Main Partner: Abet, Ford e Kreon
 • **DIFFUSO PER MILANO**
 Achille Castiglioni - Antonio Citterio - Michele De Lucchi - Massimo Iosa Ghini - Toshiyuki Kita - Piero Lissoni - Atelier Mendini - Philippe Starck

1999 • PAESAGGIO DOMESTICO

Main Partner: Ford, JollyPubblicità, Osram e 3M
 • **DIFFUSO PER MILANO**
 Gae Aulenti - Giampaolo Benedini - Fiorucci - Ross Lovegrove - Alessandro Mendini - Atelier Mendini - Roberto Pezzetta - Christophe Pillet - Ambrogio Rossari - Roger Tallon - Trussardi - Design Studio Whirlpool

2000 • ESSERE BEN ESSERE

Main Partner: Ford
 • **LA TRIENNALE DI MILANO**
 Andrea Branzi - Giulio Ceppi e Luca Gafforio - Luigi Clerici - Alberto Meda, Paolo Rizzatto, Denis Santachiara - Carlo Colombo - Carlotta de Bevilacqua - Anna Gill - Roberto Gobbo - Maria Cristina Hamel - Massimo Iosa Ghini - Toshiyuki Kita - Claudio La Viola - Italo Lupi e Studio Azzurro - Sara Mano - Claudio Monti e Francesco Muti - Verner Panton - Phoenix Design - Thomas Sandell - Denis Santachiara - Marco Sousa Santos - Philippe Starck - Adam Thiary - Matteo Thun - Shigeru Uchida - Zengiaro Associati - Zengiaro e Brusutti

2001 • INTERNI CAFÉ

Main Partner: Ford, JollyPubblicità, BMW, Sharp e 3M
 • **DESIGN SHOWROOMS**
 Armani e Sony Gallery - Studio Cerri & Associati - Marco Ferreri - Antonella Frezza - Internet Home Toshiyuki Kita - Geert Koester - Bruno Fattorini - Paolo Mojoli - Studio & Partners - Maurizio Varratta - Zumtobel

2002 • INTERNI IN PIAZZA

Main Partner: Sharp, Ford e LifestyleShow
 • **DIFFUSO PER MILANO**
 Peter Eisenman Architects - Massimiliano e Doriana Fuxkas - Astrid Klein e Mark Dytham - Léon Krier - Alessandro e Francesco Mendini - Bernard Tschumi Architects - Oscar Tusquets Blanca

2003 • EARTHLY PARADISE

Main Partner: Salone Internazionale del Mobile di Milano e Ford
 • **EAST END STUDIOS A MILANO**
 Gianpaolo Benedini - Carlo Colombo - Jacopo Foggini - Anna Gill - Massimo Iosa Ghini - Claudio La Viola e Mario Nanni - Alessandro e Francesco Mendini - Marco Piva - Luca Scacchetti - Michael Young

2004 • STREET DINING DESIGN

Main Partner: Mini
 • **LA TRIENNALE DI MILANO**
 Karim Azzabi - Aldo Cibic & Partners - Riccardo Diotallevi - Diego Grandi - Simone Micheli - Claudio Monti e Francesco Muti - Marco Piva - Anna Scaravella - Studio Azzurro - Patricia Urquiola e Martino Berginz

ALCUNE DELLE INSTALLAZIONI CHE HANNO ANIMATO LA MOSTRA-EVENTO DI INTERNI NEL CORSO DELLE SUE 20 EDIZIONI, DAL 1998 A OGGI.

2005 • OPENAIR DESIGN

Main Partner: Mini e Nespresso

• IL GIARDINO DELLA TRIENNALE DI MILANO

Ron Arad, Marzorati Ronchetti - Aldo Cibic
- Michele De Lucchi - Toyo Ito - Toshiyuki Kita - Piero Lissoni - Jean-Marie Massaud
- Alessandro e Francesco Mendini - Fabio Novembre - Gaetano Pesce - Ettore Sottsass

2006 • HEAVYLIGHT

Main Partner: Mini, Nastro Azzurro, Nutella e AEM

• PORTE STORICHE DI MILANO

Miki Aston - Andrea Branzi - Castagna Ravelli Studio - Enzo Catellani - Jacopo Foggini - Paul Friedlander - Diego Grandi - Davide Groppi - Sion Hejdens - Toshiyuki Kita - Simone Micheli - Antonio Perazzi - Luca Trazzi - Tokujin Yoshioka

2007 • DECODE ELEMENTS

Main Partner: Mini, Nastro Azzurro e Sedi

• CASTELLO SFORZESCO

Ron Arad - Castagna Ravelli Studio - Odile Decq - Michele De Lucchi - Kengo Kuma - Doriane e Massimiliano Fuksas - Ingo Maurer - Alessandro e Francesco Mendini - Dominique Perrault Architecture - Gaetano Pesce - Ettore Sottsass - The Fake Factory

2008 • GREENENERGYDESIGN

Main Partner: Mini e Pirelli RE Ecobuilding

• UNIVERSITÀ DEGLI STUDI DI MILANO

Giuseppe Amato - Mario Bellini - Castagna Ravelli Studio - Antonio Citterio - Donato D'Urbino e Paolo Lomazzi - Jacopo Foggini - Marti Guixé - Setsu e Shinobu Ito - Toshiyuki Kita - Arik Levy - Lot-Ek - Ross Lovegrove - Antonio Marras - Mecanoo Architecten - Simone Micheli - Mini con B&B Italia - Paola Navone - Gaetano Pesce - Marco Piva - Power Plate - Denis Santachiara - Philippe Starck - Studio Azzurro - Luca Trazzi - Patricia Urquiola - Tokujin Yoshioka

2009 • INTERNI DESIGN ENERGIES

Main Partner: Enel e Mini

• UNIVERSITÀ DEGLI STUDI DI MILANO

Martino Berghinz - Alberto Biagetti - Fernando e Humberto Campana - Mauricio Cardenas - David Chipperfield - Carlo Colombo - Mario Cucinella - Culsdesac con Ingegnoli - Michele De Lucchi - Massimo Iosa Ghini - D Tao - The Fake Factory - Luigi Ferrario - Jacopo Foggini - Fondazione Franco Albini - Piero Lissoni - Simone Micheli - Mini e Airstram - Ludovica e Roberto Palomba - Marco Piva - Power Plate - Lorenzo Damiani - Rudy Ricciotti - Massimo Randone/Connexine - Marc Sadler - Denis Santachiara - Luca Trazzi - Patricia Urquiola

2010 • INTERNI THINK TANK

Main Partner: Enel e Mini

UNIVERSITÀ DEGLI STUDI DI MILANO

5+1AA - Paolo Caputo - Mauricio Cardenas - Catarina Carreiras/Fabrica - Castagna&Ravelli - D Tao - Maurizio Favetta - Jacopo Foggini - Emanuel Gargano e Marco Fajoli - Jaime Hayon - Giulio Iacchetti - Kengo Kuma - Daniel Libeskind - Marco Merendi - Simone Micheli - Paola Navone - Philippe Negro - John Pawson - Marco Piva - Italo Rota per Expo 2015 - Philippe Starck - Matteo Thun e Consuelo Castiglioni - Marni - Luca Trazzi - Mano Trmarchi e Frida

Doveil - Marco Vigo - Jean-Michel Wilmotte - Sebastian Wrong e Richard Woods - Marco Zanuso Jr.

2011 • INTERNI MUTANT ARCHITECTURE & DESIGN

Main Partner: Enel e Mini

• UNIVERSITÀ DEGLI STUDI DI MILANO

Dror Benshetrit - Mario Botta - Pedro Campos Costa - Ettore Cimini e Walter Monici - Carlo Colombo - Vincenzo de Cotitis con Rossana - Michele De Lucchi - Daniela di Lauro e Massimiliano della Foglia - Jacopo Foggini - Ron Gilad - Diego Grandi - Zaha Hadid Architects - Thomas Heatherwick - Giulio Iacchetti - Setsu e Shinobu Ito - Francesco Lucchese-Caldia Cube - Ingo Maurer - Richard Meier - Simone Micheli - Gwenael Nicolas - Lorenzo Palmeri - Massimo Pieratelli - Sybarite - Matteo Ragni - Snøhetta - Anders Warming

2012 • INTERNI LEGACY

Main Partner: Be Open e Mini

• UNIVERSITÀ DEGLI STUDI DI MILANO

Monica Armani - Nacho Carbonell - Castelli - Odile Decq - Michele De Lucchi - The Fake Factory - Jacopo Foggini - Akihisa Hirata - Massimo Iosa Ghini - Ora Ito - Klein Karoo - Zhang Ke/Standardarchitecture - Jürgen Mayer H - Richard Meier - Alessandro e Francesco Mendini - Brodie Neill - Lorenzo Palmeri - Ludovica+Roberto Palomba - Matteo Ragni - Marc Sadler - Andrea Salvetto - Scholten&Bajings - Elena Selina con Be Open - SOM Skidmore, Owings & Merrill - Speech Tchoban & Kuznetsov - Mac Stopa - Patricia Urquiola - Marco Vigo

2013 • INTERNI HYBRID ARCHITECTURE & DESIGN

Main Partner: Be Open, EXPO Milano 2015 e iGuzzini

Archizero - Autoban - Mario Cucinella - Decò Ter - Michele De Lucchi - Marti Guixé - Akihisa Hirata - Steven Holl Architects - Daniel Libeskind - Federica Marangoni - Simone Micheli - Christophe Pillet, Studio Azzurro, Sfelab - Luca Scacchetti - Dean Skira - Mac Stopa - Speech Tchoban & Kuznetsov e Marco Bravura

2014 • INTERNI FEEDING NEW IDEAS FOR THE CITY

Main Partner: AgustaWestland, Audi e EXPO Milano 2015

• UNIVERSITÀ DEGLI STUDI DI MILANO

AgustaWestland - Archea - Atelier Bow-Wow - Be Open - Martino Berghinz - Carlo Dal Bianco - Walter Maria de Silva - Yang Dongjiang - dRMM - Kengo Kuma - La Trentina - Ferruccio Laviani - Daniel Libeskind e Marina Abramovich - Felice Limosani - Federica Marangoni - Simone Micheli - MVRDV - Paola Navone - Nemesi & Partners - Italo Rota - Speech Tchoban & Kuznetsov - Toraja Architects - Alberto Torsello - Rocco Toscani - Luca Trazzi

• ORTO BOTANICO DI BRERA

Lissoni Associati, Living Divani

2015 • INTERNI ENERGY FOR CREATIVITY

Main Partner: Audi, Be Open e EXPO Milano 2015

• UNIVERSITÀ DEGLI STUDI DI MILANO

Audi Industrial Design - Steve Blatz e Antonio

Pio Saracino - Brazil S/A - Antonio Citterio - Patricia Viel and Partners - Yang Dongjiang - Valerio Maria Ferrari/VMCF Atelier - Raffaello Galiotto - Annabel Karim Kassar Architects and Interiors c - Kengo Kuma & Associates - Kitchenhouse - Daniel Libeskind/Libeskind Design - Alessandro e Francesco Mendini - Alessandro Michele - Michele Molé e Susanna Tradati, Nemesi&Partners - Modello Padiglione Zero - Piuarch - Speech Tchoban & Kuznetsov e Agniya Sterligova - Philippe Starck - Mac Stopa - Studio Azzurro - Luca Trazzi

• ORTO BOTANICO DI BRERA

A journey through scents di Be Open Foundation con R+W, con Ferruccio Laviani, Gérald Ghislain ed Elena Vosnaki; progetti di Tord Boontje - Fernando e Humberto Campana - DimoreStudio - Front - Jaime Hayon - Lissoni Associati - Jean-Marie Massaud - Nendo, e con Werner Aisslinger - Analogia Project - Philippe Bestenheider - DimoreStudio - GamFratesi - LucidiPevere - Karim Mekhtigian - Mist-o - Ludovica+Roberto Palomba Thukral & Tagra - Victor Vasilev

• AUDI CITY LAB, VIA MONTENAPOLEONE 27

Audi Mind Movers

2016 • INTERNI OPEN BORDERS

Main Partner: Audi e Panasonic

• UNIVERSITÀ DEGLI STUDI DI MILANO

Carlo Bach - Paolo Belardi e ABA - Stefano Boeri Architetti - Brazil S/A - Studio Castagna Ravelli - Collettivo Alidem - Sebastian Cox e Laura Ellen Bacon - Marco Ferreri, Michele De Lucchi, Stefano Giovannoni e Denis Santachiara - Massimo Iosa Ghini - Felice Limosani - Parisotto+Formenton Architetti - Carlo Ratti Associati e Transsolar - Naoyuki Shirakawa e Noriko Tsuki - Mac Stopa - Sergei Tchoban, Sergey Kuznetsov e Agniya Sterligova - Patricia Urquiola - Tom Vack - Chen Xiangping - Ma Yansong MAD Architects

• ORTO BOTANICO DI BRERA

Vito di Bari - Patrick Norguet

• AUDI CITY LAB, TORRE VELASCA

Untaggable Future

Lissoni Associati - Ingo Maurer con Axel Schmid e CastagnaRavelli

2017 INTERNI MATERIAL IMMATERIAL

Main Partner: Audi

• UNIVERSITÀ DEGLI STUDI DI MILANO

Ron Arad - Another Space - BIG Bjørke Ingels Group - Brazil S/A - Antonio Citterio Patricia Viel Interiors - Michele De Lucchi - Yang Dongjiang - Massimo Iosa Ghini - Toshiyuki Kita - Alessandro e Francesco Mendini - Simone Micheli - Lorenzo Palmeri - Regione Umbria Valnerina Experience - Italo Rota - Marco Rossi e Roberto Piasco - ShOP Architects - Mac Stopa - Benedetta Tagliabue EMBT - Sergei Tchoban, Sergey Kuznetsov e Agniya Sterligova - Luca Trazzi

• ORTO BOTANICO DI BRERA

Marco Acerbis - Marco Pareschi - Alfredo Tasca e Alberto Mattiello

• AUDI CITY LAB, CORSO VENEZIA 11

Future needs stories

Yuri Suzuki, Ross Lovegrove, Ilaria Colombo, Arturo Tedeschi

INTERNI EVENTS
20th EDITION

IMMATERIAL

3-15 APRILE 2017

UNIVERSITÀ DEGLI STUDI DI MILANO

ORTO BOTANICO DI BRERA

AUDI CITY LAB - CORSO VENEZIA, 11

In occasione del FuoriSalone 2017 la rivista **Interni** presenta la mostra-evento **Material Immaterial**, a Milano, dal 3 al 15 aprile.

Giunta quest'anno all'importante traguardo della **ventesima edizione**, la mostra-evento di Interni ha luogo in tre diverse sedi urbane: **Università degli Studi di Milano** (già Ca' Granda, XVI secolo), **Orto Botanico di Brera** (XVIII secolo), **Audi City Lab Corso Venezia 11** (ex seminario Arcivescovile, XVII secolo). Il tema prescelto da Interni, invita a esplorare la **doppia anima del progetto**: da un lato **l'universo fisico e materico** che del progetto costituiscono l'essenza concreta; dall'altro la **dimensione immateriale della creazione**, a partire dal pensiero del progettista, sempre più coadiuvato da tecnologie digitali e condizionato dalla realtà virtuale. Le installazioni portano la firma di **studi e progettisti di varia provenienza** - Giappone, Cina, Russia, Brasile, Danimarca, Usa, Polonia, Gran Bretagna - oltre a prestigiose personalità italiane, sono realizzate con il sostegno di **aziende, istituzioni e imprese all'avanguardia**, che operano sia a livello globale, che nazionale e locale.

a cura di **Valentina Croci e Antonella Galli**

timing of fashions, styles, the pursuit of novelty at all costs, to instead emphasize the timeless quality of a brand or an image. The selection, in alphabetical order (from Amarena Fabbri to Vov), is a series of "products over which time passes without leaving its mark: things that have been worn, eaten, consumed and utilized by generations, because the merciless laws of fashion cannot replace them. [...] Witnesses of time, these objects have managed to continue to play a leading role in the everyday lives of millions, adapting to all changes." Of different types (foods and medicines, apparel and utensils), the items in the book create a sort of collective narrative of things we feel are familiar. Actually the profiles narrate curiosities that have escaped us: the flower of the famous Chupa Chups logo came from an idea of Salvatore Dali; San Pellegrino mineral water (1899), a symbol of Italian style in the world – the springs, it appears, were discovered by Leonardo da Vinci as he was searching for a backdrop for his painting The Virgin of the Rocks – had exceptional testimonials like Queen Margherita and Gabriele D'Annunzio. With a label that has been recognizable for over a century.

Simone Micheli, ed. Simone Micheli, Forma Edizioni 2016, 208 pages, €35.00.

Simone Micheli, an architect and designer from Pistoia, raised in Viareggio, residing in Florence, has gathered "fragments of work done from 2012 to the present" in this new book, among the many already published during the course of his career. His experimental research continues to produce creative contaminations, between design and installations, sensory interiors and works of architecture built or simply dreamed. A way of designing linked to synesthesia, simultaneous multisensory perception, the value of emotion as a factor of quality, for a tireless creator of objects and spaces, situations and environments.

Icone d'Impresa, by Francesca Molteni, Carocci Editore 2016, 254 pages, €24.00.

A fascinating voyage through a selection of artifacts of different kinds, scales and functions that have made Italian industry great. A path that begins in 2012 on the pages of the Sunday supplement of Il Sole 24 Ore, involving 50 corporate museums organized in the association Museimpresa, under the aegis of Assolombarda and Confindustria, asked to select one object from their production, past or present, to represent an industrial philosophy. Francesca Molteni has reorganized this register with passion, illustrating each selected object, case by case, in a portrait that narrates its history, anecdotes and curiosities. The icons presented in chronological order with vivid illustrations are items that have "made the history of a country, shaped the imaginary of a nation, marked technological progress, or accompanied a love story." All industrial in nature, the objects are "often well designed, by an architect, an engineer, or an unknown artisan." Italian objects that are part of the country's memory. *Matteo Vercelloni*

P151. THE 20TH INTERNI EVENT

Twenty is a round number that suggests energy and optimism: and it is the number of the exhibition-events that have been produced since 1998 by the magazine Interni in Milan, during the FuoriSalone. This year, with Interni Material Immaterial we can celebrate this milestone. Today it is common knowledge that the phenomenon of the FuoriSalone began in 1990 in Milan thanks to the intuition of the editor of Interni, Gilda Bojardi. In 1998 Interni decided to make its own contribution to Design Week in Milan, creating an exhibition-event featuring installations and projects with a focus on architecture and design. From 1998 to 2017 Interni has presented over 300 installations, visited by a total of over 2 million people and created by over 200 designers with the support of hundreds of companies. The list of designers is a very long one. Two names stand out, those of Alessandro Mendini and Michele De Lucchi, who played the role of 'tutors' of the first events, and have accompanied the magazine across all these years. Interni has thus facilitated the encounter between designers and companies for the production of the installations: producers of materials for architecture, large multinationals, small local manufacturers, technological startups, industrial giants from all over the planet, makers of furnishings and lighting. One of the particular characteristics of the exhibition-event of Interni has been its open, dynamic relationship with the city of Milan. The installations have enlivened squares,

streets, the historic city gates, the Triennale and its gardens, the Sforza Castle, Università degli Studi di Milano, Orto Botanico di Brera, Torre Velasca, and this year also the former Archiepiscopal Seminary on Corso Venezia. A relationship that has contributed to create new districts of creativity, confirming Milan's role as the international design capital. *Antonella Galli*

FUORISALONE 3-15 APRIL 2017

P157. INTERNI MATERIAL/IMMATERIAL.

UNIVERSITÀ DEGLI STUDI DI MILANO

ORTO BOTANICO DI BRERA

AUDI CITY LAB - CORSO VENEZIA, 11

For the FuoriSalone 2017 in Milan the magazine Interni presents the exhibition-event Interni Material Immaterial, from 3 to 15 April. This is the 20th event produced by Interni for the FuoriSalone, an important milestone, which now takes place in three different locations: Università degli Studi di Milano (the former Ca' Granda, 16th century), Orto Botanico di Brera (18th century), and the Audi City Lab at Corso Venezia 11 (the former Archiepiscopal Seminary, 17th century). The theme chosen by Interni urges exploration of the dual spirit of design: on the one hand, the universe of materials, the physical, concrete essence of the project, on the other, the immaterial dimension of creation, starting with the thoughts of the designer, increasingly aided by digital technologies and influenced by virtual reality. The installations bear the signature of studios and designers with different backgrounds – Japan, China, Russia, Brazil, Denmark, USA, Poland, Great Britain – as well as outstanding Italian personalities. They have been produced with the support of companies and institutions, advanced leaders operating on a global, national and local level. *Edited by Valentina Croci and Antonella Galli*

P159. UNIVERSITÀ DEGLI STUDI DI MILANO

EXPERIMENTAL AND INTERACTIVE INSTALLATIONS OF ARCHITECTURE AND DESIGN EXPLORE THE DUAL SPIRIT OF DESIGN, BETWEEN THE CONCRETE UNIVERSE OF MATERIALS AND THE VISIONARY AND IMMATERIAL DIMENSION OF CREATION.

P161. AUGMENTED SURFACE

A THEATRICAL INSTALLATION THAT BRINGS OUT THE DECORATIVE POTENTIAL OF PORCELAIN STONeware THROUGH THE REFLECTION OF MIRRORS

The infinite possibilities of surface variation of porcelain stoneware provide studio Antonio Citterio Patricia Viel with the creative stimulus to make the space of the Cortile della Farmacia illusory and immaterial. Augmented Surface is a theatrical installation on a large scale made in collaboration with Marazzi: it is composed of reflecting wings with a height of 8 meters that diagonally subdivide the Renaissance courtyard and reflect surfaces made with sheets of stoneware installed on the front, the walls and the ground. The courtyard thus seems to be doubled, in two settings, though half of it has been left unchanged. The illusion, while dematerializing the space, also underlines its extraordinary proportions. The decoration of the sheets forms an image like a large mosaic. The effect of the decoration is the result of an important research project by the architects Antonio Citterio and Patricia Viel with the company Marazzi. The stoneware sheets, specially made for the event, are in the 150 x 75 cm format, all with different digitally printed decorations, involving the design of hundreds of rows.

Antonio Citterio Patricia Viel

The studio Antonio Citterio and Patricia Viel creates Augmented Surface with **Marazzi**, the company that for the occasion has produced hundreds of sheets of digitally printed stoneware. The company based in Sassuolo offers avant-garde solutions for architecture and ceramic products made with ecosustainable processes.

P163. CITY DNA

IMAGES OF ARCHITECTURE REVEAL THE DNA OF CITIES IN THE PASSAGE FROM CLARITY TO BLURRING

P194. IMMATERIAL DREAM

ORGANIC FORMS AND THREE-DIMENSIONAL GRAPHICS COVER ALL THE SURFACES AND PROJECT THE PRESS OFFICE OF INTERNI INTO THE VIRTUAL SPACE OF DREAMS

Once again this year, Mac Stopa has designed the press office in the Cortile d'Onore: the two rooms – a blue space for the reception and a yellow room for work and refreshment – feature organic, three-dimensional and modular forms. The two interpenetrating spaces are enlivened by games of geometry and lines that disrupt the physical perception of the place, triggering a dream dimension. This research is expressed in great attention to detail, like the mirror portion of the glass counters, which makes them seem like floating objects. In the installation the Polish designer demonstrates his 360° approach to expression with organic shapes and patterns based on digital art, and on concepts of modular design. "For me, the theme of the relationship between material and immateriale," Stopa says, "means the freedom to dream of new textures, forms and technologies. There is great symbiosis between design, technology and creation, which takes form from the immaterial world of ideas."

Mac Stopa

Mac Stopa has done all the works in glass of the reception and cafe counters with **Casali**, a company operating for thirty years in the production of works in glass for architecture and interior design. Stopa has also designed the furnishings of **Nowy Styl Group** and the Harmony in Motion wallpaper of **A.S. Création**. Lighting by **Luceplan**, screens by **Panasonic**

P195. ORTO BOTANICO DI BRERA

UNIVERSITÀ DEGLI STUDI DI MILANO

THE ART OF SOCIALIZING INTERPRETED IN OBJECTS, INSTALLATIONS AND CREATIONS BY ARTISTS, IN DIALOGUE WITH THE NATURAL ENVIRONMENT. COMFORTABLE AREAS FOR RELAXING, ALONGSIDE A DESIGN ISLAND FOR FITNESS.

P197. VENICE. PREZIOSO QUOTIDIANO

AN INSTALLATION ON THE ART OF THE TABLE AND FOUR SCULPTURES BY ITALIAN ARTISTS REVEAL THE EXPRESSIVE POWER OF INDUSTRIAL PRODUCTS

The vitality of artistic expression meets the value of industrial objects in the exhibition presented by Fratelli Guzzini at the Orto Botanico, featuring four sculptures and one installation. The latter is by Marco Pareschi, who has created a set table lit by lamps made with glasses from the Venice collection, the latest by Fratelli Guzzini, designed by Pio & Tito Toso. Pareschi's work stages the expressive variety of the new collection, marked by the transparency of crystal and the formal styles of Central Europe. It is joined by sculptures by the artists Mariano Moroni, Ermenegildo Pannocchia and Caterina Tosoni, offering a free interpretation of the Venice collection to reveal the expressive power of industrial products. The exhibition is part of the program "Art to be Used" that also includes the competition of the same name, in collaboration with European academies. The artist Antonio Gramigna (also in the exhibition with a sculpture) was the first to "take the stage." The initiative investigates the contamination between art and everyday life, towards a more pleasant dimension of existence.

Antonio Gramigna, Mariano Moroni, Ermenegildo Pannocchia, Marco Pareschi, Caterina Tosoni

With the exhibition "Venice. Prezioso Quotidiano" **Fratelli Guzzini**, at the Orto Botanico, launches the research program "Art to be Used," which includes exhibitions, study grants, publications and an annual competition in partnership with several European academies. The first to participate is the Fine Arts Academy of Brera. Lighting by **Iguzzini Illuminazione**

P199. THE GARDEN OF SENSES

SOFAS, SEATING AND TABLES WITH CONTEMPORARY LINES TRANSFORM THE SPACES OF THE ORTO BOTANICO INTO A REFINED OUTDOOR LIVING AREA THAT EMBODIES A NEW WAY OF LIVING IN CONTACT WITH NATURE

Living in outdoor spaces with the comfort and beauty of interior decor: this is the mission of Talenti, the Umbria-based outdoor furnishings company, which produces variegated and refined collections, created by designers with a clear contemporary sensibility. One of them is Marco Acerbis, author of the Eden and Cleo Teak collections of Talenti, which the designer has used in the project for a large open-air living area amidst the paths and plots of the botanical garden in Brera. A complete island of relaxation where visitors can enjoy the sofas, armchairs, tables, carpets and lamps by Talenti. In particular, the Eden furnishings in which light metal structures sustain large padded volumes that guarantee exceptional comfort, and the compositions of Cleo Teak, with their ample, welcoming geometric lines. The quality relies on soft but strong fabrics, ample padding and the beauty of teak. The seats, arranged on an expanse of carpets, include the appealing Eden daybed with a reclining cover, and the Cleo Teak rocking chairs and swings.

Marco Acerbis

Talenti, the Umbria-based company specialized in outdoor furnishings, in the spaces of the Orto Botanico presents the Cleo Teak and Eden collections designed by Marco Acerbis, an internationally acclaimed talent. During Design Week the installation will offer an evocative setting for a convivial evening of art and music.

P201. MYISLE, THE OUTDOOR GYM SCULPTURE

AN ISLAND FOR OUTDOOR TRAINING BLENDS INTO THE GREEN SPACES OF THE BOTANICAL GARDEN, FOR WELLNESS OF MIND AND BODY

Mens sana in corpore sano: from Juvenal to the present, the idea of wellness has been connected with the balance between the spiritual and physical dimensions. Metalco Active enters the spaces of the Orto Botanico with two outdoor workout islands, with areas of 16 and 24 square meters, with a discreet character: the fitness gear in stainless steel is an understated presence, incorporated in the base of high-performance concrete (UHPC). "Whenever I traveled," says Gian Luca Innocenzi, CEO of Metalco Active, "especially in places of natural beauty, I felt the need to exercise outdoors." This led to a typological innovation: "Mysle is a concept that combines the functions of an outdoor gym with the elegance of a concrete sculpture," says the designer Alfredo Tasca, president of Metalco Group. Up to ten people can work out at the same time, on thirteen training stations. And an app makes it possible to follow specific training protocols.

Alfredo Tasca, Alberto Mattiello

Metalco Active is an Italian company that produces and markets product concepts for outdoor fitness. After MyEquilibria and MyBeast, Mysle is the brand's third concept. **Metalco Group** is the partner for industrial development of the products. **Wellment** is the American company of the group that develops training protocols and multimedia content.

P203. AUDI CITY LAB - CORSO VENEZIA, 11

IF ARTIFICIAL INTELLIGENCE COULD DREAM... AUDI PRESENTS SONIC PENDULUM, AN INTERACTIVE SOUND INSTALLATION CREATED BY YURI SUZUKI, AT THE HISTORIC BUILDING OF THE FORMER ARCHIEPISCOPAL SEMINARY, WHICH ALSO HOSTS THE ENCOUNTERS "FUTURE NEEDS STORIES."

P204. SONIC PENDULUM

AN ALWAYS CHANGING SOUNDTRACK THAT GENERATES ITSELF THANKS TO AN ALGORITHM THAT REACTS TO THE MOVEMENTS OF VISITORS

Audi, in the role of co-producer of the Exhibition-Event of Interni, presents the work Sonic Pendulum by Japanese sound designer Yuri Suzuki inside the 16th-century building at Corso Venezia 11, opened during the FuoriSalone for the first time. A large interactive sound installation is positioned at the center of the courtyard, in which an algorithm typical of artificial intelligence systems creates a continuous, calm, deep and relaxing flow of sounds. The