

# INTERNI

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GRUPPO MONDADORI

## MILANO FUORISALONE 2017



“Il design parte dal sogno di nuove tecnologie e materiali che si concretizza grazie all'implementazione dei processi tecnologici. L'installazione per il press office, Immaterial Dream, racconta questa evoluzione. Nella fase progettuale ricorro a elementi immateriali quali la luce, la realtà virtuale basata sulla grafica 3d e immagini riflesse che trasporto in geometrie reali, come i miei arredi modulari Tapa pouf e Tauko table (per Nowy Styl Group). La mostra-evento di Interni è di fatto un design hub che ogni anno consente l'integrazione del sogno immateriale del design con l'industria che è 100% materiale, ispirando lo sviluppo tecnologico”.

**Mac Stopa**, architetto



FuoriSalone 2017  
**MATERIAL IMMATERIAL**  
 UNIVERSITÀ DEGLI STUDI DI MILANO



# Immaterial Dream

Progetto di **MAC STOPA - MASSIVE DESIGN**



Il press office era composto dalla stanza blu della reception e da quella gialla della lounge a essa contigua. Per l'allestimento, Mac Stopa ha progettato sia la moquette (**M2 Carpets**) che la carta da parati (**A.S. Création Tapeten**). Le stanze sono state arredate con le sedie e i tavoli Tauko e i premiati pouf Tapa, prodotti da **Nowy Styl Group**. Il bancone della reception e il bar sono stati realizzati da **Casali**. I grandi monitor **Panasonic** hanno completato l'equipaggiamento della lounge. Illuminazione di **Luceplan**. Foto Saverio Lombardi Vallauri e Paolo Consaga

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**Mac Stopa**, architetto



Paolo Castagna



Francesco e Alessandro Mendini



SHoP - William e Christopher Sharples con Andrea Vittadini



Mac Stopa



Patricia Viel e Antonio Citterio



Ricardo Antonio



Luca Trazzi



Simone Micheli



Michele De Lucchi



Benedetta Tagliabue



Ron Arad



Massimo Iosa Ghini

13 giorni  
3 sedi

27 installazioni  
4 mostre  
6 conferenze  
2 concerti

Foto Saverio Lombardi Vallauri, Mattia Campo, Ludovica Mangini

**CAPTION:** Under the porticoes of the Cortile d'Onore, eleven prototypes illustrated unexpected uses for hemp: from music to furniture design, industrial design to nutrition. The projects exploited the antibacterial, mechanical and sound absorbing properties of the material, as well as creating new biomass compounds. The initiative organized by the **Umbria Region and Fondazione Politecnico di Milano** was implemented by **Polifactory**, the makerspace of the Milan Polytechnic, with the consulting of the **Museum of Hemp of Sant'Anatolia di Narco (PG)**. With the support of **Design Lab System - Department of Design of the Milan Polytechnic**, and **CMF Greentech**. Photo Saverio Lombardi Vallauri

### P135. PLEASURE-LAB ACQUAPURA

project by RICARDO ANTONIO with PLEASURE-LAB. The theme Material Immaterial fits perfectly with our laboratory that focuses on the immaterial qualities of objects. Acquapura is the result of the third research project on the tropical vernacular, seeking simple solutions and discovering the local tradition. It is a clay filter, made by hand, with a background in the culture of the native populations of South America. It keeps water fresh, purifying it, and thanks to contact with the clay the qualities of pure spring water are restored. This project goes against the trend of entire automation in industry 4.0, and recovers the immaterial values intrinsic to design products."

**Ricardo Antonio**, designer and director of **Pleasure-Lab**. **CAPTION:** The installation, beneath the porticoes of the Cortile d'Onore, illustrated a particular clay filter for water that takes its cue from the crafts tradition and the vernacular culture of the inland regions of Brazil. A creation of **Pleasure-Lab** (Ergonomics of Pleasure Research Laboratory), which promotes research on the "ergonomics of pleasure," i.e. design guided by the immaterial qualities of objects. Photo Matteo Cirenei

### P136. SOLE DI NOTTE

project by CASTAGNARAVELLI and Filippo Ghislieri Marazzi with AZUL ITALIA. "We thought about something very heavy, a blue marble that looks like the sky, in contrast with a hot-air balloon that symbolically raises the block. The designer can have the role of a critic, also through irony, of the society, proposing new concepts with virtuous or transgressive attitudes, as long as fun and beauty are part of the equation."

**Paolo Castagna**, theater director. **CAPTION:** The installation designed by Paolo Castagna and Gianni Ravelli was composed of slabs of Azul marble supplied by **Azul Italia**, and a hot-air balloon with a diameter of 7 meters, floating 10 meters above the surface of the Cortile d'Onore, and containing lighting fixtures that turned on at dusk.

### LE GIGANTESSE

project by LUDOVICA DILIGU, Michelangelo Mazzari and Simona Stortone with LABO ART. "Material Immaterial was an opportunity for designers to give their ideas material form, leaving room for observers to interpret them in their own way. The Gigantesse are four large garments on a sculpture in polystyrene; they take the place of the pilaster strips of the arcades, putting the accent on the classical origin of the architectural space that contains them."

**Ludovica Diligu**, fashion designer. **CAPTION:** Above and right, on a scale of 2:1 with respect to the original garments, The Gigantesse covered the pilasters strips of the portals of the Scaloni d'Onore. They reproduced the Matrigna jersey dress, a milestone in the **Labo.Art** archives, dyed in shades of royal blue and lemon, and with a large train across the steps. Photo Matteo Cirenei

### P137. DESIGN FANTASY

**CAPTION:** Clockwise from upper left: the Sardinie tables by Michelangelo Giombini for **MR**, the luminous installation Bubble Gum by **Carla Milesi** and **Maria Grazia Rosin**, composed of modules in green cement and incandescent blown glass, the Brill chandeliers by **Jacopo Foggini** in the portico of the Cortile d'Onore, the installation Sonic Pendulum of **Audi**, based on the large installation of the same name by Yuri Suzuki at Corso Venezia 11, the **illy** cafe with the motif that decorates the cups of the **illy Art** Collection series by Ron Arad. Photo Matteo Cirenei

### P138. OUTDOOR DECOR

project by **MAC STOPA - MASSIVE DESIGN**. **CAPTION:** Above, by **Magis**, the Dodo rocking bird designed by Oiva Toikka for the Me Too collection, produced in rotomolded polyethylene. Left, by **Emu**, the Vetta cot designed by Chiaramonte/Marin. Photo Saverio Lombardi Vallauri. **pag. 139** Left, from **Royal Botania**, the Vigor Lounge daybed and the Nara bench with low table, accompanied by the Palma umbrella featuring an innovative opening system. Lower left, from **Plust**, the Bold seating family, featuring ample pieces complete with a system of cushions. Design Giulio Iacchetti. Photo Saverio Lombardi Vallauri. Right, the Omino illustrative totems used in all the locations of the exhibition Interni Material Immaterial were designed by Mario Milana and produced by **East End Studios**. Photo Saverio Lombardi Vallauri

### P140. IMMATERIAL DREAM

project by **MAC STOPA - MASSIVE DESIGN**. "Design starts from the dream of new technologies and materials, taking concrete form thanks to the implementation of technological processes. The installation for the press office, Immaterial Dream, narrates this evolution. In the design phase I make use of immaterial elements like light, virtual reality based on 3D graphics, and reflected images which I transport into real geometric forms, like my modular furnishings, the Tapa ottoman and the Tauko table (for Nowy Styl Group). The exhibition-event of Interni is actually a design hub that permits, each year, the integration of the immaterial dream of design with industry that is 100% material, triggering technological growth." **Mac Stopa**, architect

**CAPTION:** The press office was composed of the blue room of the reception and the yellow room of the adjacent lounge. For the setting, Mac Stopa designed both the carpeting (**M2 Carpets**) and the wallpaper (**A.S. Création Tapeten**). The spaces were furnished with the Tauko chairs and tables and the award-winning Tapa ottoman, produced by **Nowy Styl Group**. The reception counter and bar were made by **Casali**, the large **Panasonic** monitors completed the outfitting of the lounge. Lighting by **Luceplan**. Photo Saverio Lombardi Vallauri and Paolo Consaga

### P142. MICKEY MOUSE ART SHOW

**CAPTION:** On the evening of 4 April, the Cortile d'Onore of Università degli Studi hosted a Disney performance featuring Corinne Sutter, a Swiss artist famous for her original painting techniques. Corinne, presented by Caterina Balivo to a curious audience, created portraits of Mickey Mouse, the universal **Disney** character, using an upside-down painting technique (when the work is turned over it reveals a surprising second image). Photo Ludovica Mangini

