



PITTI LIVING #2 NOVELTIES AND CURIOSITIES

A.N.G.E.L.O.

An historical brand and an international point of reference in the field of "vintage fashion" research, at Pitti Living **A.N.G.E.L.O.** will be exclusively presenting a series of "one off" items realized by applying the concepts of *customization* and *recycling* to domestic furnishings. Particularly worthy of mention are the "**flower carpet**", realized by creatively assembling men's jackets with shawl collars and 70s style tuxedos, **the carpet made entirely from Spanish military trench coats** with their typical heavy cotton, and the "**breakfast scarf**" series, i.e. exclusive vintage Hermès and Yves Saint Laurent scarves which have been given a resin finish and turned into table cloths, placemats and kitchen aprons. **Machine washable and extremely chic.**

AFRITUDINE

A cultural, creative, and trade project that explores the **African aptitude for hybridism**; that is, for recovering and reassembling the things of this world and filling in the outlines of a **primigenial modernism**. *Recycled*, the new AFRITUDINE collection, is modeled on the art of recycling plastics and iron into everyday objects. Among the pieces presented: a **nomadic bookcase in tin and hand-woven plastic strands**, a chair made of tin, pitchers in multicolored recycled plastic; and rugs, clothes-baskets, and traveling bags, all made of strands of plastic.

ARREDI MARZIANI

Inside the "**Giardino extraterrestre**", [the evocative name, meaning extraterrestrial garden ARREDI MARZIANI chose for their stand at Pitti Living], Marzia Mosconi presents the innovative shapes of the completely handmade lamps she designs. Different types of furnishing accessories and light sources designed to trigger emotions in those who see them: **Jelly, Mina** and **Mina crystal** are made of Plexiglas, PVC tubes and Bohemian crystals. The latest addition to the family, making its debut is called **Mademoiselle-FIRE-FLY**.

ATOM PLASTIC

Atom Plastic is the first Italian firm devoted to promoting, selling and distributing designer toys. Designer toys - or *toyz* if you want to be with it, are signed by artists and designers and often produced in very limited editions. These items known as "emotional design" are the expression of an artistic movement that began in Hong Kong in the late 'nineties and quickly spread to Japan, the United States and Great Britain, reaching the continent only recently. It is a universe of short circuits touching design, comics, elite and street culture. The universe is distinguished by cheerful coexistence: **installations by Takashi Murakami and Yoshimoto Nara, urban toys by Michael Lau and Eric So and the Dalek and Flying Fortress puppets.** Riding on the wave of growing interest, the shop will soon be flanked by a forum, a magazine and a virtual museum where you can admire the *toyz* that are not available on the market.

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C & C MILANO

Precious fabrics made with the highest quality natural threads are the heart of C & C's exclusive proposal for home apparel and decorating. **Colors, patterns, and matches inspired by Mediterranean ambiances** form the *fil rouge* running through the sophisticated collections of home linens, accessories, and clothing in off-the-shelf and made-to-measure versions. In rich quilts, pillows, curtains, covers and throws, table linens, and pajamas and robes, cashmere, linen, silk, and velvet are modeled on clean-lined forms, in a limpid interpretation of Italian tastefulness.

CASAMANIA BY FREZZA

For twenty years this firm from Treviso has been creating imaginative and colorful furnishings, **delightfully playing with the object's purpose**. Among the highlights of the collection on display at Pitti Living is "**Unbook**" by American designer Josh Owen (the youngest designer in the Denver Art Museum's "American Design, 1975-2000" exhibition (2002). Unbook is a modern piggybank for adults that can **also serve as a bookend**. A healthy carrier of "surpriseutility" is how the inventor defines it. Casamania by Frezza has, for the sixth consecutive season furnished the house for Italy's **Il Grande Fratello** (Big Brother). Now it has invented the item that embodies the concept of reality shows, the "Confessionale" armchair created this year by set designer, Emanuela Trixie Zitkowsky.

DESIGN CONNECTION

A cult piece by the Argentine house: Brión Experimental is a lounge chair designed to permit any kind of movement and any position, for a sensation of total comfort and ideal re-connection with our inner being. Numerous objects with designers' signatures: **Mariano Dabul** designed "**Alus**," a windsurf shoe in recycled rubber and pieces of old tires; **Karin García**, the **table-collage** called "**Rallo Functional Art**"; **Alejandro Sarmiento**, a lamp; **Flora Sutton**, the complex "**Structure**"; **Rosa Arena**, colorful clothing that mixes industrial textiles and a crafts vocation.

DONARTE

Criticism sees in the **vase-sculptures of the Insights line** by Donatella Pigato "**a harmonic combination of art and design**" capable of lending a timeless elegance to the objects. With notable sculptural impact, the vases, lamps, and centerpieces refer to the handcrafting tradition of the ceramic artists but are born only of their maker's inventiveness. Perfect for a myriad of space treatments, from minimalist to ethnic to trendy.

DOMESTIC

Fruit of an idea by the French designer couple Stéphane Arriubergé and Christine Montard, the first *Domestic* collection proposes decorative elements in vinyl as an **alternative to wallpaper**. The wall space thus becomes the site where creativity is expressed, but without demanding deployment of massive resources. **Green Bubble line** is the name of the special project by **Matali Crasset** that Domestic is showing at Pitti Living together with *Possession* by Antoine+Manuel.

DR. SCHOLL

Nature, and wood skillfully crafted by the artisans of far-off cultures, are at the center of a collection that reinterprets the aesthetic values and canons of different continents, from the north of Europe to South America and the wastelands of northern Asia. Decorations, braids, and raw materials all rethink the themes of a global culture with big, solid volumes and studded borders, while the materials are as natural as the colors dedicated to the ethnic spices.

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FODesignCASA

Originally from Chicago but now permanently relocated in Milan, *FODesignCASA* produces furniture, cushions, and modular wall units inspired by the concept of **"Fun Follows Function."** The pieces, called **Fobench** and **Foplatform**, feature an **interchangeable modular wall** and make use of such materials as wood, plastic, and various types of fabric for the interchangeable individual cushions, which are all stuffed with buckwheat for a comfortable, therapeutic effect.

GALLO

Make their debut at Living with a line of accessories. This historical hosiery firm founded in 1927, shows products which are a distillate of experience and art, handed down from father to son. Quality made of concrete, precise actions, like the nine exacting checks on product compliance to standards or the **"rimaglio" the characteristic white thread that is the GALLO "signature"** and is still today added by hand. The materials are only top-grade and rigorously "two-ply" or "twisted" yarns of extra-fine Merino wool, pure lisle cotton, and 100% linen, cashmere, and silk, so fine that almost 10 kilometers of thread are needed to make one pair of men's socks. *Their tools range the first English knitting-frames to the latest-generation Italian knitters as well as historical Bentleys, still working after 50 years and still the only machines that produce hosiery with micro-embroideries.*

DARIO MARDEGAN

In his creative laboratory located in Mestre, **DARIO MARDEGAN** designs and builds **visual arts compositions and painting-sculptures in wood, plaster, and brass.** His polymateric creations are conceived as elegant, highly-versatile decorating complements adaptable to any space, however classic or however modern.

GASPARI

The **"Wollow"** lamp is the **perfect fusion of tech and natural:** it is a sphere of 480 mother-of-pearl covered rings. **Kaktus** is a large vase, made of mother-of-pearl covered sections. **"Trono"** is a fiberglass chair coated with 7 colors of **NO IDEA (Broken)** seashells. These items are all made by **GASPARI** the historic Bergamo firm that began with manufacturing buttons. Today, in addition to fashion tools it also produces furnishings and items for the home, combining the **most advanced** laser technologies, CAD, sophisticated plastics and **natural materials** - with mother-of-pearl in a myriad of shades and variations **playing a** leading role. The pieces are made by highly skilled artisans at the company's Philippine subsidiary.

GENTRYPORTOFINO

The **Gentryportofino** collection is characterized by **extremely eccentric and sophisticated materials and colors:** cashmere, silk, linen and cotton brilliantly mixed to create comfortable, unique and always elegant collections. Sea, salt and stripes recall sailor jerseys and many colours, characterize vacations on boats, relaxation and fun. For Pitti Living the company's design team has created a **multi-sensory space** where visitors can touch the fabrics and see how a garment is made. A **limited edition of cotton scarves, inspired by the moment and contaminated with blue** - in all the shades of the sea - and flashes of color will be made live at the stand.

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GIOVANNI DI BERNARDO

When he designs his pieces he tries to distinguish them with a **strong material and functional identity**, because, in his opinion "God...is in the details." This young Sicilian architect and designer divides his time between Palermo and Milan and works with important design firms (such as Boffi). Here at Living Giovanni di Bernardo presents the table lamp "**Covus**" (five, translucent, solid tubes tied together like a "bunch of oak branches"), the ceiling fixture "**Pito**" (which in Catalan means "whistle") made of a curved, serigraphed sheet, the "**Shark**" bench with feet shaped like shark's teeth, and the Lariflex table-shelf-display unit, "**Wave**" a "tablecloth hanging in the sun, waving in the wind."

GRUPPO DI INSTALLAZIONE

Faithful to its distinctive cipher and the "work in progress" aesthetic, GRUPPO DI INSTALLAZIONE is presenting its products at this edition of Pitti Living in a special setting. **Covers, pillows, sheets, and tablecloths in natural fabrics "dress" a hypothetical terrace** as though they were hung out to dry, among washing tubs, clothespins, and washing yet to be hung on the line. **This presentation has already met with considerable success at Milan's Opus Felix showroom.**

KOZIOL

Alessandro Mendini, harry&camila, Maria Christina Hamel, Studio Thun, Seventh Sense, Red Garbo, Maria Berntsen and Platt & Young are just a few of the design icons working with KOZIOL the German company characterized by its unmistakable way of seeing things. Spontaneous and formal at the same time, it is an ironic game that combines cultured references and attention to the production, turning originality into a tool for redefining the universe of furnishing accessories and interior design. In the **new Amoeba line** color and plastic bring new vitality into the traditional repertory of German design.

KRV KURVA DESIGN

The Portuguese company KRV KURVA DESIGN, founded in 2003 in a merger between Jorge Moita and Daniela Pais, **is presenting its cult product at Pitti Living: the La.Ga bag, a bag designed to be worn.** Different from other fashion accessories, this bag turns into an integral part of the body, modifying the silhouette and mixing with the style of the person using it; a bag that "dresses" like a fabric and stands out more brightly than any designer object, piece of furniture, or automobile.

HAPPY BOOKS

HAPPY BOOKS' rich repertoire centers on specialized publications for 360° creative talents: **books and magazines on design, the home, interior design, advertising and communications, the food universe understood as visual culture and expression,** the architectural avant-gardes and the latest trends in graphics, and Toyz. And more: the new and very useful Brochure-Parade, a publication bringing together brochures, catalogs, and advertising communications.

L'OPIFICIO

Kosmo is the name of the new line of decorating fabrics under the OPIFICIO griffe that centers on **stripes, polka-dots, and colors** oozing contemporary elegance. Designer Barbara Bertoldo weaves **glam suggestions into a precious collection for anyone who loves silk and plays of color:** fuchsia with lacquer red and purple, turquoise set against ruby red and mustard, and orange with prune and apricot. A proposal for the metropolitan living space inserted in a multicultural context in which eras, memories, and emotions live in harmony.

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LANIFICIO LEO

The home wear collections by LANIFICIO LEO (the oldest textile mill in Calabria) are created for the new, dynamic concepts in home living, relying on the sincerity of natural materials and **ethos-compatible** (proto-industrial and handmade) **production processes**. Simplicity, basic shapes, roughness alternating with contrasting textures are the formal features of the collection. The products include "**Ludusludus**" a mat that springs from a **playful and emotion readymade approach** to the encounter between the plastic mesh used in construction sites (an anonymous, industrial product) and an unusual fulled, merino wool cloth - and artisan product with a strong cultural identity; "**Plug-in**" is a table runner available in an interesting range of jacquard and solid fabrics, with handmade, glazed ceramic or printed cardboard terminals, ironic takeoffs on traditional runners.

LICIA MARTELLI

Licia Martelli's ceramics have always been inspired by the **garden**: a place for simply feeling good - mentally and physically, space "stolen" from the building, a place to rediscover and then release the imagination, the dream world and irony. The same themes give life to the "Lilli Primavera garden collection" with its light, fluctuating and colorful shapes. "**Il viaggio della teiera**" [the teapot's travels] continues the journey begun in 2004, a journey to **discover the traditional patterns of Italian ceramics**. The same teapot is sent to kilns, **from Albisola to Vietri to San Marino**, to be decorated according to the area's finest traditions. By making this trip, a contemporary design object changes its character as it dons unmistakable period "clothes."

LIGHTXLIGHT

Light and lightness unite in the multiform shadings of the elements in colored PVC in **lightxligh lighting system** mounted on a simple cylindrical socket for cold-light lamps, with hood. Decorations and applications on the PVC make it possible to customize the object so that each piece different from any other.

MARK ANDERSON DESIGN

Mark Anderson is an American architect and designer who has adopted Italy, and acquired enormous experience in cultural research applied to materials. At Living, he presents a collection of his furnishing accessories and shelf-items that blend the rediscovery of crafting skills (he makes them himself) and limited editions with creative expression. The pieces premiering at the show are: "**Share**", a room-divider system in which semi-transparent panels can be grouped together to divide a room or used individually to define an area; "**House Mirror**", has a double frame: the inner holds the mirror and the outer highlights the wall's surface or decorations; "**Vases**"-**Abu Series**, sculpture-vases made of engineered solid wood; "**Wallpaper**", a modern wall-covering of rigid wood panels combined with a flexible leather structure

MASSERANO PAOLO CASHMERE

For more than 30 years, MASSERANO PAOLO CASHMERE, a family-run company in the Biella textile district, has been processing noble fibers with a passion; in particular the most precious fiber of all: cashmere. All the raw materials are purchased directly from the country of origin and then entrusted directly to the hands of the skilled artisans who supply the public with an ever-broadening array of products and colors. **The firm's collections range from big blankets for the bed to throw covers and from pajamas to the tiny items making up a baby's wardrobe.**

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NOBODY&CO

Here is a team of two advertising creatives who decided to devote their talents and ideas to the more real world of manufacturing; and their ideas are characterized by strong and playful thought associations. This is their first public appearance and they proudly present: the shelf system "**Piola libreria**", made in three versions. **Piola Flesh**, is a shiny white panel with flesh pink rubber pegs; **Piola Pop**, shiny pegs in eight colors to mix and match and **Piola Kitchen**, smaller and made of solid wood to hold food and wine books in the kitchen. Then to inject spirituality into taste, is "**Buddino**" the pudding mould shaped like a seated Buddha, available in four colors. And, in addition to "Piola" NOBODY&CO is showing the prototype of "**Bibliochaise**", an armchair-bookcase that can hold 5 linear meters of books for those who love to immerse themselves in literature

REGINA REGIS

Entirely *Made in Italy* launched in 2000, **Regina Regis Rain** is a collection of **PVC rain boots designed to revolutionize the concept of "water protection."** The 2006 Fall/Winter collection puts the ideal focus on two aspects of the contemporary woman: the "City" version, dedicated to the dynamic, urban female who loves to combine the practical and the chic, and "Country" the cousin, the modern dreamer who will not sacrifice a romantic look for comfort.

RUGA DESIGN

Imperfection is a sign of uniqueness, handcrafting and value. It is also the focal point of the RUGA DESIGN philosophy in which traditional techniques and materials come together in new concepts in design and interpretations of shape. Great examples are the lamps "**Barokko**", "**Cilindria**" and "**Scrack**" - pop items to place in the home as if they were symbols of self-produced design.

TITIANUS DESIGN

Both a creative forge and a thriving company, Tiziano Paulon's Venice Gallery produces high design objects for the kitchen and tabletop. Keen and quiet observations of daily gestures and consumer trends led to the development of a collection of **stainless steel mono-material and mono-bloc** items, that is, they are made of a single sheet of steel. Knives, bottle-openers, trivets, serving utensils, ice-tongs, letter openers, key-holders - all made of steel bent to the design and worked into elegant, harmonious and extremely functional shapes. The "**Safeknife**" is the collection's emblematic piece, a knife that has been **acknowledged by a European patent**.

VETROFUSO

The secret alchemy of glass is the distinctive sign: and in keeping with this philosophy, VETROFUSO creates furnishing accessories inspired by nature: trays, lamps and candlesticks in which the vitreous element is as fluid as water. The jewelry collection offers tiny, handmade miniatures combining Murano beads, Silver and coral with humble materials such as rope, copper and leather. The **bijoux profumati** are blown glass flowers that contain seeds impregnated with natural perfumes. And then, the meeting with Diamante Marzotto led to the creation of a collection of **one-of-a-kind frames** that combine fine embroidery and trimmings with stones and fine fabrics.

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VIBRAM

"Fivefingers" is like a **second, protective skin for feet**. It lets you walk barefoot anywhere outdoors without the slightest danger of injury. It is light, thin and fits like a glove so your feet can touch the ground and feel bare. **All five toes can move independently and grip the ground**. Robert Fliri is the mind behind "Fivefingers". He works and lives in mountains where he was born - wonderful mountains that let him test his products and body every day.

VOILE BLANCHE

A design-oriented bed that recalls the structure of a boat, a milieu in which **all the complements - sheets, down quilt, robes, espresso cups - evoke an awakening to the VOILE BLANCHE style**: this is the stand layout created by the company for Pitti Living. The VOILE BLANCHE shoe, weighing 220 g, is manufactured using the materials that compose the nucleus of the nautical world, like the Dacron taken from old sails that made 25 years of sailing history. The construction of the sole, inserts in vegetable-tanned cowhide, and hand stitching make this a product unique of its kind.

ZILLA

The headline **"My Bag is My Castle"** is a perfect synthesis of the moving spirit behind ZILLA and their bags, made exclusively with materials used in the home. Architect Sylvia Pichler designs creations with a strong tactile impact, almost mignon houses, using **vinyl and PVC doormats, metals applied to soft natural rubber, sponge, and air filters**. The bags are cut and sewn by hand and feature clean lines like those of a modern home.

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