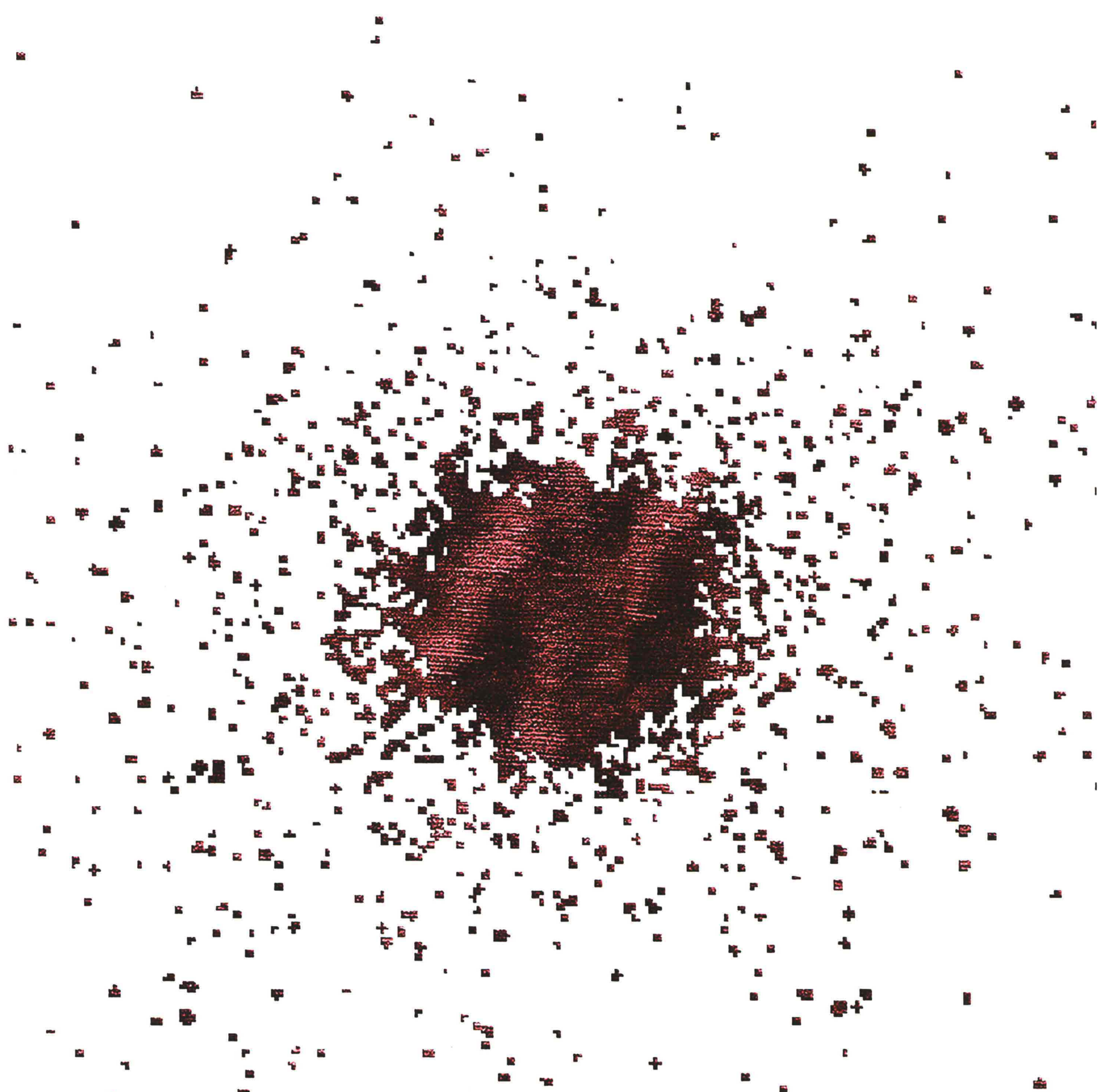


# IFDM

INTERIOR FURNITURE DESIGN MAGAZINE

Design Issue

April 2021 - Year XV - [www.ifdm.design](http://www.ifdm.design)

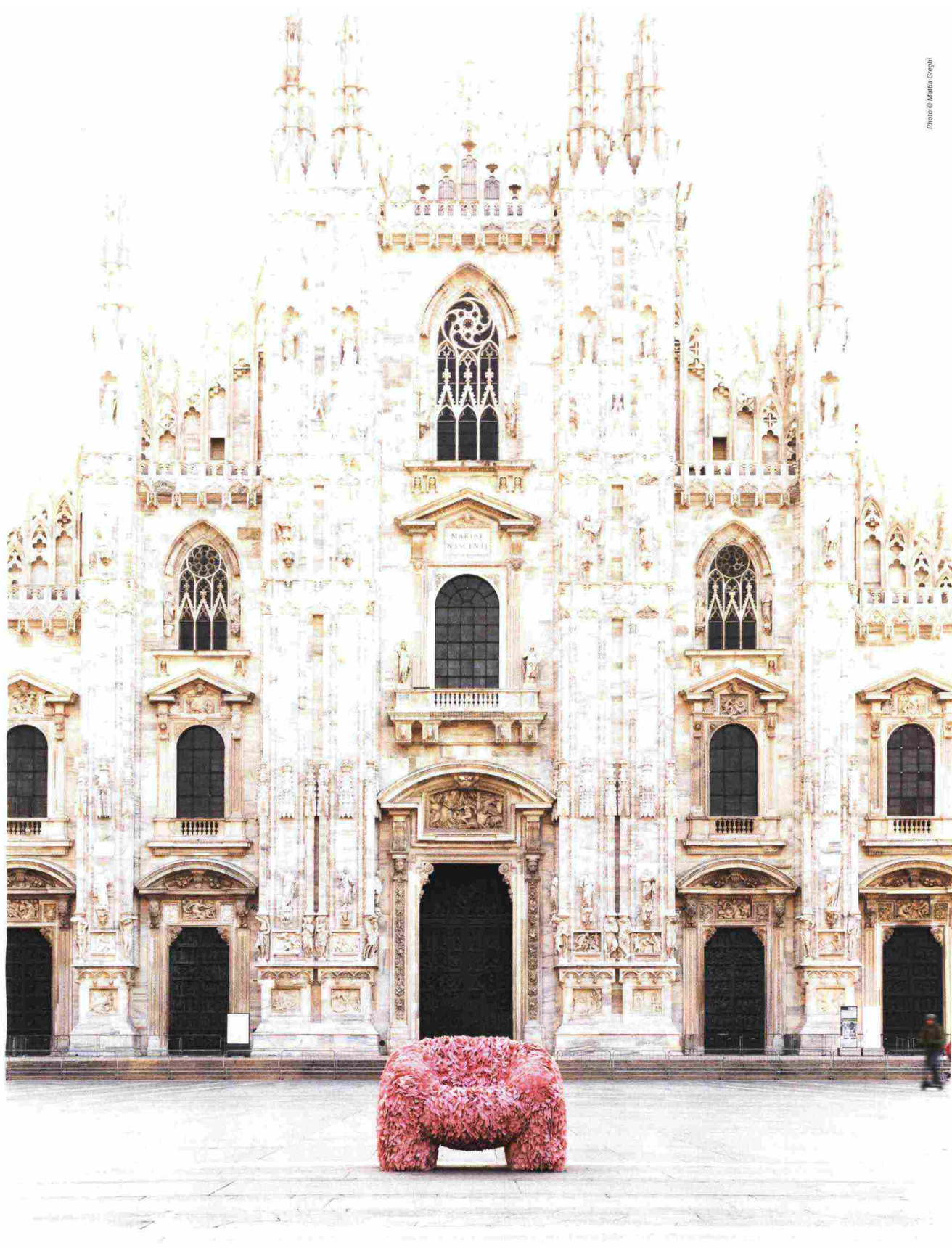


22 PEOPLE & OPINIONS  
Gilberto Negrini  
& Piero Lissoni

39 PEOPLE & PROJECTS  
Kelly Wearstler

94 ARCH & INTERIOR  
Pause/Stop/Live

B&B ITALIA





# 24 HOURS IN MILAN

## Milan restarts: what to see, where to go

WAITING FOR THE SALONE IN SEPTEMBER, THE DESIGN CAPITAL WARMS UP WITH SOME EVENTS, TALKS AND PRESENTATIONS, IN PERSON OR ON THE SCREEN

text by Cristina Ferrari & Francesca Gugliotta

Milan, the design capital and Italy's most international city, after months of closure, lights up. The opportunity came up with Milano Design City, two weeks of events in April, including presentations, talks, conversations in person (finally!), but also hybrid initiatives mixing real and virtual content. A program offline and online, in showrooms, corporate headquarters, but also on Zoom, Instagram and interactive platforms, to reach a worldwide audience. An opportunity for companies to launch new products, set up showrooms with new collections, create a buzz and put the spotlight back on the city after a period of stasis, with proposals that will live on in the months to come, during the run-up to the Salone del Mobile on 5 September. Tom Dixon, one of the brightest participants, approached the design week with an alter ego hologram; Poltrona Frau unveiled the *Take your Time* collection online, a series that urges us to take things slowly and to grasp every detail through the senses, meanwhile Cassina virtually narrated its new collection, presented by the art director Patricia Urquiola and the CEO Luca Fusco. Displays not to be missed include the 'room of ideas' of Antonioliupi, with new creations by Gumdesign, Calvi Brambilla, Carlo Colombo, and others. Then the *Rooms by Moroso*, five different interpretations of living space at

the showroom on Via Pontaccio, a project by Marco Viola; Giulio Cappellini has wagered on the dreamy hyper-decorative imagery of Elena Salmistraro for the Cappellini space on Via Santa Cecilia. Visionnaire – in the Wunderkammer of the Visionnaire Design Gallery in Milan – stages *Regine* exhibition by the artist Paolo Leonardo. Shop windows are full of colorful sculptural presences: Alpi, in the showroom on Via Solferino, explores dense, saturated colors for wooden surfaces, with the French Palette by Piero Lissoni; Gervasoni on Via Durini stages new indoor and outdoor furnishings. Living Divani launches of the indoor-outdoor family by Piero Lissoni, David Lopez Quincoces, Marco Lavit and Mist-o. On Via Durini, Porro offers a series of spaces without structural and conceptual barriers. Some of the players have gotten ready for this design week with a new look (as Misha wallcoverings) or by opening new spaces, as Versace Home, Jannelli&Volpi, De Castelli, Dom Edizioni, Rexa Design, Manerba, Sahrai with the temporary store on Via Manzoni; Lapalma with Lapalma for Architects. Events to mark at least a dozen new openings, which last fall studded the central districts of Milan with new design hubs (Ceccotti, Nemo Lighting, Snaidero, Marsotto, Pianca & Partners, Mutina, Solferino Lab, just to name a few). In spite of everything, Milan comes alive and attracts interest, as well as the investments.

**30,000 PETALS FOR AN ARMCHAIR** This is the *Hortensia* model by the Argentine designer Andrés Reisinger for Mooodi. It began as a 3D rendering, which soon went viral on Instagram. Contacted by Mooodi, the designer was able to translate a digital drawing into reality, in collaboration with the Catalan designer Júlia Esqué for the covering, creating an armchair formed by 30,000 laser-cut pieces in Petal fabric, available in pink or gray.

## 24 HOURS IN MILAN



Photo © Leonardo Duggento



### MOROSO

*via Pontaccio 8/10*

"Stanze" is the new setting for the Milanese showroom and at the same time is the project in which Moroso tells its story: the products are placed in an environment designed to be reproduced in the stores; the entire Moroso house is fitted out, with the bestseller products of recent years: **Gogan**, **Gentry**, **Josh**, **Redondo**, **Shanghai Tip**, and, to the fore, **Pacific**, the new collection designed by Patricia Urquiola.



### CASSINA

*via Durini 16*

Cassina continues its journey to complete all areas of the home mashing up the company's icons with this year's new proposals designed by Michael Anastassiades, Jeffrey Bennett, Philippe Starck and Patricia Urquiola. An exciting project by Vico Magistretti makes a return: the **Edison** table, updated in the measurements and in the materials, featuring the characteristic cross-shaped joint.



### VERSACE HOME

*New opening: via Durini 11*

Versace Home opened a new flagship store at the very heart of the design street of the city, via Durini. The concept of the space, opened in collaboration with Interni Spa and realized by **Vudafieri Saverino Partners** firm, evokes the unique elegance of Versace residences, starting from the architectural style of the building that host the showroom.



Photo © Marco Menghi



### DE CASTELLI

*New opening: via Visconti di Modrone 20*

An architectural location, a meeting place, an exhibition of the culture of craftsmanship, design and experimentation. This is the new space created by Cino Zucchi for **De Castelli**. Luminous spaces with large niches become a setting for the narration of the new **Rame At Home** collection.



Photo © Matteo Imbrini



### B&B ITALIA

*via Durini 14*

The renovation is in full swing for the historic flagship store of B&B Italia in Milan, but for Milano Design City in April the facility was transformed into an exceptional stage for the new **Noonu** upholstered furniture system designed by Antonio Citterio, which completes a pathway that began in 2018 with B&B Atoll. Ample sizing, flexibility and 'islands' of relaxation are its defining canons.