

home spa design

EXPO SHOW
2013

home | bath | interiors | wellness living

09 > 14
APRILE 2013
FUORISALONE
MILAN DESIGN WEEK
VIA TORTONA 58

event conceived and organized by:

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THE FIRST OF THE TWO PRESTIGIOUS EVENTS WHICH WILL CHARACTERIZE THE 2013

**HOME SPA DESIGN 2013 PRESENTS GOOD EMOTION:
THE SHOW-EVENT TO TELL, SEE, EXCITE**

**"GOOD EMOTION": THE NEW CONCEPT OF HOME SPA DESIGN 2013
FOR THE NEXT FUORISALONE MILAN**

**4 INSTALLATIONS
PROJECT BY:**

**FABRIZIO BATONI
MARCO PIVA
MASSIMO ROJ
TOTI SEMERANO**

**LIGHT DESIGN
FILIPPO CANNATA**

**ART INSTALLATION
ALESSANDRO GEDDA**

From 9 to 14 April 2013 within the spaces of the Pavilion Visconti "in Via Tortona, 58 - one of the most prestigious locations of Tortona Design Week, the heart of Design Week - five prestigious Italian designers and architects will talk with visitors on theme of "emotional design" through the projects, creativity and contemporary culture. Fabrizio Batoni, Philip Cannata, Marco Piva, Massimo Roj and Toti Semerano will give shape to their idea of sustainable materials, technology and design to arouse strong and "good" emotions through projects that will characterize not only for its high quality of design and of exhibition, for their balance between innovation, perfection, elegance and style.

"Walk through this great exhibition show meant to critically analyze the design that is part of our daily lives, helping us and affects us in every moment of our day: from when you get up to when you leave, you walk, you eat and sleeps" - says the organizer Carlo Matthey - "In this location - the Pavilion Visconti in Via Tortona, 58 - we present the design solutions proposed by several studies in the space they deserve, able to evoke in the visitor, the future of Italian design style and declined throughout the home environment, bathroom and well-being, with the right in great detail." The formula is already used in all other events HS Design: an exhibition traveling exhibition of architecture and design in various sectors and declined concept. A vision that has proved successful and has allowed HS Design to win year after year and event after event, the role of leaders in this field.

"Our Events" - continues Matthey - "have changed the way to expose and to propose itself to the world of architecture and design, and have changed the way people interact with professionals of the project and the industrial. We are able to create business and developing content that can excite visitors of our events which are all professionals. Positive feedback collected in recent years by companies, designers and visitors, rewards the commitment and dedication of our team and is the best stimulus for designing future editions of our events".

PROJECTS AND DESIGNERS OF FUORISALONE 2013:

+ 0 - LOUNGE

FABRIZIO BATONI
BATONI STUDIO



A project that wants to be using + -.

More aesthetic, more design, more sustainability. Lower costs, less waste, less environmental pollution. The cardboard, planar material, loses its two-dimensionality, becomes three-dimensional, is transformed into a fluid material and lets itself be shaped to contain and furnish a space Lounge. Blades of cardboard stand up, creating an effect of I - I do not see that intrigues and invites you to enter. Simple elements are used to give a great characterization of the space making it flexible with new forms and lives, thanks to the play of light and shadow created by blades of cardboard.

5_SENSES DESIGN

MARCO PIVA
MARCO PIVA STUDIO



Trying to attach a meaning to the term "Good Emotion", title of the event this year created by Hsdesign, I remember that the emotion is a mental state associated with a stimulus. Stimulus! That's the key word. Being able to move presupposes the ability to create stimuli to themselves and to others. I often meet people who casually walk down the street without stopping especially on small wonders that surround them, and appear instead to a careful observer: materials, surfaces, colors, sounds, smells. And if, for once, these people could "see"?

Thinking to 5_SENSES DESIGN I guess experience "total", capable of arousing stimulation and interest to engage in multisensory way the viewer. A single journey to different destinations. The exhibition is conceived as an episode of microubanistica, where some architectural micro units allow the visitor to the exhibition of living, a few meters, a complete experience related to the basic elements of the project, especially in relation to the materials intended for a specific work. And it is the undisputed star of the matter: the stimulus, tactile and visual feedback, the intrinsic vibrations produced by the waves, the graphic elements and shadows that this matter contains within itself, which takes the viewer to a macro-vision distracted in a more detailed, personnel and, therefore, that excites.

PROJECTS AND DESIGNERS OF FUORISALONE 2013:

COCOON

MASSIMO ROJ
CMR PROJECT



A path towards sustainability conscious

Evoking the urgencies of contemporary culture, Cocoon is an experiential space that surrounds the user in a path where the perception of well-being is the absolute protagonist. With a multi-sensory journey that plays with the micro and the macro, Cocoon is a place where emotions and thoughts lead to the discovery of all the architectural perspectives that daily offer luxury and comfort, respecting sustainability criteria essential today. The entrance to the Cocoon immediately involves the audience, thanks to technology and sensory stimuli, is shown in a reflection on the impact of global climate change. With greater awareness of their influence on the fate of the planet, then the visitor reaches an open and green space, the discovery of all the beneficial effects of nature in the little things that enrich everyday life. Combining micro and macro themes environments, therefore, Cocoon leads us into a space on a human scale that knows how to be elegant, architectural, high-quality, natural materials, furnishings and forms that arise from the awareness and respect for the environment.

THE INNER GARDEN

TOTI SEMERANO
ARCHITETTURA LABORATORY



architect and artist, he's a professional versatile and multifaceted who moves away by the establishment contemporary, in a work of continuous technical testing and plastic. He uses, with the same passion, innovative techniques and traditional materials to create new forms which are open and subject to continuous change, interacting continuously with space and light. He opened a few years in Salento, a laboratory of architecture frequented by young architects from different countries. Awards received recently: Pida 2012 - Lifetime Achievement Award, Merit Award-competition "Taiwan Towers Conceptual Design Competition" 2010, International Architecture Biennale Barbara Cappochin 2009 Prize for the Care of the Elements of Architectural Detail, Why Roncade (TV), a project selected Prize Medal 'gold Italian Architecture 2009.

PROJECTS AND DESIGNERS OF FUORISALONE 2013:

LIGHT FOR HUMAN BEING

FILIPPO CANNATA
CANNATA&PARTNERS

LIGHT DESIGNER



Lighting conditions with the ability to observe the world around us and the sensitivity with which we perceive light and shadow, are our way of being. The passion leads us to the search for solutions attentive to sustainability and technological innovation. The light is idea, feeling, color, depth, atmosphere, style, narrative, poetic expression. Light is the magical power that adds, deletes, softens, enriches, fades, exalts. The means we use to brighten become small or large brush with which you continue to soften or intensify the colors of reality, with the professionalism of those who love their work.

CLOUD

ALESSANDRO GEDDA
GEDDA&PARTNERS

ART INSTALLATION



Emotions made of levity, carefree, that state of mind which is “fly”, that makes me feel “a few meters above the sky”, which allows you to break away from thoughts to pursue our dream and experience the intense emotion of being with the ... head in the clouds! Alessandro Gedda, international contemporary artist “loaned” to the design achieves a surprising display of exciting “clouds” that enclose futuristic libraries, reception areas, and desk. Projects aiming to enhance one of the objectives of a design value: excite. Through the design, materials and ... the idea!

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