

Press release DESIGN WEEK 2019

Events

1

A coffee with Plinio il giovane Parenti District Art & Design

Every day at 3:30pm

Teatro Franco Parenti Sala Café Rouge

Mario Prandina, AKA Plinio il Giovane, will participate in the Parenti Art and Design District with his project “A coffee with Plinio il Giovane”, hosted at Teatro Franco Parenti, where his iconic chairs have been used for twenty years.

Every day from 9th to 14th of April, Mario Prandina will tell the stories of the people working behind the scenes, their fundamental role in developing ideas and products which brought the Made in Italy famous in the world.

The protagonists of this stories will be the artisans, blacksmiths, carpenters and all the professionals who are usually kept in the background. He will talk about “Brianza”, the incredible place where ancient jobs are handed down from father to son, about the noisy weaving machines of Industria Tessile Gastaldi, and about the marble and glass artists and artisans like, respectively, Abele Vadacca and Martino Vertova.

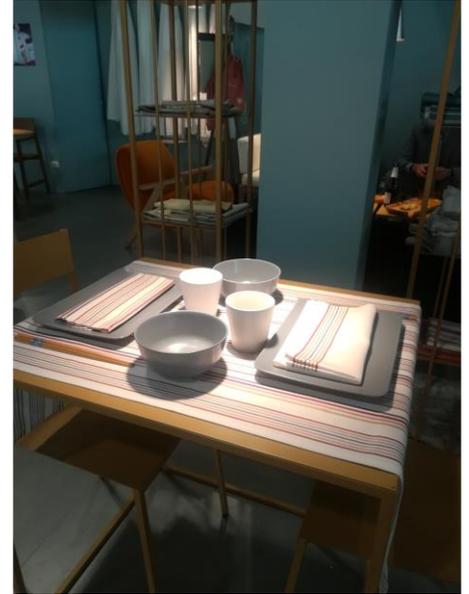
We will also present the prototype of the Sofa Bed Gilco, designed in 1952 by Gilberto Colombo who, with his genius and building skills, produced chassis for Ferrari, Maserati and many other famous brands in his company, GILCO

in the 50s. His motto was “The pipe never betrays”.

His company is run today by his son Marco and by Serena Omodeo, both architects: with

this first product they see their dream of creating a collection of furniture using car chassis pipes come true.

In collaboration with Plinio il Giovane the Sofa Bed Gilco has been created, the first product in a new collection called “competition furniture”



2

“in bed with PLINIO IL GIOVANE”

Via E. Cernuschi, 1 - Milano

Every day from 10:00am to 7:30pm

In the historic shop in Milan, via Enrico Cernuschi, Mario Prandina will present the new products dedicated to the hospitality industry thanks to the new textile collection designed by Claudia Boffi and produced in the historic Industria Tessile Gastaldi.

The whole space will wear new lights, thanks to the ground-breaking systems created by the Bernd Beisse Group and to the lights designed by Claudio Brocchini and Francesco Ippoliti, and produced by the famous German team.



3



“PLINIO IL GIOVANE in the garden”
Giardino delle Culture di Milano
via Morosini 8

Exhibition by Plinio il Giovane:

Plinio il Giovane presents in the “Giardino delle Culture” the new collection created for outdoor use, designed with the same philosophy and care which has historically distinguished Plinio il Giovane from all other brands.

The collection includes the Day Bed, the Eclettica, new tables and chairs.

“Artist’s chippings of Abele Vadacca”

The marble chippings that belonged to a primordial block of a work of art sculpted by Abele, Master Sculptor, will be the fragments offered to young students from IED who, under the guidance of Abel, will create projects that will restore the ancestral value of the stone.

We will also present the Bea chair which Abele has transformed into a work of art and which marks the beginning of a new collaboration between art and design.

“Waxewul - Learn to live in colour, starting with what you wear!”

Wearing Waxewul makes you a champion of non-verbal communication made up of symbols and colors!

For years Waxewul has been committed to bringing tradition, colours and the cultural heritage of Wax African fabrics to the Milanese fashion.

“The House of the Senses”, a small building in iron and glass designed for traveling exhibitions; in fact, thanks to a brilliant system of installation, it can be transported with a simple van.

Designed and built by Antonino Scarano, owner of the historical OFFICINE SCARANO, it is a fascinating place of Italian production created by his blacksmith father, an expert in artistic works in wrought iron, and transformed today by Antonino Scarano into a company specialising in doors and windows.

“Musical vibrations” you can try a new sensory experience while relaxing on a new PLINIO IL GIOVANE rocking chair accessorized with HBE

(Human Body Equalizer), a vibro-acoustic system which will let you experience the perceptive association between music, the physicality of acoustic vibrations and finally the emanation of a particular frequency of therapeutic heat.

The project is the work of Emanuele Chianesi with the participation of Paola Carassai, specialised in biological medicine and owner of IMBIO.

The “Giardino delle Culture” #flussidartesocialenellecitta, in collaboration with the association ARTàMICA, of which Alessandro Pellarin is president, promotes social art sharing.

