

home spa design

EXPO SHOW
2013

home | bath | interiors | wellness living

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

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

"GOOD EMOTION": THE NEW CONCEPT OF HOME SPA DESIGN 2013 ON SHOW AT FUORISALONE OF MILAN

5 INSTALLATIONS PROJECT BY:

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

LIGHT DESIGN FILIPPO CANNATA

ART INSTALLATION ALESSANDRO GEDDA

Inside 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 architects and designers interact with the visitors on the subject of "emotional design" through the projects, creativity and contemporary culture.

Fabrizio Batoni, Filippo Cannata, Marco Piva, Massimo Roj and Toti Semerano give shape to his idea of sustainability with materials, technology and design to arouse strong and "good" emotions through projects that are distinguished not only for the high quality of design and exhibition for their balance between innovation, perfection, elegance and style.

"Walk through the great exhibition show has 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, you sleep" - Says the organizer Carlo Matthey - "In this location - the Pavilion Visconti in Via Tortona, 58 - we present the design solutions that are offered by the various studies in a suitable space, so that they can evoke in the visitor the future of Italian style and design 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 touring exhibition of architecture and design in various sectors and declined concept.

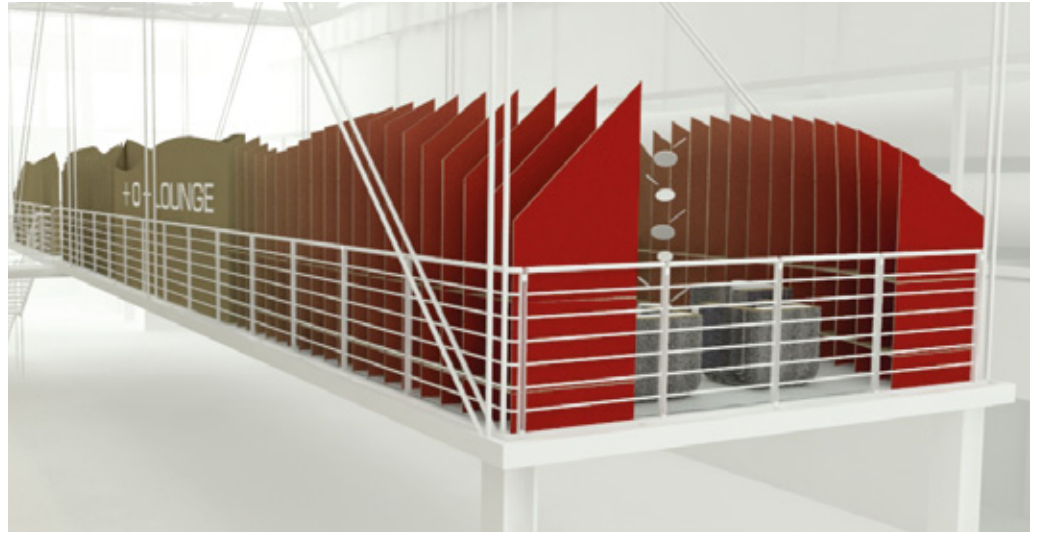
A vision that has proved successful and has enabled HS Design to win year after year and event after event, the role of leaders in this field.

"Our Events" - continues Matthey - "have changed the way to expose and to offer to the world of architecture and design, and have changed the way we interact with each project professionals and industries. We are able to create business, developing content that can excite visitors of our events which, remember, they are all professionals. The positive feedback collected in recent years by companies, designers and visitors, rewards the commitment and dedication of our team and is the best stimulus to design the next editions of our events."

PROJECTS AND DESIGNERS OF FUORISALONE, 2013:

+ 0 - LOUNGE

FABRIZIO BATONI
STUDIO BATONI



A project that wants to be + using -.

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

5_SENSES DESIGN

MARCO PIVA
STUDIO MARCO PIVA



Trying to attach a meaning to the term "Good Emotion", title of the event this year created by HS Design, remember that the emotion is a mental state associated with a stimulus. Stimulus! That's the key word. **Being able to give emotion presupposes the ability to create incentives towards oneself and towards others.** I often meet people who absently walk down the street without focusing especially on small wonders that surround them, and appear instead to a careful observer: the materials, textures, colors, sounds, smells.

And if, for once, these people can "see"?

Thinking about 5 SENSES DESIGN I imagine a "total" experience, that is capable of arousing stimulus and interest, to involve the spectator in a multi-sensorial way. **A unique journey to separate destinations.**

The exhibition is imagined as an episode of micro urbanism, where some of architectural minimal units will allow the visitor to the exhibition of living in a small space, 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 just the material the undisputed star: the stimulus, tactile and visual, the vibrations that are produced by the undulations, the graphic elements and shadows that this matter contains itself, **that takes the visitor from a superficial macro vision to a more detailed, personal and, therefore, that excites.**

PROJECTS AND DESIGNERS OF FUORISALONE, 2013:

COCOON

MASSIMO ROJ
PROGETTO CMR



A path towards sustainability conscious

Evoking the urgencies of contemporary culture, Cocoon is an experiential space that surrounds the users in a path whose 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 offer daily luxury and serenity, respecting sustainability criteria essential today. The entrance to the Cocoon immediately involves the audience, thanks to technology and sensory stimuli, is projected in a reflection on the impact of global climate change. With increased awareness of their influence over the fate of the planet, the visitor reaches an open and green place, to discover all the beneficial effects of nature in the little things that enrich everyday life. Combining themes macro and micro environments, therefore, Cocoon leads us into a space at a human scale that knows how to be stylish, architectural and high-quality, natural materials, furnishings and forms that arise from the awareness and respect for the environment.

IL GIARDINO INTERIORE

TOTI SEMERANO
LABORATORIO DI ARCHITETTURA



The interior garden: the invisible becomes perceptible only if you cross the threshold that gives access to parallel worlds.

Thousand lights reflected in the water: the images of infinite possible worlds reveal the absolute temporariness of our most deeply rooted certainties. A fence of reeds cedar leaves gaps viable or not, to an interior space, a mirror of water on which it floats a glass circle supported by shafts of light. The thin pools of water that make up the entire floor of the installation reflected in a continuous movement dictated by the steps of those who travels through space: images of imaginary architecture.

"There is a quality in the light that can transform the size and weight of each material; empathize with this quality was my path in architecture."

PROJECTS AND DESIGNERS OF FUORISALONE, 2013:

LA FORMA DEL BENESSERE / THE WELLNESS SHAPE

PIETRO GAETA
N.O.W. LAB



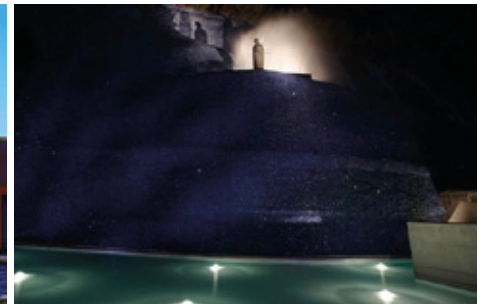
Designing wellness requires technical expertise, professionalism and knowledge of materials. All this alone is not enough, you need a good dose of creativity and a strong sense of design and of "balance". From our experience of designers, comes the new installation for the exhibition "Good Emotion" of HOME SPA DESIGN "La Forma del Benessere/The Wellness Shape". The "concept" offers solutions designed for professional applications such as hotels, resorts and beauty salons and for private home wellness enthusiasts. A "concept" to adapt to the technical requirements of the design of the wellness areas, in line with the trends of an increasingly sophisticated and demanding industry, an industry that is constantly growing and increasingly in demand, where the mere application of technology is not enough.

Between tradition and innovation, craftsmanship and technology, our project proposal is oriented towards a more familiar, with a refined aesthetic qualities, a strong focus on issues of "sustainability, looking for a solution that is closer to man. the essence of this process is the project and that is how the wellness takes shape.

LUCE PER L'UOMO

FILIPPO CANNATA
CANNATA&PARTNERS

LIGHT DESIGNER



Light conditions along 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 drives us towards finding solutions attentive to sustainability and technological innovation. The light is idea, feeling, color, depth, atmosphere, style, narrative, poetic expression. The light is the magic power that adds, deletes, softens, enriches, fades, enhances it. The means, we use to illuminate, becomes 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

INSTALLAZIONE ARTE



Emotions made of lightness, of lightheartedness... state of the soul that does "fly", that makes feel "a few meters above the sky", which allows you to break away from thoughts to follow our dream and living the intense emotion of being with ... the head in the clouds!

Alessandro Gedda, contemporary artist international "lent" to the design, realizes a surprising installation of exciting "clouds" that contain futurist bookstores, areas reception, and desk. Accomplishment having like purpose that of to excite one of the objectives of a design of value: to give emotions. Across the drawing, the materials and ...the idea!

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