

# INTERNI

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MONDADORI

ES 2011  
Migliori  
d'Alone

DESIGN CONQUISTA LA CITTÀ

100 PAGINE  
DI EVENTI E PROGETTI

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WITH COMPLETE ENGLISH TEXTS

contains more than a 'space', in the normal sense of the term, but also a sort of innovative architectural mechanism capable of activating an experience that will be remembered; a memorable project based on emotional stimuli. The idea is to engage passengers arriving from Terminal 1 or from the Malpensa Express in a path of connection that for a few significant moments distracts travelers from the chaotic pace of air travel, bringing them back into another reality, one of darkness and a central blade of light that cuts through the ceiling of the new architectural enclosure, enlivened by small gusts of artificial fog produced by an ecological nebulizer. The aim of this permanent sensory installation is to translate the idea of the local fog into a poetic three-dimensional form, seen as part of collective memory and an impalpable component of the landscape, transformed into a wall of light contained in the new, dark space marked by a mathematical grid of blue LEDs, reminders of the lights along the nearby runways. The essential black room with a regular rectangular form, with an area of about 900 m<sup>2</sup>, can also contain small exhibitions and events; it is bordered along the perimeter by a 'glass veil' in an anthracite color, and has an impluvium ceiling in black Barrisol. The central blade of light (made nebulous by a device developed by Pasca Colombo of Nefos) has been developed by Artemide, using a special product based on linear downlight LED modules, concentrated to achieve a theatrical effect, interacting in perfect compositional synergy with the nebulizer and thus forming an impalpable wall of light, the magic threshold of the new Gate of Milan.

airs

### MACEF & ABITAMI: NEW PROJECTS p. 90

Showcase of trends of the table, a workshop of ideas on the world of living space. In September in Milan, the new pairing of Macef & AbitaMi promises to offer a complete overview on the home. A historical point of reference among international events on the "table la table", Macef, from 8 to 11 September, is now held in tandem with a new fair event, AbitaMi, underlining Milan's role as the epicenter of the Italian furnishings system. Carlo Amadori, creator and organizer of AbitaMi and strategy director of Macef, has chosen the Palazzo della Fair-Workshop, based on research and experimentation in different sectors. Everything is summed up in the concept of the 'decor&design lab', with a careful selection of exhibitors (about 500) in different merchandise areas. There will also be exhibitions and several events (the steering committee is composed of Amadori, Alessandro Mendini, Pasca, Philippe Daverio, Luca Scacchetti). The new fair on the many forms, languages and trends that combine to determine the quality of the home system will occupy four floors adjacent to Macef: 9, 11, 13 and 15.

### Showroom in milan

#### PALAZZO DELL'ARREDAMENTO p. 93

Set aside for the Varenna brand, a new showroom has been opened by Poliform in the monumental Palazzo dell'Informazione. A historical building - designed in 1930s by Giovanni Muzio (with sculptural decorations by Mario Sironi) in the late 1930s - now contains the new showroom of Varenna, opened by Poliform during Design Week. This facility in the heart of the city was designed to be the ideal spot in which press agencies and newspapers could monitor events in the nation's economic and financial capital. The six-storey building faces Piazza Cavour and has been the home of Poliform showroom for some time, which following the new opening will display furnishing proposals for the home. The kitchens in the new Varenna space are displayed in an area of about 500 sq meters on three levels: a neutral environment, where the choice of materials and the almost 'ethereal' presence of architectural elements in glass convey a sense of lightness, an ideal setting for six compositions of Varenna kitchens, enhanced by natural light from the impressive entrance (over four meters in height) on Piazza Cavour.

#### OFFICINA WEISS p. 96

The showroom (meaning workshop) contrasts with the noble look of its spaces. The neoclassical arches, the contemporary design of the kitchens of this company from Milan is seen to great advantage. The permanent space of the brand weiss.cucinebianchi is located in the old stables of Palazzo Amman, on Via Boito in the Brera district, for an area of about 500 sq meters. The striking location combines chromatic neutrality with the strong image of existing vaults and columns, an ideal setting to bring out the clean lines and materic impact of the kitchens on display. In the various models solid wood, thick aged steel, fine paint or lacquer finishes join materials of the new generation, such as recycled paper. Officina Weiss is a meeting place for architects, designers and customers looking for personalized solutions. Fine craftsmanship and industrial know-how for any type of artificial or natural materials, based on painstaking research and ongoing experimentation regarding sensorial qualities. Rigor, careful selection of innovative and precious materials, attention to detail and highly qualified workmanship are the key elements that determine the character of the company's collections, which are now being diversified to cover other spaces in the home.

#### CECCOTTI COLLEZIONI GALLERY p. 98

Italian manufacturer of wooden furniture has opened its first exclusive showroom in the historical center of Milan. A prestigious location for a minimal, flexible space designed by Vincenzo De Cotiis. Chairs and chaises longues hung on the walls like paintings, tables and chairs floating in the air or placed at the center of the rooms like little thrones: an iconic, narrative installation of the finest Ceccotti Collezioni furniture, first seen in April in Milan. The location is very central, on Via Gastone Pisoni, between Via Manzoni and Via dei Giardini, facing the new Armani Hotel, slated to open during Design Week in Milan the opening exhibition 'Retrospective 1986-2011'. Vincenzo De Cotiis, artistic director of the company based in Cascina (province of Piacenza) for over 25 years. The designers included names like Ross Lovegrove, Christophe Lazzaroni, Jaime Hayon, André Dubreuil, Jeannot Cerutti, Noé Duchaufour-Petit. To accentuate the optical contrast, the pieces in the show were painted in white, underscoring their essential forms. The new space has also been designed by De Cotiis in neutral tones (white walls, gray resin floors), but with a few raw features, such as a concrete wall. Over 200 m<sup>2</sup> of showroom, lit by two large windows, on the ground floor, to be used by Ceccotti Collezioni not only to display the company's products, but also as a multipurpose space for events and exhibitions.

#### FRANCO ALBINI DINAMICA p. 100

The design-based brand with its ironic take on design and art hits the Tortona zone, in a space that conserves its industrial roots. "After many years we have



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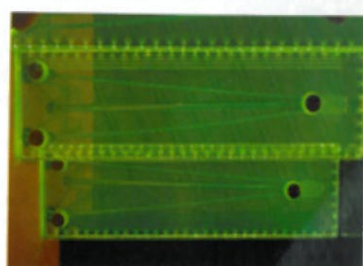
UNICA.  
La scala modulare autoportante

E' un prodotto

Valentino Borghesi

LE SCALE CHE ARREDANO

Valentino Borghesi presenta UNICA.  
Un nuovo concetto di scala, per un nuovo  
concetto di spazio, in un gioco di ombre  
e luci che esaltano tutto l'ambiente.



Tecnologia led rgb