

Concepted and organized by:

myexhibition
matthey manifestazioni fieristiche

to:



home spa design

EXPO SHOW
2012

home | bath | kitchen | wellness living

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First of four prestigious events that characterize the end of 2012, HOME SPA DESIGN "Home Design - Emotional Living" 16-22 April 2012 Magna Pars Design Via Tortona, 15 Fuorisalone Tortona Milan Design Week

is the new emotional journey conceived by Carlo Matthey together with the staff of My Exhibition at the next Fuorisalone Tortona Milan Design Week, with 120,000 visitors, the event remains today the most visited of the Milan design week.

HOME SPA DESIGN only open to professionals, has become in just three years a point of reference throughout the design week positioning itself as one of the highlights of last year. From 16 to 22 April 2012 in the prestigious location of the Magna Pars in via Tortona, HOME SPA DESIGN will occupy the entire exclusive talk with visitors on the topic of emotional design through the design, creativity and contemporary culture.

The leitmotif of the exhibition is the emotion seen from the perspective of the designers but also from that of the visitors. The design quality meets quality exhibition between innovation and perfection, elegance and style: all the elements that distinguish projects FABIO ROTELLA, MARCO PIVA, PIERANDREI ASSOCIATI, STUDIO BIZZARRO, STUDIO SCACCHETTI, PIETRO GAETA and in line with the spirit of the times and trends future.

Take this great exhibition area amounts to critically analyze the design that is part of our daily lives, helping us and affect us at all times of the day: When we get up, get out, walk, eat, sleep. The spacious and refined evoke the future of style and design declined throughout the home environment, bath and spa.

HOME SPA DESIGN "Home Design - Emotional Living" is a stage dedicated to projects 6 major players in the project and their vision of the future dwelling. Each will give shape to domestic furniture and objects using materials you deem appropriate and that arouse strong

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emotions. The result is a showcase of innovative solutions that open the way for new housing languages.

"The goal of this year," said Carlo Matthey - My Exhibition owner and creator of the format that gathers support from more than four years - "is transferred to the public that follows us and what we will follow, and a new interpretation of the emotional space housing ". "The house wins, loving, living, changing with the introduction of elements that refer to man and nature, from which the visitor is attracted and recognizes" Matthey continues, "is the refuge daily, emotional sensory and reflects your personality. "

"Within this year," concludes Matthey, "the host * **CARBON FIBER DESIGN CONTEST**, a competition that aims to raise awareness of architects and designers to the use of carbon fiber in new areas than traditional application, exploiting and enhancing the technical characteristics of the material: strength, lightness, and formability. The competition is open to the field of product design (internal and external) and one hand is stimulating the search for new forms of language understood as typical of the material, from ' On the other hand the search for innovation due to peculiarities in the use of carbon fiber. CARBON FIBER DESIGN CONTEST is sponsored by My Exhibition in collaboration with Olympus-FRP, along with NCD and Dezin Studio Architects, under the sponsorship of ADI Campania Association Industrial Design, University of Naples Federico II and Confartigianato, and with the support of Simonetta Pegorari, University of Pescara European Design and Medart, as an opportunity to carry out research on the material identifying innovative uses .

HOME SPA DESIGN "Home Design - Emotional Living" is the first stop of the exhibition organized by My Exhibition in 2012. OUTDOOR HOME DESIGN The second appointment is scheduled in September at Maison Objet in Paris, the third GREEN HOME DESIGN in Milan in October to 'internal at MADEEXPO' within the last HOTEL SPA DESIGN IS GUEST Rimini.

6 THE INSTALLATION OF DESIGN AT HOME SPA FUORISALONE 2012:

DAY DREAM SPA the dreaming room Studio Bizzarro & Partners – Sergio Bizzarro

"... No one sees clearly only with the heart. The essential is invisible to the eye. "
Antoine de Saint-Exupery

There are people who never stop dreaming, you are not afraid to show their emotions.
There are people who keep their emotions and who are afraid to dream.
There are also people who can not dream but would like to try.
All these people are dedicated Spa DayDream: the room of dreams.
If our homes undertakings have a room we would be more likely to dream dreams?
And 'possible to think of welfare as a part of everyday life where you feel justified
in we can give a real abandonment to the emotions and thoughts?
Wellness is the search for a parallel universe that allows us to find a contact between mind and body. There are people who can do so by simply closing his eyes for a minute, but people need a place of peace, a designed space, a core of heat, such as a dot surrounded by a neutral hyperuranium, a star in dark of night, like a box in which the architecture is limited to the essentials and the value added is given solely by the dream.

The wave

Dreams of a large wave that is about to fall means stifled emotions, large amounts of blocked energy. The waves in dreams is a sign of what is kept in check and not recognized, as the wave is large, the more powerful the emotion that the person is denied and that is blocked, repressed.

The fire

The fire in dreams represents the strength of the instinctual drives: the passion of love, sexual attraction, anger "burning", explosive aggression. "Take fire" is letting go strong emotion of the moment, it's sex or anger. Fire heats or fire that destroys. But he identifies with the heat and sunlight, and then with life and abundance.

The feathers

The feathers in dreams are related to the lightness of the symbols common to air and sky, the spirit and the logos, the power of thought and elements, to 'union between high and low, material and spiritual world.

The inconsistency, the lightness, transparency, elegance make it a sign of power, knowledge and achievements.

Dreaming feathers hovering in the air leads to tranquility, the pleasure is in need or maybe you are already living in their own reality.

SURFING THE FUTURE

Marco Piva sull'onda di nuovi territori fluidi e sostenibili

Studio Marco Piva – Marco Piva

Once the ancients imagined the Earth as an island floating on the river Ocean, surmounted by the celestial sphere.

It was the beginning of the concepts of space and time and then an unstoppable process of transformation of the world has taken us from mythical wonders, now immersed in history, up to the environmental disasters of the Age in which we live.

Nature, today, we are proposing gradually, more and more evident, the limits of which we had no conscience or sensitivity. Limits that impose new interpretations of our presence on this wonderful planet, because you can still imagine to realize our dreams of men and destroy it without destroying ourselves.

SURFING THE FUTURE is intended as a space theme, which explores new forms of living, to approach a new concept of home, sharing the basic elements: the Place, Matter, Architecture, Man.

From the water comes the new housing solution designed by Marco Piva for Home Spa Design 2012: A HOUSE / HOME NOT rootless, which stands metaphorically on a raft in the middle of the ocean and its water is fed, rocked and carried: A house "floating", in constant movement and evolution of ecology and sustainability, made consistent use of natural materials, synthetic and recycled.

Nature, architecture and design, a detailed and coherent speech for a complete housing solution, functional and autonomous: a HOUSE, a simply elegant minimal space, which can multiply in unusual aggregates and a small garden, an SERRA, which will turn into Green Skyscrapers be distributed in the fabric of the city in the near future for self-sustenance and physical energy, a CONTEMPLATION CORNER overlooking the Universe for the wellbeing of mind and a personal TEMPLE water and light to the emotional and sensory.

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THE QUEEQUEG'S ROOM **Studio Scacchetti – Luca Scacchetti**

As the legendary whale of Melville, with the tattooed body entirely without an inch of skin devoid of decoration, so these rooms are intended as a decoration as a tool for reasoning about the new identity and drama.

Nudity has always paid and accompanied the naked surface of the bath and spa, but the decoration was added gradually and became more and more of a commonplace that accompanies and marks our physicality.

So the ideal home, by definition, more physical space and physical space of our home, the bathroom, can be accompanied by new decorative forms in harmony with our body quirks.

Also water, to fall from gargoyles and in motion in the tank, does not appear smoother but, in the movement, also becomes decoration.

WELLBEING **Studio Rotella - Fabio Rotella**

abio Rotella, Architect explores the concept of "wellbeing" as a desire to search for the "feel good" to achieving a personal dimension of each individual, where they feel secure and at ease, a concept in complete antithesis to everything that is comprehensive and standardized, a 'sense in favor of the centrality of the person, the human being and his needs.

Life takes a cozy, warm and household characteristics of an ideal living space, which awakens reminiscences primordial.

A room concept, which explores the personal feelings through the charm of synaesthesia and the fusion of the senses and leads the 'man to live the materials, colors, light, climate, and objects as tools to communicate positive emotions and dormant.

A metaphorical place where design, architecture, materials and fashion are mediators of a new way of thinking and seeing.

The use of natural materials like stone or wood, so precious to our being so close, the green light and color to enhance the charm and the importance of everything that leads to positive within, and that you emblem of a possible future world where the person and his needs are the protagonists.

A CASA DI DAVID – esistere bene **n.o.w architecture & design lab – Pietro Gaeta**

Over the years the concept of "wellness" has undergone many changes and expansions that have led to a vision of the most comprehensive term, no longer centered on the idea of absence of disease but a state of good physical health and mental psychic. "Existing well" is a state that involves all aspects of being human. Hence the birth of our concept, where we assumed a house, an environment, where they were slaughtered boundaries of the various rooms of a traditional house. We then imagined a resident, who lives in this space and we ended up identifying a figure symbolic of our culture of Italian art: Michelangelo's David, widely considered a masterpiece of sculpture world, an emblem of the Renaissance and a symbol of Italy abroad in general: there is a desire for rebirth! A modern David, a hedonist, an expression of beauty, strength and vigor, a warrior, an artist, a poet. The house is one with your surroundings and where the inner space and outer space come together in a single setting, a stage and the man who inhabits the protagonist. The spaces are connected and there are no walls or doors that divide them, just some differences in the proportion to emphasize the different areas and emphasize the theatrical aspect. An unprecedented meeting of unusual furniture and surface expression of craft and technological solutions, designed to give life to the visitor an experience that involves the emotions. The atmosphere is mellow and soft, all

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inspired by a sort of new classicism aimed at creating a safe environment in which man can find himself. A new form of attention to the sustainability of the project, where sustainability is not only the use of green materials and attention to issues of energy savings, which I consider essential in the design process and that each designer must take into consideration but also a strong emphasis on creating environments closer to man and more durable.

On the walls of the great images made in neoclassical reworked digital mosaic, combined with metal surfaces and natural stone floor is proposed as an aged vintage wood flooring.

Welfare, sustainability and aesthetic quality of the project show our willingness of designers to the high design and craftsmanship highly specialized.

BUZZar Lounge

**Studio Pierandrei Associati –Alessandro M. Pierandrei Fabrizio M. Pierandrei
Stefano Anfossi**

Again Pierandrei Associates explores the theme of social space shots. After the nomadic office and projects for the hospitality and the widespread urban well-being, this year with an abstract encounter between technology and nature, from form to place the "word of mouth".

A modern "BUZZar", a place of sharing and exchange where people can meet to talk, relax and live.

The term "buzz" is used in the web world - especially in marketing - to define the word of mouth through the network that connects companies and allowing people to know each other better.

The word "buzz" is onomatopoeic and calls the buzzing of bees, a swarm of people who meet in an environment defined by the embrace of technology and nature

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