

MILANO REPORT

APRIL 2014

CONTENTS

- *Triennale Milano Citizen Exhibition
- * Salone del Mobile Kartell Stand
- *Fuorisalone Cosx Nendo Exhibition

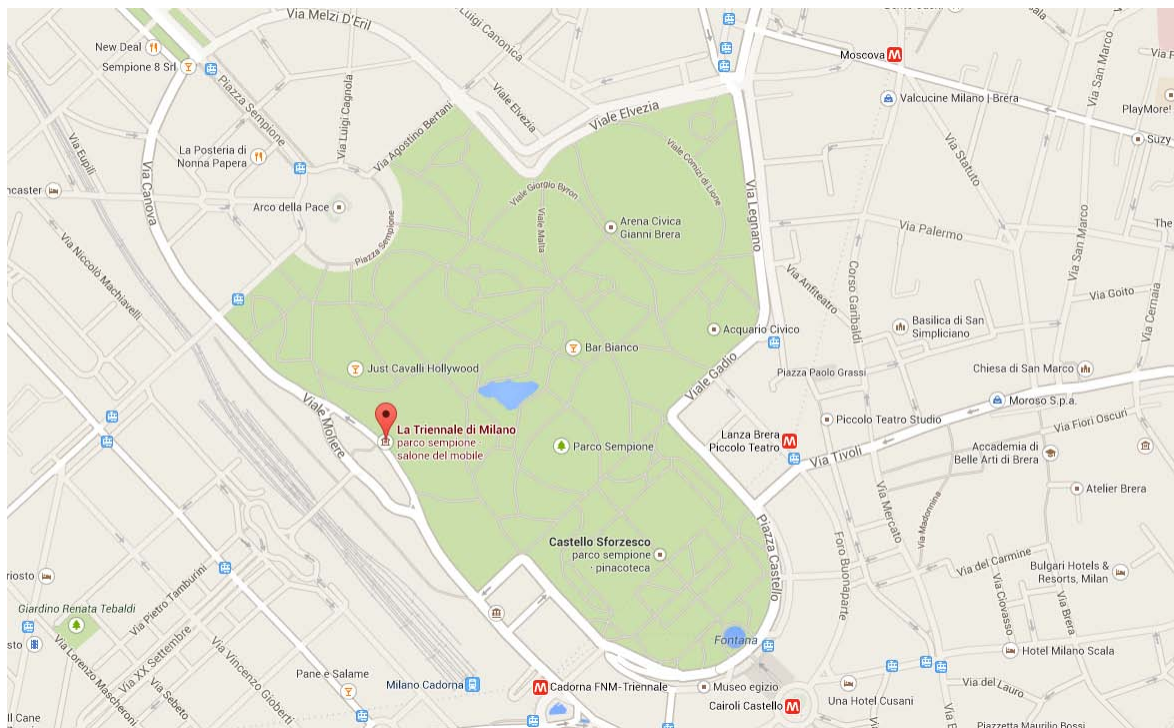
Project Overview

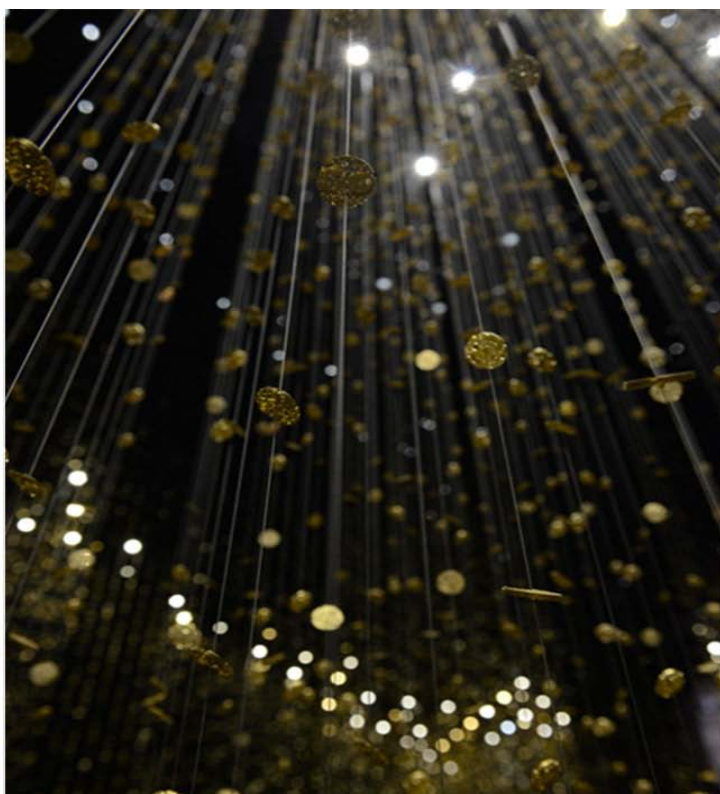
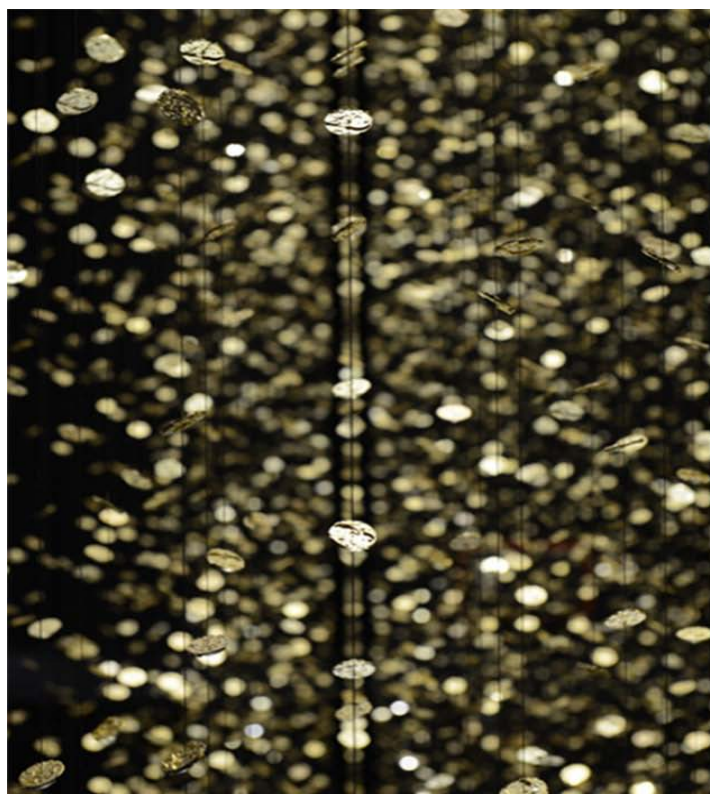
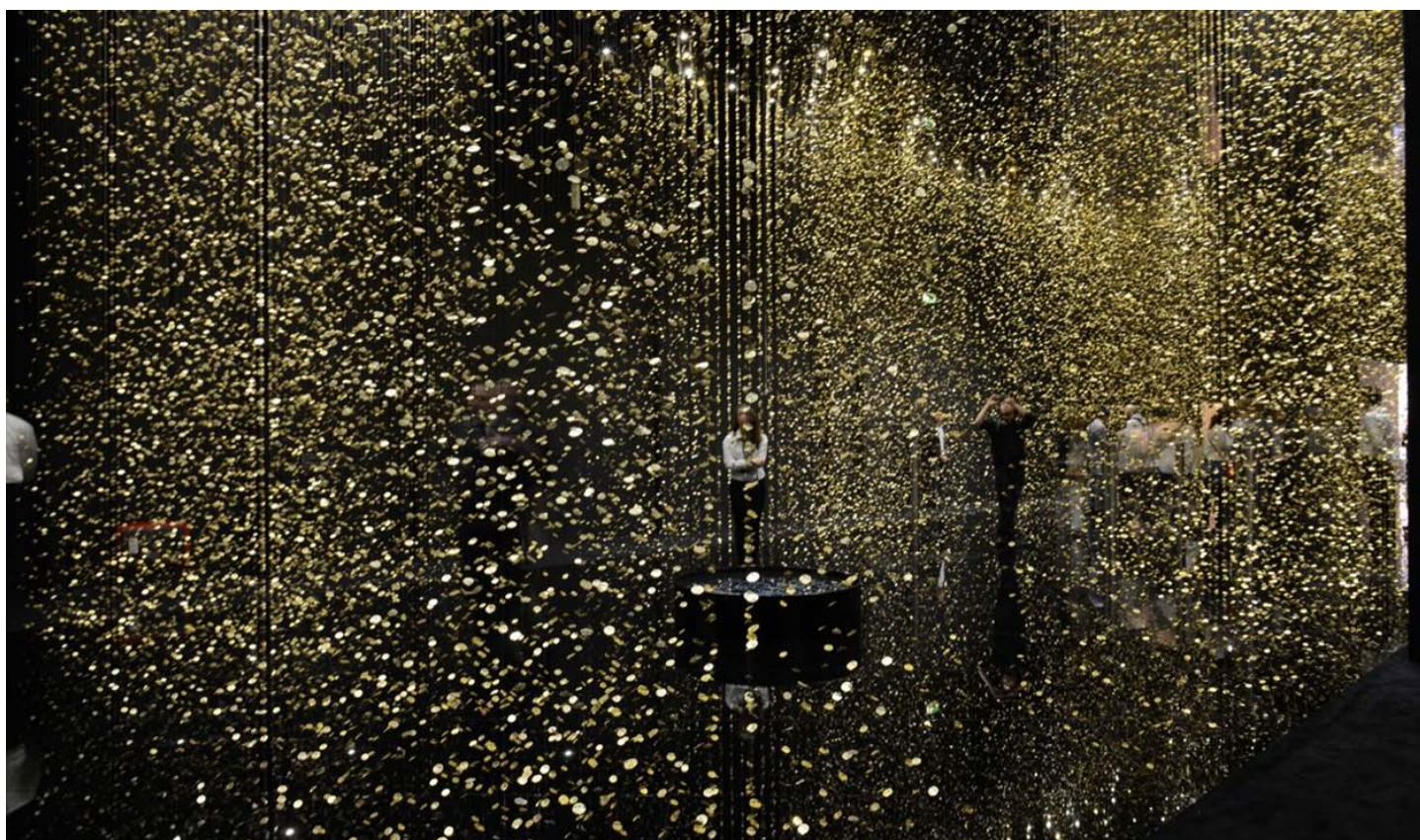
The concept is born from the French architecture Studio DGT: “The sunlight is the terrestrial measurement of the passing time”, its display features the concepts of time and light linked by a principle of necessity, in which light adopts the shape of time.

The installation is composed of 80'000 watch plates, the structural base of watches, hooked to 4'200 metal threads hanging from the ceiling. The light reflected became raw material that follow the visitor through the three phases of the exhibition, in which are showed the mechanical components of the watches from the 20's until now of the Citizen products.

1. Brand: Citizen
2. Type of Business: Exhibition
3. Open Date: 04/2014
4. Location: Via Emilio Alemagna 6 , Milan

Location Map







2. Salone del Mobile Kartell

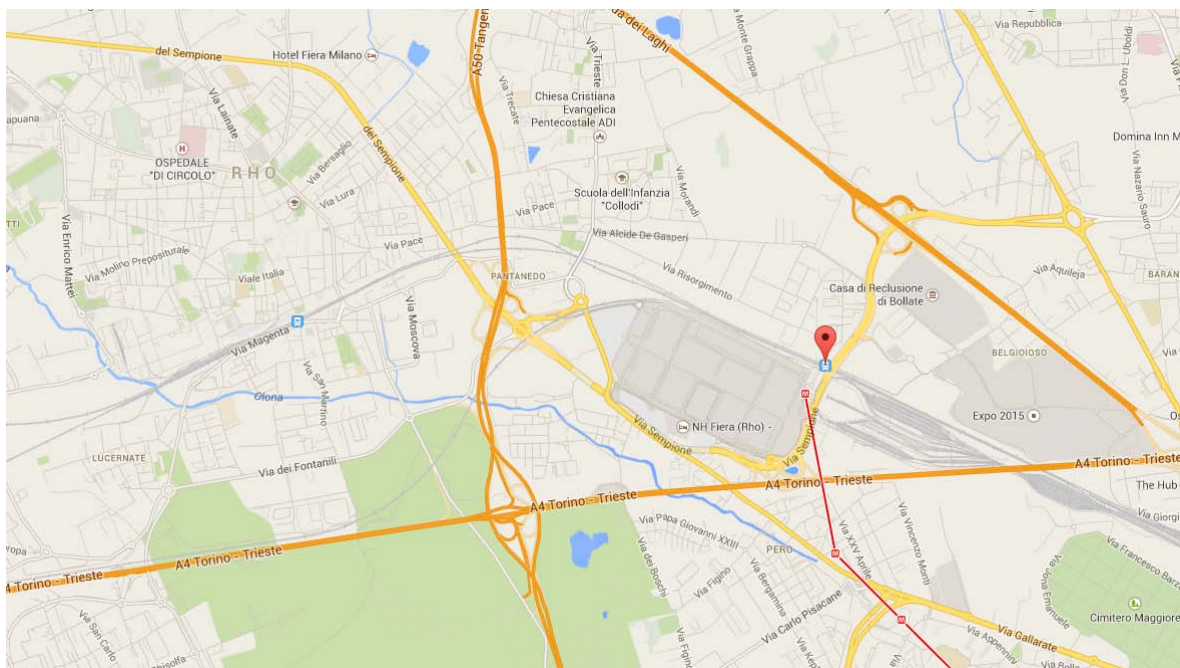
Project Overview

At the Salone del mobile this year one of the most interesting stand was the Kartell “Precious”, presenting 15 new product from: Ferruccio Laviani, Eugeni Quitllet, Piero Lissoni, Jean-Marie Massaud, Davide Oldani, Ludovica+Roberto Palomba, Philippe Starck, Patricia Urquiola, TOKUJIN Yoshioka, the concept in the product and the exhibition was focused on making the plastic a precious and unique element. The installation was also for commemorate the 15th anniversary of Kartell, with the slogan “15 years of transparency” based on innovation in plastic Furniture production, that showed in all of the new product presented this year at the Salone, with a metal looking plastic chair, based on a new polymer; a less than 2 kg chair, and the new Philippe Stark product “uncle Jim and Jo”, a one piece plastic sofa and chair.

Project Details

1. Brand: Kartell
2. Type of Business: Showroom
3. Open Date: 04/2014
4. Location: Rho Fiera , Milan

Location Map





3. COS x Nendo

Project Overview

In the week dedicated to architecture design and creativity, Cos, which returns at Salone del Mobile with an installation created exclusively by Japanese design studio Nendo. The installation took place in Brera design District, representing the concept of Nendo: re-imaging everyday object by offering and providing what they call a small “!” moment. So reinventing the Cos brand icon product, the white shirt, instead of redrawing it make it interact and play with the structure and the space of the installation. Oki Sato, founder of Nendo, explains: “the shirts are white and stiff until they are framed within metal cubes. Playing with the space, the garments are tinged with different colors. This simple but impressive effect strengthens the awareness of the space by visitors”.

Project Details

1. Brand: Cos
2. Type of Business: Installation
3. Open Date: 04/2014
4. Location: Via delle Erbe, 2

Location Map

