



## MILAN DESIGN WEEK, APRIL 8-14 2013

PRESS RELEASE

**RCS protagonist at Fuori Salone 2013 with  
MEET DESIGN AROUND THE WORLD  
A trip around the world.  
Seven houses, seven cities, seven different styles.  
Common denominator: Italian design.**

Great success for **MEET DESIGN AROUND THE WORLD**, the exhibition signed by RCS and sponsored by the Public Administration of Milan, opened on April 9<sup>th</sup>, in the important setting of Triennale of Milan and that, in the first week of opening, in conjunction with Milan Design Week, hosted more than 93.000 visitors.

<http://atcasa.corriere.it/salone-del-mobile/2013/Fuorisalone/In-citta/2013/03/27/fuorisalone-2013-rcs-mediagroup-living-network.shtml>

**AROUND THE WORLD**, that will remain open until May 1<sup>st</sup>, is the third edition of **MEET DESIGN**, a great RCS initiative dedicate to Italian design, that has become an icon of creativity and excellence all around the world.

It is a multichannel platform that mainly aims at spreading Italian design through extensive initiatives, that try to create a dialogue and a connection between very different publics: companies, designers, design lovers and great public. It's a gathering of ideas and activities able to express the conceptual, design, creative and productive values of this discipline, by talking about the protagonists of the Italian culture of living. It's the perfect expression of the main role that **RCS** has been playing for a few years as a dynamic publisher careful about the changes of the market, creator and producer of great events to support the sectors of design and furniture.

**AROUND THE WORLD** – that comes after the editions of **MEET DESIGN** of 2011 in Rome and Turin and the one of 2012 in Beijing, for the first edition of Beijing Design Fair - **is an "International" trip in the world of design, that starts from Milan and travels to seven cities of the world: Sao Paulo, New York, Wien, Beijing, Tokyo, Paris and Melbourne.**

*"The exhibition, that was very successful on the occasion of 2013 design week and that will remain open until May 1st represents the international value of Made in Italy and its capability of inspiring the living styles of the great capitals of the world. From the plasters of Paris to the Japanese essential style, from Brazilian modernism to a loft in New York, seven domestic settings selected by Case da Abitare interact with the contemporary elegance of Italian furniture. The furniture is the protagonist of interiors, lounges and green spaces at all latitudes".* – says Francesca Taroni, editor in chief of Case da Abitare and curator of the exhibition together with Ico Migliore.

**AROUND THE WORLD** is designed and set up by Ico Migliore and Mara Servetto, Migliore+Servetto Architects, that have carried out exhibitions and museum projects, and received several international awards among which the XXI° Compasso d'Oro.

*"We have imagined a cosmopolitan urban landscape: a light and dynamic environment evoking a way of living, conceived as an adding of fragments, images, maps, sounds and objects of 7 international cities. A trip/sequence of different sets to get to know new icons of Italian design in the world"* explains Ico Migliore.

Pictures taken from Case da Abitare by Helenio Barbetta, Alessandro Digaetano, Dean Kaufman, Gaele Le Boulicaut, James Silverman, Christoph Theurer. Collaborations: Filippo Romeo (set consultant), Chiara Rostoni (photoediting), Alessandra Salaris e Nazarena Manenti (styling).

**Every stop of the trip will be narrated by a dedicated environment where the images of Case da Abitare are the background to the products of some of the most important companies of the sector: Artemide, B&B Italia, Danese, Euromobil, FerreroLegno, Itlas, Lema, Chi Wing Lo by Maroni, Meridiani, Molteni&C., Teuco e Tubes.**

### Piracicaba, SÃO PAULO

When the interiors trespass into the landscape. The furniture define relax spaces around the pool, the living moves to the terrace and the solarium is filled up with sofas and daybeds made of "weather-proof" material. Just like in the villa that architect Isay Weinfeld designs for an important Brazilian family. Two overlaid volumes that generate privacy and opening, hanging in the balance between modernist inspirations and tropical landscape.

*Photo James Silverman – Case da Abitare 159, July-August 2012.*

Company: Artemide, B&B Italia, Itlas.





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### NEW YORK

An open space in the Big Apple defined by bookshelves wings that separate the relax area from the dining room. The house is free from constraints: a great area to be lived freely and discover the pleasure of sharing a meal with friends or reading a book in the reading area. This is the minimal but comfortable loft that architects Fernlund + Logan have designed for the New Yorker entrepreneurs James and Bianca Jebbia.

*Photo Dean Kaufman – Case da Abitare 164, January/February 2013.*

Companies: Danese, Itlas, Lema, Tubes

### WIEN

In the city, mother of Vienna Secession, where Mozart, Strauss, Klimt, Wagner and Loos come from, the relax area must be functional and creative. With free and flexible bookshelf systems and strongly characterized furniture complements. They must dialogue with contemporary art works and timeless spaces. Just like in the villa of the 20s where a couple of collectors with their children live.

A sumptuous residence transformed by Propeller Z according to the needs of a contemporary family.

*Photo Christoph Theurer – Case da Abitare 141, October 2010.*

Companies: Artemide, Danese, Itlas, Molteni&C.

### BEIJING

From the hyper-technological resort to the traditional house. The needs of a continually changing world grow at incredible pace. And the furniture becomes the symbol of renovation. In the interest of the meeting between tradition and modernity. Just like in The Opposite House, a hotel that mixes hi-tech details with evocative atmospheres. Located in Sanlitun area, it offers an architecture with shimmering outlines signed by Kengo Kuma.

*Photo Alessandro Digaetano – Case da Abitare 124, January/February 2009.*

Companies: Chi Wing Lo by Maroni, Itlas, Tubes.

### Hayama, TOKYO

Relax in its purest form. Total white spaces host bathtubs with essential lines that define the moment of wellbeing. The chaos of the city is far away and the house becomes a white vessel that defines an oasis dedicated to body care. At Hayama, 50 kilometres away from Tokyo, three floors for two people, where they only come in their free time. It's a project signed by archistar Kazuyo Sejima that defines a fragile balance between the expressiveness of materials and the poetry of emptiness.

*Photo Dean Kaufman – Case da Abitare 145, March 2011.*

Companies: Artemide, FerreroLegno, Itlas, Teuco, Tubes.

### PARIS

A room with a view over the Ville Lumière, defined by plasters and woodwork. Here comes the moment of imagination and dreams: where the absolute protagonist is the bed. It's an ideal stage of the world of sleeping that connects past and present: contemporary design and historical spaces. In a Parisian house of the end on the XIX century, made up of decorated high ceilings and opulent spaces. But the story continues, re-read and re-interpreted by architect Luis Laplace with the use of color, and the care for details.

*Photo Helenio Barbetta – Case da Abitare 160, September 2012.*

Companies: Artemide, Itlas, Meridiani

### Cape Schanck, MELBOURNE

In an open and flexible space, that dialogues with the nature and the landscape, the kitchen becomes a sculpture around which all the other functions of the house gather: lunch, the meetings with friends, the break during work. In a direct connection between space, furniture and nature. At Cape Schanck, a coastal area an hour away from Melbourne, the aesthetic is green. In a deconstructivist villa with an aerodynamic shape the wind designs the spaces and the water tank is a drop that becomes a new fireplace.

*Photo Gaelle Le Boulicaut – Case da Abitare 117, May 2008.*

Companies: Artemide, Danese, Euromobil, FerreroLegno, Itlas.





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**Main partner of Around the World is Mercedes-Benz** which, with the new CLA, confirms itself as a trendsetter of car design and invents a new market segment.

**Technical partner:** Cleaf thermo structured surface.

### Captions of attached images:

#### File: MEETDESIGN\_110, \_112, \_113, \_114, \_115 and \_117

In the pictures, the exhibition AROUND THE WORLD, 2013 edition of MEET DESIGN, organized by RCS. AROUND THE WORLD is organized by Francesca Taroni – editor in chief of Case da Abitare – together with Ico Migliore. It's designed and set up by Ico Migliore and Mara Servetto, Migliore+Servetto Architects.

The exhibition opened on April 9<sup>th</sup> will remain open until May 1<sup>st</sup> 2013.

**Credits:** @LUZ A. Grassani / F. Stelitano

#### File: MEETDESIGN\_sanpaolo and \_sanpaolo2

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**In the images, the space dedicated to Sao Paulo where the images of Case da Abitare are the background to the products of Artemide, B&B Italia and Itlas.**

**Credits:** @LUZ A. Grassani / F. Stelitano

*On the background, images by James Silverman – Case da Abitare 159, July-August 2012.*

#### File: MEETDESIGN\_ny and \_ny2

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**In the images, the space dedicated to New York where the images of Case da Abitare are the background to the products of Danese, Itlas, Lema and Tubes.**

**Credits:** @LUZ A. Grassani / F. Stelitano

*On the background, images by Dean Kaufman – Case da Abitare 164, January/February 2013.*

#### File: MEETDESIGN\_vienna and \_vienna2

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**In the images, the space dedicated to Wien where the images of Case da Abitare are the background to the products of Artemide, Danese, Itlas and Molteni&C.**

**Credits:** @LUZ A. Grassani / F. Stelitano

*On the background, images by Christoph Theurer – Case da Abitare 141, october 2010.*

#### File: MEETDESIGN\_pechino and \_pechino2

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**In the images, the space dedicated to Beijing where the images of Case da Abitare are the background to the products of Chi Wing Lo by Maroni, Itlas and Tubes.**

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*On the background, images by Alessandro Digaetano - Case da Abitare 124, January/February 2009.*





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### File: MEETDESIGN\_tokyo and \_tokyo2

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**In the images, the space dedicated to Tokyo where the images of Case da Abitare are the background to the products of Artemide, FerreroLegno, Itlas, Teuco and Tubes.**

**Credits: @LUZ A. Grassani / F. Stelitano**

*On the background, images by Dean Kaufman – Case da Abitare 145, march 2011.*

### File: MEETDESIGN\_parigi and \_parigi2

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**In the images, the space dedicated to Paris where the images of Case da Abitare are the background to the products of Artemide, Itlas and Meridiani.**

**Credits: @LUZ A. Grassani / F. Stelitano**

*On the background, images by Helenio Barbetta – Case da Abitare 160, september 2012.*

### File: MEETDESIGN\_melbourne and \_melbourne 2

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**In the images, the space dedicated to Melbourne where the images of Case da Abitare are the background to the products of Artemide, Danese, Euromobil, FerreroLegno and Itlas.**

**Credits: @LUZ A. Grassani / F. Stelitano**

*On the background, images by Gaele Le Boulicaut – Case da Abitare 117, may 2008.*

### File: MEETDESIGN\_M+S\_sketch-@Schizzo di Ico Migliore - Migliore+Servetto Architects

In the picture, sketch by Migliore+Servetto Architects of the exhibition AROUND THE WORLD, 2013 edition of MEET DESIGN, organized by RCS. AROUND THE WORLD is organized by Francesca Taroni – editor in chief of Case da Abitare – together with Ico Migliore. It's designed and set up by Ico Migliore and Mara Servetto, Migliore+Servetto Architects.

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**All the material about the Companies and the partners involved is available in the dedicated press room on:**

<http://atcasa.corriere.it/Speciali/salone-del-mobile/2013/press-room>

Milan, April 24th, 2013

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