

home spa design

EXPO SHOW
2013

home | bath | interiors | wellness living

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

evento ideato e organizzato da:

hsdesign.it

patrocinato da:



event partner:



GOOD EMOTION: NUMBERS ANNOUNCED A SUCCESS

THE MORE THAN 16,000 PRESENCES TO THE EXHIBITION SHOW "GOOD EMOTION" CONSOLIDATE THE HS DESIGN LEADERSHIP IN ORGANIZING EXHIBITIONS FOR PROFESSIONALS IN THE WORLD OF DESIGN AND PROJECT.

5 INSTALLATIONS PROJECT BY:

FABRIZIO BATONI
MARCO PIVA
MASSIMO ROJ
TOTI SEMERANO
PIETRO GAETA

ART INSTALLATION ALESSANDRO GEDDA

Closes the Milan Design Week, which involved tens of thousands of visitors attracted by the communicative force of over 1,000 events related to the world of design and project.

The curtain falls, so even on "Good Emotion" one of the most significant events of Zona Tortona, organized by HS DESIGN, a company specialized in organizing events dedicated to professional users.

"We were afraid that due to the severe crisis of these years there would be a drop in visitors," - says Carlo Matthey HS DESIGN - "but we were also aware of the strength of the contents of Good Emotion and, therefore, very confident in a positive outcome: the more than 16,000 registered visitors are a result that confirms that our thinking.

I remember that access to our events is allowed ONLY to professionals in the world of architecture and design, and all visitors are rigorously recorded prior to their entry (the event open to students and visitors, "occasional" only on Saturday and Sunday). "

"The ability to aggregate, in any event, such a large number of visitors and quality partners, is directly proportional to how much we can return content that are able to capture new needs, but also to anticipate trends, innovations and major issues related to world of Wellness "- continues Matthey - a" tireless work of a great team that are critical in the same way that designers and companies with their insights and product innovations undoubtedly contribute to the success of our event. "

Fabrizio Batoni, Marco Piva, Massimo Roj and Toti Semerano, the five designers who have created installations, they give shape to his idea of sustainability with materials, technology and design to arouse strong and "good" emotions through projects that have distinguished themselves as well as for the high quality design and exhibition for their balance between innovation, perfection, elegance and style.

"Go through this 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 in order to evoke in the visitor the future of Italian style and design declined throughout the home environment, bathroom and well-being, with the right detail.

"Good Emotion" is the first exhibition show organized by HS DESIGN in 2013, there will be other international events in 2013 which promises to be full of interesting news.

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

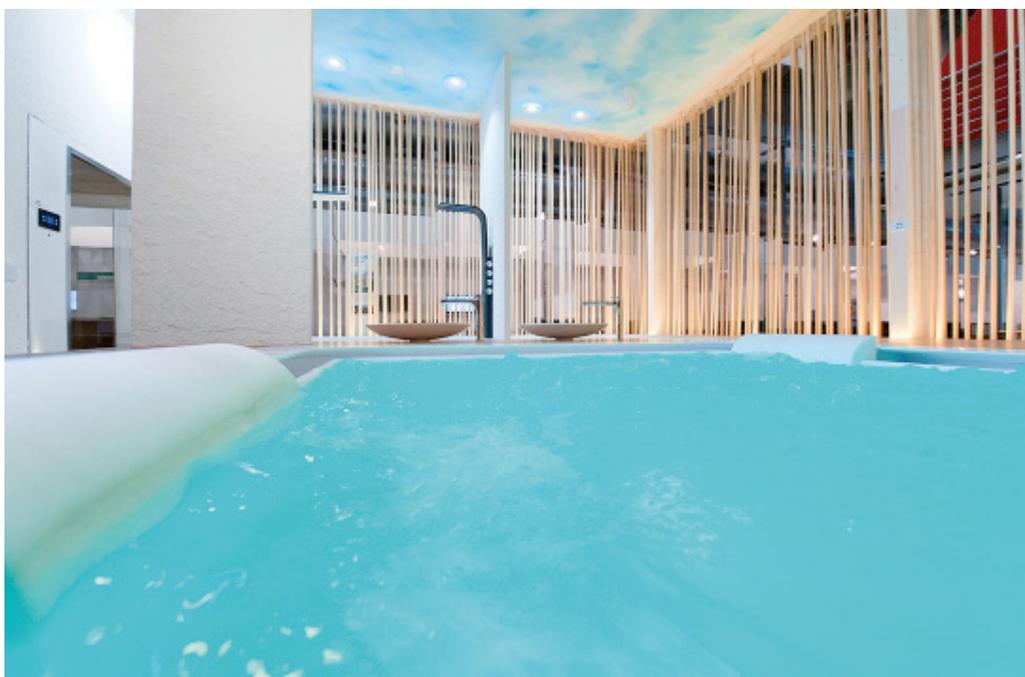


A path towards sustainability conscious

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.

PIANTE AL CUBO

PAYSAGE
&
GIORGIO TESI GROUP



"Plants Cube" is the theme of sustainability, which PAYSAGE has led to HOME SPA DESIGN, in collaboration with Giorgio Tesi Group, during the Milan Design Week. The plants are forms of life, but sometimes turn in forms of design. From the ancient art Topiary, which made famous the Italian gardens in the world, born the idea of this reinterpretation of design. The man tried to draw and capture the life force of plants in symbols and shapes, in a tradition that, from ancient Rome, continues to this day. The Giorgio Tesi Group, in collaboration with Paysage, offers for this 2013 edition of the Fuorisalone, "Plants Cube", or rather the cubing of the significance of plant: life, green and design. A nice challenge to draw attention to the vegetation is not placed in a marginal way, but is an integral part of a project.

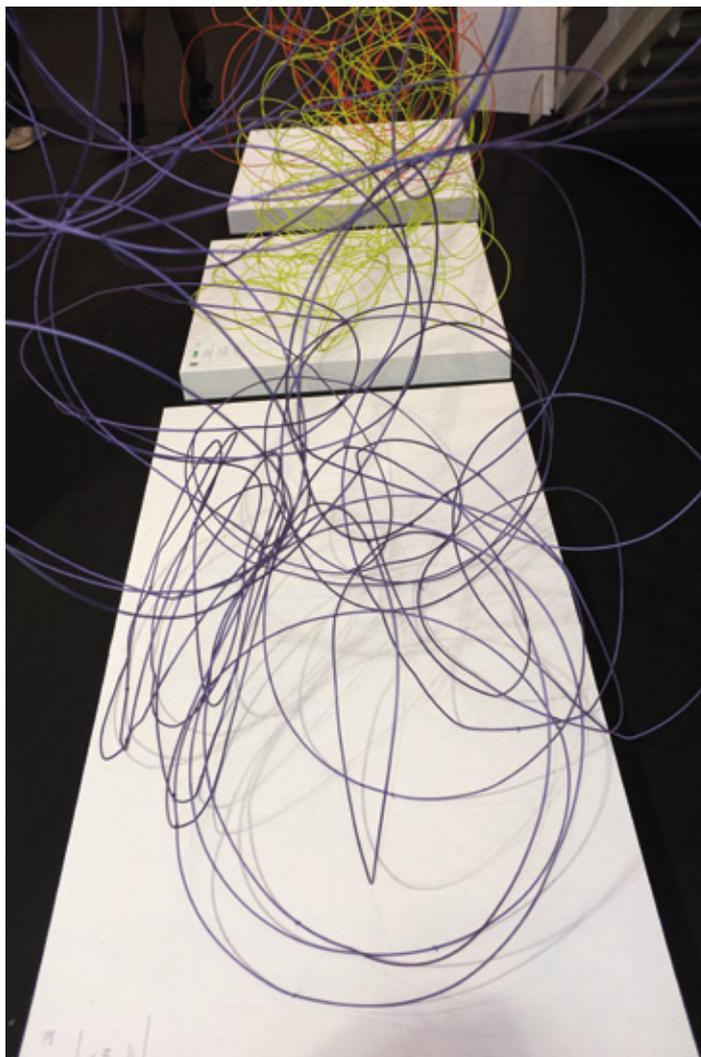
But plants do not stop and PAYSAGE in collaboration with Poliflor also entered the design concept of PROJECT CMR where a Green Wall was the star of the new idea of living proposed by the study. He was finally put out the green carpet Rossifloor that the company makes available to lead the visitors to discover the gardens.

PROJECTS AND DESIGNERS OF FUORISALONE, 2013:

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!

TO DOWNLOAD EVENTS RENDERS: WWW.HSDESIGN.IT/PHOTO

GOOD EMOTION NUMBERS:

16.545 VISITORS

9.835 PROFESSIONAL VISITORS

1.773 PRE-REGISTERED

52 % FOREIGN VISITORS

MORE THAN 250 ACCREDITED JOURNALISTS

43 SPONSOR

5 INSTALLATIONS REALIZED BY:

(FABRIZIO BATONI, PIETRO GAETA, MARCO PIVA, MASSIMO ROJ, TOTI SEMERANO)

1 LIGHT DESIGN PROJECT (FILIPPO CANNATA)

1 CONTEMPORARY ART INSTALLATION (ALESSANDRO GEDDA)

2 COMPANY SPACE

1.200 SM OF EXHIBITION

659 ENTRY TO THE EXCLUSIVE PARTY HS DESIGN

12.300 UNIQUE VISITS TO SITE WWW.HSDESIGN.IT IN APRIL

265.369 PAGE VIEWS TO THE SITE WWW.HSDESIGN.IT IN APRIL

PROJECT AND ORGANIZATION: HS DESIGN

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