

H&M

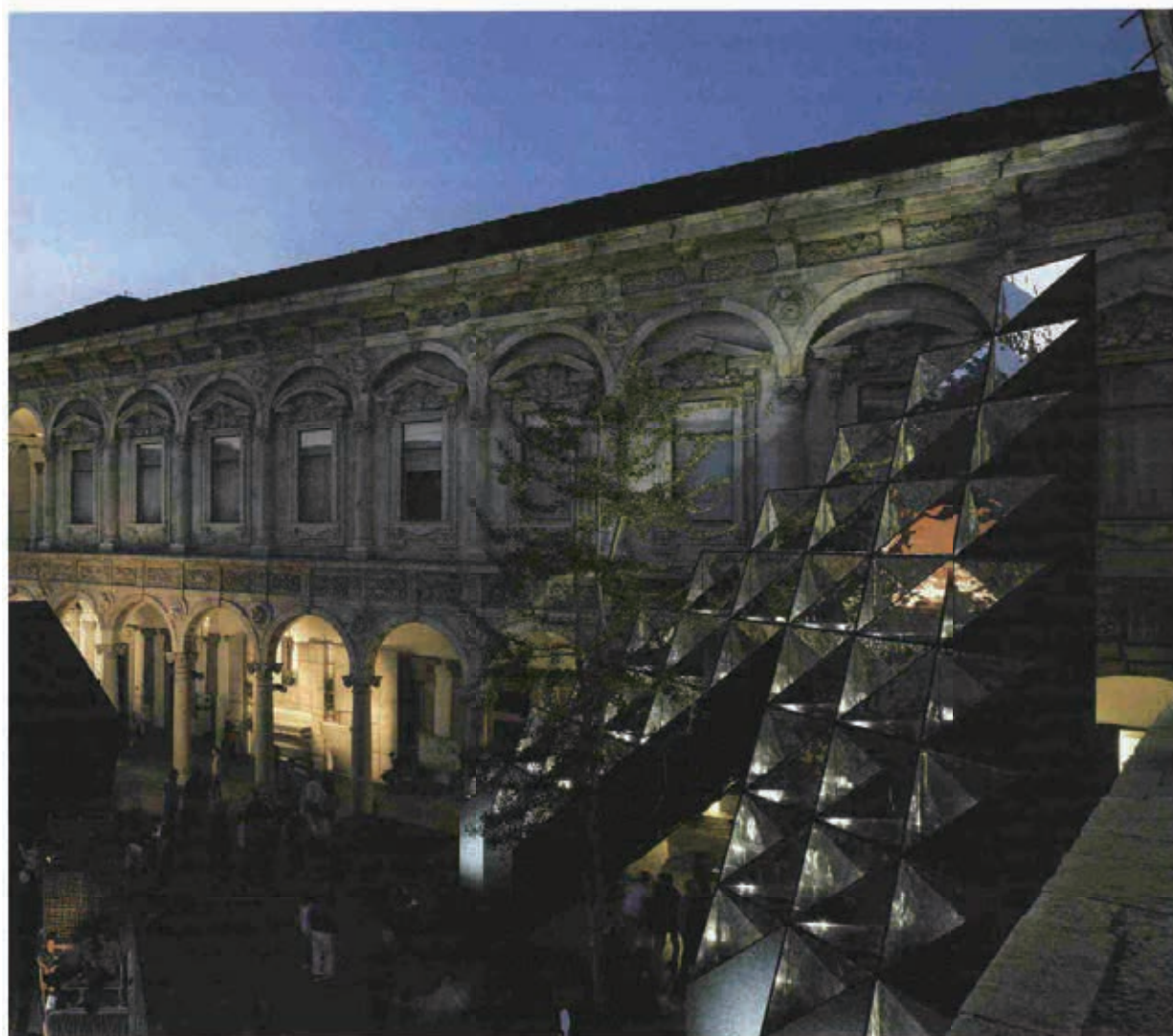
FuoriSalone 2018
UNIVERSITÀ DEGLI STUDI DI MILANO



HOUSE IN MOTION

Università degli Studi di Milano
Orto Botanico di Brera
Audi City Lab - Corso Venezia 11

80 giugno 2018 INTERNI



Il 16 aprile, con un'affollatissima conferenza stampa presso l'Aula Magna dell'Università degli Studi, ha aperto al pubblico la mostra House in Motion, che Interni ha organizzato in occasione del FuoriSalone milanese. Un'edizione speciale, quella del 2018, per almeno tre ragioni. Si è celebrato il ventesimo anniversario dell'iniziativa; i visitatori hanno registrato un incremento del 60% (385.000 presenze nelle tre sedi, grazie anche a giornate - e notti - dal clima più che mite; la straordinaria visibilità mediatica che House in Motion ha ottenuto a livello nazionale, dai quotidiani alle radio, dalle televisioni al web. Oltre all'Università degli Studi, sede istituzionale in cui erano allestite la maggior parte delle 32 installazioni di architettura e design, la mostra di Interni ha esteso il suo raggio di azione anche all'Orto Botanico di Brera, che ha ospitato l'installazione smartTown del co-produttore Eni gas e luce, e allo storico edificio di Corso Venezia 11, dove Audi, anch'essa co-produttore della mostra, ha presentato l'Audi City Lab con l'installazione Fifth Ring. Oltre ai due co-produttori, hanno partecipato alla mostra 32 aziende partner, 4 istituzioni (Regione Umbria, Regione Puglia, Apex Brasil, Orticola di Lombardia), 40 progettisti italiani e stranieri. Il Comune di Milano ha dato il suo patrocinio. La mostra del 2018 - edizione record - ha chiuso i battenti il 28 aprile.

servizio a cura di Antonella Galli - foto di Matteo Cirenei

INTERNI giugno 2018 81



Sopra: il palco con i progettisti delle installazioni che hanno dialogato con il giornalista Nicola Porro, moderatore della conferenza stampa. A destra: uno scorcio della sala dell'Aula Magna dell'Università degli Studi di Milano.



La nostra di Interni nel 2018 ha festeggiato 20 anni, durante i quali sono stati presentati oltre 400 progetti nati dalla creatività dei progettisti e dal saper fare delle aziende. Un evento cresciuto nel tempo, articolato nelle ultime edizioni in tre sedi differenti (Università degli Studi, Orto Botanico di Brescia ed il palazzo

di Corso Venezia 11 sede di Audi City Lab). "Milano è piena di eventi: durante la Design Week. Ma questo è l'evento. Frutto prelibato del lavoro, lungo ed elaborato, che lo ha accompagnato". Con queste parole Giuseppe Sala, sindaco di Milano, ha aperto il 16 aprile la conferenza stampa di House in Motion nell'Aula Magna dell'Università degli Studi di Milano, "luogo in cui la mostra di Interni, con le sue installazioni, diventa parte integrante della Milano che verrà". "Contribuiamo a questa settimana regalando al talento e alla creatività questi spazi, in cui tradizione e modernità si contaminano e contribuiscono allo sviluppo della città", ha aggiunto Gianluca Vago, rettore



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1. Giuseppe Sala, sindaco di Milano
2. Ernesto Mauri, ad Gruppo Mondadori
3. Gilda Bojardi, direttore di Interni



4. Fabrizio Longo, direttore Audi Italia
5. Gianluca Vignati, rettore dell'Università degli Studi di Milano
6. Alberto Chiarini, ad Eni gas e luce



7. Cristina Tajani, assistente alle Politiche del Lavoro, Attività Produttive e Commercio del Comune di Milano
8. Il giornalista Nicola Porro ha moderato la conferenza stampa



dell'Università degli Studi. Una mostra in cui si sono incontrati qualità e progetto alto: "Vinti edizioni e tanta creatività, innovazione e freschezza", ha raccontato Ernesto Mauri, amministratore delegato del Gruppo Mondadori, "capaci di attrarre quei talenti che con le loro idee hanno fatto di Milano la capitale internazionale del design". "Qui ci sentiamo a casa ormai", ha esordito Fabrizio Longo, direttore di Audi Italia, "a nostro agio. E anche quest'anno Audi City Lab vuol dimostrare come tecnologia e intelligenza artificiale stanno modificando e cambiando radicalmente le nostre vite". "Per noi è la prima esperienza al FuoriSalone", ha spiegato invece Alberto

Chiarini, amministratore delegato di Eni gas e luce, "e vivendola abbiamo accettato la sfida di realizzare il connubio tra design ed energia. Grazie anche alla joint venture con Hive, partner della nostra installazione all'Orto Botanico. E questo, per noi, vuol essere solo l'inizio". Visitando le tre location, è stato possibile scoprire nuovi concept di capsule abitative, rappresentazioni iconiche dell'archetipo di casa e del concetto di movimento, accomunati da sostenibilità, leggerezza, modularità. Si ringrazia: Alberto, Cortina, De'Longhi, Kärtilä, Sanpellegrino, Santa Margherita, Polo Picolo Consiglio, Saverio Lombardi Vallauri, Federico Vuolo. ■



Aldo Cibic



Massimo Iosa Ghini



Daniela Gerini

13 giorni
3 sedi
32 installazioni
2 co-produttori
30 aziende
4 istituzioni

I PROTAGONISTI Installazioni

Università degli
Studi di Milano
Orto Botanico di Brera
Audi City Lab
Corso Venezia 11



Jacopo Poggini



Peter Pichler



Michele Taroni
Stanton Williams Architects



Maria Claudia Clemente
e Francesco Isidori - Labics



Lorenzo Damiani



Dario Curatolo

5 conferenze
2 spettacoli teatrali
2 concerti
1 premio di design

Foto: Giovanni Lombardi Vallauri



Davide Rampello



Alexander Belfman - Gruppo C14



Filippo Taidelli



Mario Belfini



Diego Grandi



Melbar Gürsel
Tabanlıoğlu Architects



Stefano Guindani e Elisabetta Illy



Piero Lissori



Mario Cucinella



Ma Yansong · Mad Architects

FuoriSalone 2018
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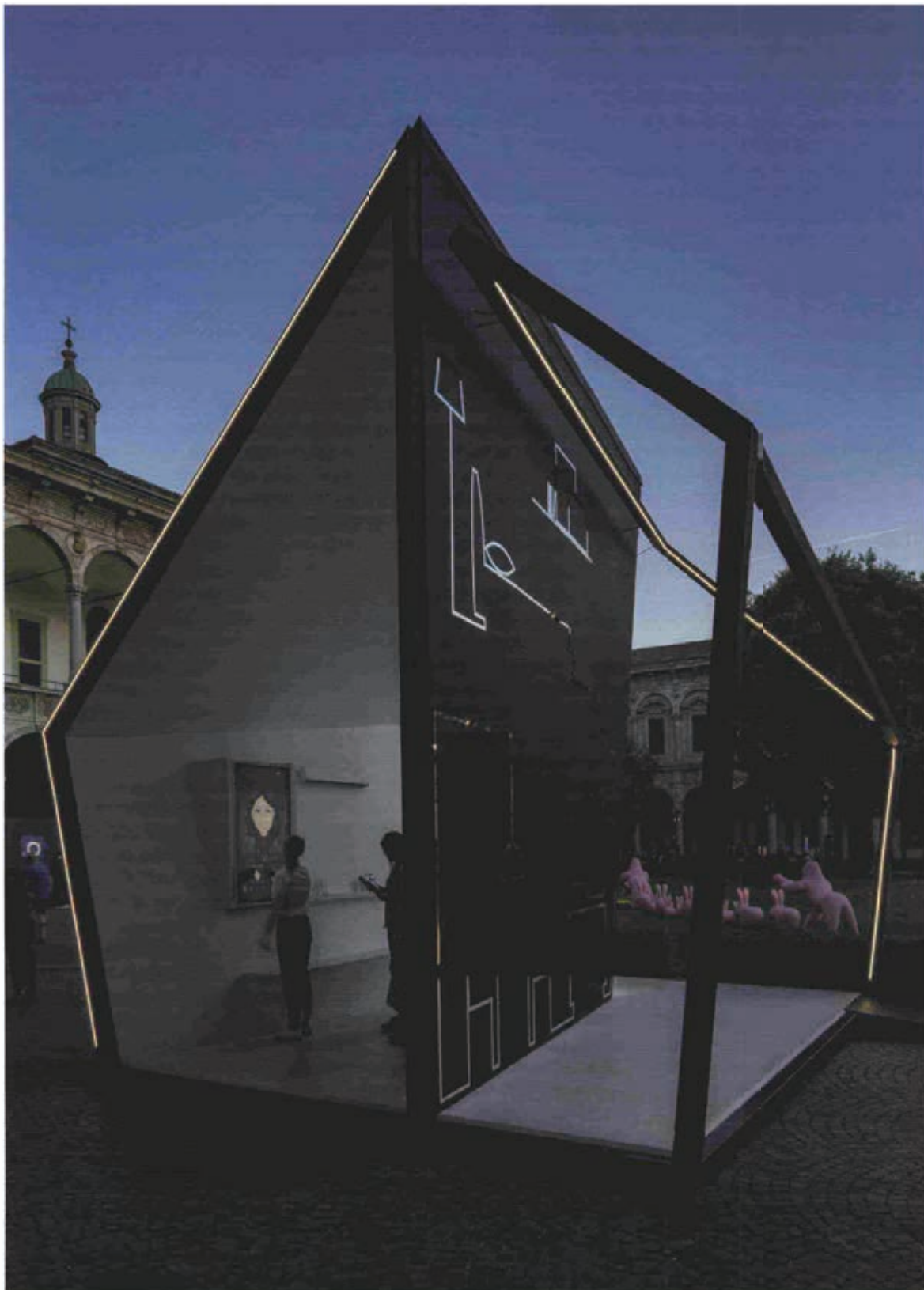


40 progettisti
385.000 visitatori
750 giornalisti

180 articoli pubblicati
su stampa in Italia
45 servizi e passaggi
su radio e tv

Le video-interviste ai protagonisti
di House in Motion sono visibili
sul sito dedicato nella sezione video
houseinmotion.internimagazine.it

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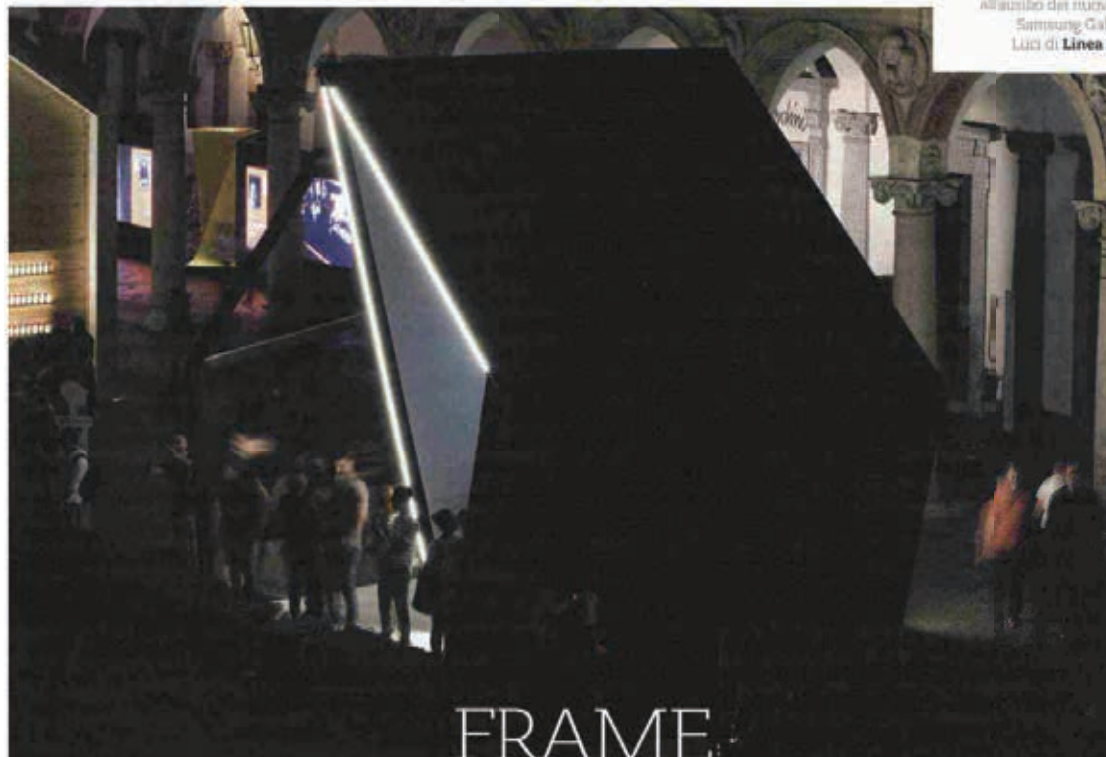


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“La nostra interpretazione del tema si è basata su un’idea ironica del concetto di mobilità. Abbiamo tentato di leggerlo attraverso il disegno creando un modello di casa archetipica basato sui profili, dove il profilo della casa è un profilo luminoso. Questo tratto di luce, che potrebbe essere anche un tratto di disegno su un foglio, contrappone fondamentalmente due ambienti, uno interno e uno esterno, senza chiuderli. Il partner con cui abbiamo realizzato l’installazione, che opera nel settore della tecnologia mobile, ha prodotto un nuovo telefono che ha introdotto un sistema molto avanzato di slow-motion, di cui la casa ospitava alcuni video. Grazie a questi video abbiamo evidenziato come tutti i gesti della quotidianità possono diventare estremamente lenti, contrapponendosi alla frenesia del nostro stile di vita. Abbiamo provato a rileggere la quotidianità attraverso la lentezza, cambiandone la percezione”. **Alexander Bellman**, architetto

La rappresentazione della casa tradizionale e di quella contemporanea si contrappongono nell’installazione a due volumi aperto e chiuso di **Alexander Bellman - Gruppo C14**, realizzata con **Samsung Electronics Italia**. Ne volume chiuso erano ospitati un guest book virtuale con gli avatar dei visitatori, generati on site, e contenuti video in super slow motion, realizzati grazie all’ausilio dei nuovi smartphone Samsung Galaxy S9 e S9+. Luci di **Linea Light Group**



FRAME EMOTIONS

Progetto di **ALEXANDER BELLMAN - GRUPPO C14**
con **SAMSUNG ELECTRONICS ITALIA**



nary media coverage House in Motion received on a national level, from newspapers to radio shows, television to the web. Besides the Università degli Studi, the institutional location containing most of the 32 installations of architecture and design, the Interni event extended its range to the Orto Botanico di Brera, which hosted the installation smartTown of the co-producer ENI Gas e Luce, and to the historic building at Corso Venezia 11, where Audi, also a co-producer, presented the Audi City Lab with the installation Fifth Ring. Besides the two due co-producers, the exhibition included the participation of 32 partner companies, 4 institutions (Umbria Region, Apulia Region, Apex Brasil, Orticola di Lombardia), and 40 Italian and foreign designers. The City of Milan also granted its support. This record-setting edition for 2018 came to an end on 28 April.

P82. PRESS CONFERENCE

The exhibition produced by Interni in 2018 marked the 20th consecutive year of these initiatives, during which over 400 projects have been developed through the creativity of designers and the know-how of companies. An event that has grown over time, organized over the last few years in three different locations (Università degli Studi, Orto Botanico di Brera and the historic building at Corso Venezia 11, home of the Audi City Lab). "Milan is full of events during Design Week. But this is the event. The remarkable result of a long process of planning and hard work." These were the words of Giuseppe Sala, mayor of Milan, to being the press conference on 16 April for "House in Motion" in the Aula Magna of the Università degli Studi in Milan, "a place in which the Interni exhibition, with its installations, becomes an interactive part of the Milan of the future." "We contribute to this week by bringing talent and creativity to these spaces in which tradition and modernity contaminate each other, nurturing the development of the city," said Gianluca Vago, rector of Università degli Studi. The exhibition was a concentrate of outstanding quality and the finest design. "Twenty editions and lots of creativity, innovation and freshness," remarked Ernesto Mauri, CEO of Gruppo Mondadori, "capable of attracting those talents who with their ideas make Milan the international design capital." "We feel right at home here, at this point," said Fabrizio Longo, director of Audi Italia, "and this year the Audi City Lab wants to demonstrate how technology and artificial intelligence are modifying and radically changing our lives." "For us this is the first experience at the Fuorisalone," Alberto Chiarini, CEO of ENI Gas e Luce explained, "and with this experience we have met the challenge of creating an interface between design and energy. Also thanks to the joint venture with Hive, our partner in the installation at the Orto Botanico. For us, this is only the beginning." Visiting the three locations it was possible to discover new concepts of habitat capsules, iconic representations of the archetype of the house and the concept of movement, sharing factors of sustainability, lightness and modular design. (Thanks to: Alsteca, Carisa, De Longhi, Kartell, Sanpellegrino, Santa Margherita). Photos by Paolo Consaga, Saverio Lombardi Vallauri, Federica Vuolo.

CAPTION: pag. 82 Above, the stage with the designers of the installations who conversed with the journalist Nicola Porro, moderator of the press conference. Right, view of the Aula Magna of the Università degli Studi of Milan. **pag. 83** 1. Giuseppe Sala, mayor of Milan. 2. Ernesto Mauri, CEO of Gruppo Mondadori. 3. Gilda Bajardi, editor of Interni. 4. Fabrizio Longo, director of Audi Italia. 5. Gianluca Vago, rector of Università degli Studi of Milan. 6. Alberto Chiarini, CEO of Eni gas e luce. 7. Cristina Tajani, councillor for Policies of Labor, Productive Activities and Commerce, City of Milan. 8. The journalist Nicola Porro was the moderator of the press conference.

P84. THE PROTAGONISTS

13 DAYS, 3 LOCATIONS, 32 INSTALLATIONS, 2 CO-PRODUCERS, 30 COMPANIES, 4 INSTITUTIONS, 5 CONFERENCES, 2 THEATER PERFORMANCES, 2 CONCERTS, 1 DESIGN AWARD, 40 DESIGNERS, 385,000 VISITORS, 750 JOURNALISTS, 180 ARTICLES PUBLISHED IN THE ITALIAN PRESS, 45 REPORTS AND PROGRAMS ON RADIO AND TELEVISION

CAPTION: The video interviews with the protagonists of House in Motion can be seen at the dedicated website, in the section video **houseinmotion.internimagazine.it**. Aldo Cibic, Massimo Iosa Ghini, Daniela Gerini, Jacopo Roggiati, Peter Pichler, Michele Tarraro - Stanton Williams Architects, Maria Claudia Clemente and Francesco Iudari - Labica, Lorenza Damiani, Dario Cuntolo, Davide Rampello, Alexander **Isidori**, Gruppo CJA, Filippo Taidelli, Mario Bellini, Diego Grandi, Mellan Girsal - Tabanlıoglu Architects, Stefano Guindani and Elisabetta Illy, Piero Lissoni, Mario Cucinella, Mo Yansong - Mad Architects

FUORISALONE 2018, HOUSE IN MOTION UNIVERSITÀ DEGLI STUDI DI MILANO P86. COLORS ON THE MOVE

project by **ALDO CIBIC** with **ABET LAMINATI SAIB**

"The theme suggested by Interni is an apt interpretation of the spirit of the times, in the sense that in the architecture scene today I think flexibility is one of the crucial requirements. The installation project lent itself to an architectural interpretation that satisfied us from the outset: a large table that takes on the function of a roof. It is a sort of sculpture composed of many blocks, placed under the 'table,' demonstrating all the possibilities of the Diplos material. It is located inside a spiral path with various rooms, in which many variations of the new material have been applied and displayed, to bring out the colors, finishes and different sensory aspects." **Aldo Cibic**, designer

CAPTION: The Cortile del Settecento hosted the installation created by **Aldo Cibic** and produced in collaboration with the companies **Abet Laminati** and **Saib**. It was entirely clad in Diplos, the new collect on of surfaces and panels, complementary in terms of patterns and finishes, based on the combination of HPL laminate by Abet Laminati and the faced chipboard of Saib. Abet Laminati is one of the most important manufacturers of plastic and decorative laminates. Saib is a leader in Italy in the production of rugged and faced chipboard.

P88. HOME CO-THINKING

project by **MASSIMO IOSA GHINI** with **ITALCER GROUP**

"We started with the idea that the house has never been a place in which to hide, at least for me, but is always like a theater, a place to show off, to share. Inside the installation of Italcerc Group there is a place of sharing and conversation: a large table. In everyday language 'coming to the table' means taking part in an exchange, a discussion. So I have 'come to the table' both physically and metaphorically, making a space for sharing, a place to still write by hand with chalk on stoneware, to generate the movement of thought. Temporary projects can be of great value: they give you a chance to test things you might not otherwise have had the time and the resources to explore." **Massimo Iosa Ghini**, architect

CAPTION: Italcerc Group, an Italian leader in the high end of the ceramics market, with the brands **La Fabbbrica Ceramiche**, **AVA**, **Elios Ceramica** and **Devon&Devon**, has produced the installation Home Co-Thinking created by **Massimo Iosa Ghini** in the Cortile della Farmacia di Ca' Granda. Made with large stoneware slabs supported by a steel structure, the installation welcomed visitors and offered them a chance to leave their thoughts, or a creative sign, using chalk made available to all. Lights by **iGuzzini Illuminazione**

P90. CELLS

project by **FILIPPO TAIDELLI** with **UNIVERSAL SELECTA, CASALGRANDE PADANA**

"The installation is called Cells because its starts from the etymology of the term, both in its architectural meaning, that of the smallest volume (from the Latin cella), and in its biological meaning, the smallest unit inside our organism. The two cells of the installation represent the two main factors of contemporary healthcare: one is de-hospitalization, thanks to technological innovation and artificial intelligence inside facilities; the other, which seems like a contradiction, is to restore contact with nature to people living in healthcare spaces." **Filippo Taidelli**, architect

LookINg AROUND TRANSLATIONS

CAPTION: The installation in the Cortile dei Bagni staged two spaces that underline important factors for the healthcare of the future: on the one hand, the efforts of designers to make hospital spaces more domestic; on the other, the de-hospitalization made possible by virtual care. **Filippo Taidelli** has designed Cells in collaboration with **Universal Selecta** (a producer of mobile partitions for interior) and **Casolgrande Padana** (advanced ceramic materials), as well as **Coelux** (lighting systems that reproduce the natural effect of sunlight) and **Platek** (lighting). With the participation of **Rossi Bianchi lighting design** and **Nicola Ratti** (sound designer). In collaboration with **Humanitas University**.

P92. LIMBO

project by **JACOPO FOGGINI** with **FERRAGAMO PARFUMS**

"This year, for the exhibition House in Motion we made an installation entitled Limbo, with Ferragamo Parfums. It was composed of seven portals in a series in the Loggiato Ovest. For a length of about 30 meters, in which visitors could experience the sensation of being inside a cloud. The modules were made of polycarbonate, a recycled material that is melted at a temperature of 270° and shaped by hand in water. The installation was inspired by a perfume, because I was asked to interpret the new scent Amo Ferragamo, so I imagined a spray, a cloud people could enter, to stroll, linger and dream." **Jacopo Foggini**, artist and designer.

CAPTION: The installation by **Jacopo Foggini** for **Ferragamo Parfums** was like an aerial labyrinth composed of modules in polycarbonate strands, suspended from seven wooden gates created for the occasion and positioned along the Loggiato Ovest of Ca' Grandia. A synesthetic itinerary that conveyed the sensation of evading a cloud with pink and silvery tones, hues that reference the new fragrance **Amo Ferragamo**. Lights by **iGuzzini Illuminazione**.

P94. FUTURESPEACE

project by **PETER PICHLER ARCHITECTURE** with **DOMUSGAIA**

"As in all our projects, we try first to analyze the context and then to create something contemporary that goes beyond it. In this case, the source of inspiration was undoubtedly the courtyard of Ca' Grandia, one of the first Renaissance buildings in Milan. The Renaissance principles are proportion, geometry and, above all, symmetry. To design the installation we focused on these principles, but in a contemporary way. The installation is made with wooden 'poles', it is almost like a grotto with a pyramid form, composed of three wings, and it is a very special experience to be inside it, where the light creates a play of shadows. We believe good architecture can be made only if you fully understand the past." **Peter Pichler**, architect.

CAPTION: The material and structural potential of wood was on view in the installation Futurespace by **Peter Pichler Architecture**, made with **DomusGaia**, a Polish-based company operating in the field of bio-architecture and construction with wood. Lights by **Zumtobel Group Lighting**.

P96. LIBRARY IN MOTION

project by **DARIO CURATOLO** with the **APULIA REGION**

"We created a connection between the theme House in Motion and community libraries, a project of the Apulia Region for the cultural and social promotion of the territory, which completely rethinks the idea of the library. We wanted to introduce the idea of a library that changes and moves in keeping with the needs of users. We designed a very large book in the moment of reading, a book that grants symbolic form to the act of reading, seen as the crossing of the written pages. Temporary projects like this one are distillates, and as such they have their own beauty, which should bring enthusiasm in their short life span. But a temporary project can leave a thought, a reflection that lasts in time." **Dario Curatolo**, architect.

CAPTION: The project by **Dario Curatolo**, placed in the Cortile d'Onore and produced with the **Apulia Region**, featured the pages of a book as a place of sharing and knowledge. Amidst the page-walls of the installation there were thoughts of citizens of all ages regarding the presence of the new community libraries, a system of cultural institutions organized by the regional government across the territory. With 123 community facilities, across six months of work the Apulia Region has organized the largest operation of cultural infrastructure in Italy.

P98. THE LACQUER BOX OR THE EMOTION OF DESIGN

project by **DAVIDE RAMPOLLO** with **JIUQITANG CULTURAL INDUSTRY DEVELOPMENT CO.**

"The thing that interested me most was the concept of emotion, of putting yourself into movement, which is the essential condition for any project, any idea that we want to transform into reality. So I imagined a black, shiny stage, and a large lacquer box on it, on one side it is a box, on two other sides it becomes a house, with a door and windows. I imagined this house in sage green, with a violet door and yellow windows, but some of the windows are placed on the stage, or on the roof, part of the roof is closed, because it is a box, but the other part is open, you can see the trusses, the tiles resting on the stage. The project is unfinished, because like all projects it continues to progress inside us."

Davide Rampollo, cultural consultant and curator

CAPTION: The Chinese lacquer installation by **Davide Rampollo** with the Venetian studio **APML** of the architects **Alessandro Pedron** and **Maria La Tegola** was produced by **Jiuqitang Cultural Industry Development Co.**, a company specialized in the art of lacquer that makes unique, handmade finishes, as well as participating in important international cultural events. The lacquer work of the installation was done by the master artisan **Zhou Renda**, using traditional methods.

P100. DISCOVERING INFINITY

project by **LORENZO DAMIANI** with **IKEA ITALIA RETAIL**

"Infinite viewpoints generate infinite possibilities of use. I believe this was the spark that triggered the IKEA project for House in Motion. I thought about representing these concepts with an ideally transportable house, ideally, because the IKEA house in the Cortile d'Onore has a handle on the roof, a symbol of this characteristic. Every part of the decor can be used in infinite ways, and this is what happened inside the house, where visitors - prior to entering - were supplied with a lamp to light the darkness. They then discovered the infinite possibilities for utilization. The title comes from the fact that by turning the crank of the lamp, you could discover the infinite variety of applications and reinventions of everything that goes into the world of IKEA." **Lorenzo Damiani**, designer.

CAPTION: In the Cortile d'Onore **IKEA Italia Retail** produced a house with a handle designed by **Lorenzo Damiani** with a runway to display IKEA furniture products. Inside, visitors discovered a creative reinterpretation of all the parts of the objects and furnishings produced by the Swedish company, with the aim of representing the flexibility and adaptability of the IKEA home.

P102. FRAME EMOTIONS

project by **ALEXANDER BELLMAN - GRUPPO C14** with **SAMSUNG ELECTRONICS ITALIA**

"Our interpretation of the theme is based on an ironic idea of the concept of mobility. We tried to think of it through drawing, creating an archetypal house model based on its profiles, where the profile of the house is luminous. This line of light, which could also be a line traced on a piece of paper, fundamentally juxtaposes two spaces, inside and outside, without closing them. The partner with which we made the installation, operating in the mobile technology sector, has produced a new telephone that introduces a very advanced slow-motion system, so the house contained some of those videos. Thanks to the videos we were able to emphasize how everyday gestures can be slowed down, to counterbalance the frenzy of our usual lifestyle. We tried to rethink everyday life through slowness, changing its perception." **Alexander Bellman**, architect.

CAPTION: The representation of the traditional house and the contemporary house face off in the installation in two parts (open and closed) by **Alexander Bellman - Gruppo C14** produced with **Samsung Electronics Italia**. The closed volume contained a virtual guestbook with the features of visitors (generated on site, and video contents in super slow motion, thanks to the new smartphone Samsung Galaxy S9 e S9+). Lights by **Linea Light Group**.