

Ideato e organizzato da:

myexhibition
matthey manifestazioni fieristiche

Patrocinato da:



THE 15 INSTALLATIONS OF HOME AND SPA DESIGN project by:

6 Home Design:

AETHEREA PRIVATE SPA
Studio Bizzarro & Partners- Sergio Bizzarro

CRYSTAL DREAMS
Granese Architecture & Design - Diego Granese

DUALISMO PERFETTO
Alberto Apostoli Architecture & Design

FORME-DABILE
Studio d73 - Marco Vismara e Andrea Vigano

LA CASA DI PIETRA
Studio di Architettura Luca Scacchetti

SENSORY HOME - Nuove visioni della Domesticità
DPSA + D de Ponte Studio - Silvio De Ponte, Andrea Intorrella e Gintare Kaukyte

4 Bathroom Design:

BATH 2011 - SUGGERIMENTI ALPINE
Dada Architecture & Design - Davide D'Agostino

ECOBATH
Silvia Stanzani Design - Silvia Stanzani

MASTER BATHROOM
N.O.W. Architecture & Design LAB - Pietro Gaeta

XENOTE
Lucchese Design - Francesco Lucchese

2 Outdoor Design:

HABITAT NATURALE
Verde Architettura - Marzia Brandinelli e Silvia Refaldi

PRIMARY SENSATION
Dapa Studio Lab - D'Agostino, Partigiani, Codecà, De Santis

Design Lounge:

HAPPENING LOUNGE
Kingsize Architects - Maurizio Favetta ed Erdem Seker

Common Space:

BLACK & WHITE - Ilaria Marelli

Installazione nello spazio
INDUSTRIE CERAMICHE PIEMME:
SHANGAI - Baldessari & Baldessari - Michela e Paolo Baldessari

**home
spa
design** MOSTRA ESPOSITIVA 2011
home | bath | outdoor | wellness living

11-17 Aprile 2011

Superstudio 13 Via Forcella, 13
Fuorisalone Milano
Tortona Design Week

More and more container of trends, creativity, know ...

Now in its fifth edition, **Home and Spa Design**, show exhibition of design and wellness materials **Living in Italy** will open its doors in Milan from 11 to 17 April in Fuorisalone Milan Design Week 2011, at the prestigious location of Superstudio 13.

Designed by Carlo Matthey, owner and manager of My Exhibition, the event, which promises to be one of the most attended events of the Milan design week. It will cover 2,500 square meters and it will house 3 Space Company and 15 display installations - interpreted by authoritative signatures of architecture and design - for the home, bath, wellness and outdoor activities. An exhibition offer, therefore, extended to all private environment, which it will provide a comprehensive overview of home, wellness, design.

Real places/living spaces designed and rebuilt to (re) find the joy of feeling themselves, to feel emotion, to feel pleasure in their home universe.

*Materials, lights, colors, sounds, smells, tastes ... Atmospheres
Measurable spaces through the body and the senses ...*

In **Home and Spa Design**, the concept for living and wellness will become for visitors 'experiential workshops', material and sensory pathways where you can experiment the new horizons of domesticity.

Here, issues such as psycho-physical wellness, sustainability, quality harmoniously find expression, they take shape (re) giving 'meaning' to space of everyday life.

Eco-friendly materials, recyclable objects, innovative environmentally technologies are present in different installations, underlining the research of a 'sensitive' planning which looks at the world with discerning eyes. An aware planning, where beauty is not just an aesthetic issue but also ethics. Then, demonstrating that the marriage form and function is so relevant today as ever, so necessary.

Home and Spa Design is all about. A new way to communicate, to display, to interact that involves emotionally the audience without subtracting it to the reflection on important issues of design and architecture (ecology,

recycling and reducing consumption, accessible design, use of natural materials ...)

The installations - four Home Design, four Bathroom Design, one Spa Design, one Design Lounge, two Outdoor Design - have been realized with the cooperation of important national companies that will show the best of Made in Italy production.

Living in Italy - the name chosen is no a coincidence for this year's edition - then it turns the spotlights on the excellence of Italian design and architecture promoting, in an international context, such as Fuorisalone, proposals for home environment of high profile created by 'our' planners.

After the record edition recorded last year - which was attended by over 15,000 visitors, including architects, designers, private citizens, sector operators, hoteliers - **Home and Spa Design 2011** is prepared, therefore, to welcome its' guests 'to offer them creative ideas, new design guidelines, opportunities for dialogue. To offer them.....Emotions

NUMBERS HOME AND SPA DESIGN 2011 "Living in Italy"

2.500 square meters exhibition space

3 COMPANY SPACES (Cerotti – Industria Ceramica Piemme – Mamoli Robinetteria)

15 EXHIBITION INSTALLATIONS

15 FAMOUS SIGNATURE architecture and design that interpret:

6 HOME DESIGN

4 BATHROOM DESIGN

1 DESIGN LOUNGE

1 COMMON SPACE

2 OUTDOOR DESIGN

More than 20,000 visitors

EXHIBITION PROGRAM:

11 april Press Preview h.15.00-19.00 (Press Only)

12 april h.10.00-21.00 (Trade Operator Only)

13 -14 april h.10.00-19.00 (Trade Operator Only)

15-16 april h.10.00-21.00 (Trade Operator Only)

17 april h.10.00-21.00 (Public)

12-15-16-17 april Home and Spa Design Cocktail h.18.00-21.00

Ingresso gratuito: by invitation or registration to enter HS or by DESIGN www.hsdesign.it

Two special Parties by invitation only:

13 aprile **Archiportale Party** (invitation only) h.20.00-2.00

14 aprile **Home and Spa Design Party** (invitation only) h.20.00-2.00

2.500 square meters

THE 15 INSTALLATIONS OF HOME AND SPA DESIGN:

AETHEREA PRIVATE SPA

STUDIO BIZZARRO & PARTNERS - SERGIO BIZZARRO

A small, intimate, wonderful microcosm. It 's the place to get lost in the embrace of the senses. A carpet of dark earth on which you can walk barefoot, the enveloping surface of the wood that incorporates and encloses small angles of peace and relax:

- the depth of water gushing from the earth
- the energy generated by a cool shower like a storm in the forest
- the warmth of a Finnish sauna
- the ray of light descending from the top like a cloud in search of gravity
- the flickering flame of a burning fire that tries to climb up
- the protection of a cave in which you can get lost in a steam bath
- a soft suspended alcove like a hammock between the trees.

This image of an ethereal pair suite, lost in nature. A corner of peace in an intangible dimension that gives the most primitive needs, where to let yourself lull is equivalent to feel suspended in space and in time.

BATH 2011 - ALPINE CHARM

DADA ARCHITECTURE & DESIGN - DAVIDE D'AGOSTINO

We think in an environment filled with huge rock surfaces, from vast areas of forests and mighty waterfalls ... this is the typical framework in which we have the alpine resorts, fragile but very complex environments to which we put great care. The Alpine architecture is a cultural sign, not so much dictated by the taste and character of the customer but from needs that coming from the site.

Except for sporadic and botched 'new-style' attempts, shapes and decorations of the alpine interior are appropriate only if they reach that right balance between shapes and materials, characteristic of the balance that we find in the surroundings. The alpine neo-design represents a fascinating design challenge in a continuous and constant comparison with nature that is hosting us.

BLACK & WHITE

ILARIA MARELLI STUDIO

The formal purity of white and black, the two opposed non-colors which introduce different and colorful installations without being confused with them, it characterizes the path of entry and of passage in the areas of Spa Design 2011.

The pure and monolithic shapes of the portal of entry and of the reception areas come to life in the explosion of the abstract nature of the decorations: the white flowers that sway on the entrance gate, the murals of microbes, the work of Elia Festa, along the path to ground, the natural decorations sewn such as laces inside the library.

A monochrome but not monotonous path, because enriched of the nuances and of the vitality of the natural elements, which abstract and combine like in any landscape interpreted from man.

CRYSTAL DREAMS

GRANESE ARCHITECTURE & DESIGN STUDIO - DIEGO GRANESE

"Sweet visions,
sublime feelings.
Emotional spaces that
fill our inner emptiness.
Crystalline reflections
that with the heat of the uncertain
encourage us to move forward
to get to more desirable destinations
through soft and sweet clear waters.
Shelters for tomorrow that through
the simplicity of things
help us to expand Our dreams".

PERFECT DUALISM**ALBERTO APOSTOLI - ARCHITECTURE & DESIGN**

The dualism is a philosophical concept that includes the innate co presence of two opposite and irreconcilable principles: good and evil, light and darkness, life and death ... In this residential and private environment, Nature and Technology are constant and often opposite elements of our world.

Perfect Dualism is the attempt of coexistence of two opposites without overlap or contamination. An unique harmony that reassures those who live it, it back in its original environment, responding to the contemporary needs of comfort and modernity.

The natural heart of the house is joined to a technique atmosphere made of colors and rarefied materials. Body and Soul of a contemporaneity full of contradictions and yet so representative of an era of transition.

ECOBATH**SILVIA STANZANI DESIGN - SILVIA STANZANI**

Essential shapes, bio and eco-friendly materials to create a floating universe that recalls the essential vibrations of the natural world.

Ecobath is a new experiential dimension in which we can rediscover the deep wellness, through the harmony created by the natural asymmetry of the elements, by the fluid flowing of water and by luxuriant vegetation.

Light floods the space highlighting the pure white of the material that surrounds the environment of elegant purity and enhances an emotional and pleasant to touch surface. It is the space in which to rely confidently to the flow of vital energy, to the inevitability of passing time, to the continuous motion of the universe, to regenerate our inner essence.

FORME-DABILE - Special Projects for Special Needs**MARCO VISMARA & ANDREA VIGANO'- STUDIO D73**

Use the different skills such as features and not as barriers, such as opportunities rather than differences. Forme-dabile is every disabled person who daily face a world out of scale or a world where often the design surprises by creating unexpected barriers. Forme-dabile is a complete habitation module in which every person will find items to measure and oversize items, in which the different abilities will gather in one place and for once the architectural barriers will be inverted.

Design is the aesthetic and functional solution to the needs of the end user and as never before aesthetics and function go hand in hand. When we plan, we are to eliminate most of the objects related to disability because only functional and not aesthetically pleasing. Then I ask myself: losing the use of a part of my body, would I lose the aesthetic taste for beauty that surrounds me? Would I be less architect and less creative? Would I see a world without colors? I do not think. Forme-dabile, a new way of expression of our study ... A place for everyone and that it can be find themselves in each of us.

NATURAL HABITAT**GREEN ARCHITECTURE – MARZIA BRANDINELLI AND SILVIA REFALDI**

Organized as a hortus conclusus, the project develops in a linear sense and connects the pure essence of a garden of the past with the comfort and the quality of contemporary design.

Protected by hedges of evergreen shrubs, the garden is par excellence the place of the work and of the cultivation of plants.

The heart of this first space is a real garden that sits on a parterre of raised flower beds used to sit, within which herbs and pillows of perennial flowers are planted. A greenhouse becomes a winter garden for more delicate plants and for those collectors, while a small orchard surrounded a valuable expanse of grass. From here a path connects to a second room from the

intimate and secret habitat. Above a refined flooring a green room opens in the open which it could be a terrace or outside of your home where relax and conviviality find space in a simple and essential way.

HAPPENING LOUNGE

KINGSIZE ARCHITECTS - MAURIZIO FAVETTA in collaboration with ERDEM SEKER

Watch, paint, draw, photograph, model, paste, read, think, relax, meditate, navigate, hate, tamper, redesign, delete, provoke, cross, dream, click, browse, rip ... STOP! Everything is mixed, there is nothing to divide. Each random component finds its precise meaning when placed within a maniacally programmed system. Happening Lounge is the result of 'cross pollination between languages'. A 'non-design' project but of happening, in contrast to the widespread practice of mediation. The goal: to amaze with the charm of beauty, to offer a sweet, sensual, communicative place of entertainment ...

Questioning the design as a practice, in favor of staging situations (screenplay). From the functional point of view the coherence of 'business lounge' is integrated with a parallel vocation of comfort, extravagance and sophistication.

THE HOUSE OF STONE

STUDY OF ARCHITECTURE – LUCA SCACCHETTI

An area completely dedicated to natural materials and research. Thus, stone, wood and Duralight juxtapose and live in an area that sees a reversal of uses: the stone, as well as floors and walls, is to build boiserie, bookshelves with niches and tables. The wood is placed indiscriminately, without continuity solutions, on the floor and on the wall becoming parquet and paneling. The forms in Duralight of the bathroom become architectural masses. The simplicity of the shapes of the whole, all linked to a basic hierarchy, is complicated in a continuous series of changes of plan and of constructive intersections or only visual. The general chroma, concentrated in shades of beige, gives rise to a washed, rinsed image, which seems to belong to a timeless dimension, as a sepia daguerreotype. On this monochrome of memory, points, and green spots are arranged as random brush strokes here and there, almost an abstract and painting intervention on a monotonous image. The installation is a result of collaboration of several companies that have contributed, with great participation, in a collective performance.

MASTER BATHROOM

N.O.W. - PIETRO GAETA

Dream and sensuality, elegance and innovation, the bath is made with a variety of materials and artistic techniques from the most traditional and sophisticated to the most technologically advanced ones. The bathroom is designed as an open-space. A place of pleasure! Mosaics, soft carpets, large ceramic surfaces, images that evoke nature, they create an atmosphere where time seems to stand still.

The environment, which it is recreated here, in developing a material and sensory path which sees the spa & bath in a totally new way, through the application of products, materials and furnishings often used in other environments. Innovative products and technological solutions are designed to experience for visitors an emotion. Wellness, environmental sustainability, aesthetic quality show the strong inclination to study towards high design and highly specialized craftsmanship.

SHANGHAI

SPACE COMPANY OF CERAMIC INDUSTRIES PIEMME

BALDESSARI & BALDESSARI – MICHELA and PAOLO BALDESSARI

"Shanghai" is a sculptural installation, a "micro architecture" placed at the center of the stage of Studio 5 in Superstudio 13 designed to enhance the texture and the elegance of ceramics Piemme. A sort of "ground accrochage" of long solid depopulated variable sections dropped with random disorder just like the colored sticks of the classic oriental game known around the world. Shanghai, game of patience, a metaphor for the continuous and constant research and innovation that Piemme applies to their materials.

In the installation, ceramic is used to cover planes and volumes, you can appreciate with the tactile perception, the emptied volumes bring into play lights, sounds and sensations. A casket of soft enveloping tissue theatricalizes the space giving an intimate atmosphere which refers the host to the desire to discover the "sculpture jewelry" set to the internal. The warm colors, textures and combinations of ceramics are enhanced by timely and shaped lights.

XENOTE

LUCCHESI DESIGN - FRANCESCO LUCCHESI

Xenote: gateway to a mysterious, fascinating and charming world in which you can enjoy the benefits of water and of its crystal clear transparency. Only apparently closed space but that instantly reveals its essence and its glory to those who penetrates and is absorbed by its magic. Xenote is modulated by curved surfaces that fit to the soft lines of the body and they are covered with natural and precious materials. Surfaces which frame the areas of this environment related to water and create a condition of intimacy.

The light entering from the top points out and differentiates further these focal points by placing in communication the internal space with the external one and giving to the water a nice color.

Fire, ice and flavorings that are offered in a transverse way as catering services for an all-encompassing welfare of body and spirit.

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PROJECT AND ORGANIZATION:

My Exhibition S.r.l.
Napoli Via Vetriera, 12
80132 Napoli
Tel. +39 0814976352
Fax +39 081 4976309
web: www.hsdesign.it www.myexhibition.it
info: info@myexhibition.it info@spa-design.it
press@myexhibition.it

PRESS OFFICE :

TAC - Ti Aiutiamo Comunicando
Via Costanza, 26
20146 Milano
Tel. + 39 02 48517618
Fax + 39 02 462037
web: www.taconline.it
info: info@taconline.it