



## S.Project 2022 – Overview

**Keywords:** innovation, craft heritage, respect for the environment.

*S.Project, the exhibition devoted to design products and decorative and technical interior design solutions is making a return. It will contain a heterogenous mix of proposals ranging from indoor to outdoor furnishings to coverings, finishes, lighting, acoustic solutions, wellness products and textiles. It will also host the great project on sustainability curated by the architect Mario Cucinella to celebrate 60 years of the Salone del Mobile*

Now into its 2<sup>nd</sup> edition, **S.Project**, a fairly new Salone concept, has already become a point of reference for interior design solutions at international level. It will play host to **more than 116 exhibitors**, spread over **an area equal to 14.051 m2** in Pavilions **13** and **15** at Rho Fiera Milano. This space will also host the great no-brand installation **Design with Nature**, conceived and curated by the architect **Mario Cucinella** to celebrate 60 years of the Salone del Mobile.Milano and the **commitment** of an entire sector to **environmental sustainability**.

**S.Project** aims to pick up on the most significant lines of contemporary design research: the **hybridisation of contexts** and the **move from the design of individual pieces to that of whole environments**. Financial considerations, such as the widespread demand for top-notch interiors, and emotional triggers, such as the need to build “nests” that are totally coordinated and cosy and comforting, are strongly bound up with these spaces and are their fundamental *raison d'être*. The decorative interior schemes showcased at **S.Project**, are presented as **complete in their own right** and the proposals are clearly underpinned by research into the **environmental responsibility** and **aesthetic value** of the products.

The **indoor aesthetic** flows seamlessly into the **outdoor aesthetic** and, at times, demonstrates how this system of communicating vessels is being inverted: **outdoor spaces** will break down the barriers between *in* and *out*, and their shapes, colours and materials will influence interior products. Confirmation of this comes from **Pratic (Pav. 13 | B15 B19)** which has successfully tried to blend an indoor and an outdoor one with the comfort and privacy of the new bioclimatic **Connect** pergola: a space created with mirrored walls that multiply the beauty of the surrounding landscape and nature, constantly taking on their colours and forms, whilst guaranteeing complete privacy for what is going on inside. **Expormim (Pav. 13 | C02 C06)** is showcasing three chairs made of certified wood, perfectly suited to both environments and bringing us closer to nature, to forests and flowers: **Lapala** by **Lievore Altherr Molina** is elegant, Mediterranean and sustainable; two new versions of **Manel Molinan's Blum**, are dedicated to those who prefer natural materials (the original version was in aluminium) and **Petale** by **MUT Design**, showcasing three new types of woven rope backrests.

**Kitchens and bathrooms** reflect on the behaviours and rituals associated with these spaces from a more responsible perspective as well as a more social one and, in this pavilion too, underscore their openness to living rooms and the outdoors as well as their suitability for customisation. **Cabanon**, designed by **Rodolfo Dordoni** for the brand **Effe (Pav. 13 | E11**

**E15**), is the first **outdoor sauna** to look to its Finnish origins. It's an outdoor, free-standing structure immersed in nature. Two different types have been developed to respond to the demands of contemporary living: *Garden* for gardens and green spaces, and *Terrace* respecting the urban dimension of terraces and loggias. For the last few years, **Antonio Lupi (Pav. 13 | A07 B18)** has also cast its net beyond wellness rooms. At this edition the brand is presenting the new line of **Bemade** vanity units designed by **Carlo Colombo**, which offers infinite customisation possibilities and is suitable for use throughout the home thanks to its rigorous and sophisticated vocabulary, generated by clear-cut volumes that map out domestic architectures on the wall.

When it comes to **materials and coverings**, there's a huge and innovative range. Nanotechnological surfaces and latest generation agglomerates feature alongside more traditional materials such as metals, marble and wood, channelling sumptuous finishes and treatments for renewed appeal. There's also a relaunch of artisan and productive techniques, the rehabilitation of old quarries and forgotten species of wood, research into both the world of ceramic coatings and into laminates and veneers. Basically, this year more than ever, surfaces are engendering scenic impact and wonder, channelling contemporary languages in their respect for nature as in, for example **ALPIready** from **ALPI (Pav. 13 | B01 B03)**, a robust and flexible panel made entirely of wood and painted on the front, ready to be applied to any sort of surface. There are 29 available finishes, from classic woods such as Canaletto Walnut and Oak to the great tropical woods in the **Legacy Collection**, woods that have been used in fine cabinetry to make furniture and precious objects since the 17th century. Their intensive use has threatened their survival, but thanks to its ability to reproduce them, ALPI has been able to make them available once more with a sustainable product that poses no danger to the future of the species. ALPIready also includes proposals signed by international designers such as Raw Edges and Ettore Sottsass. The goods on offer from **Laminam (Pav 15 | A31 A33)** are inspired by nature, specifically material and visual impressions of the land: **Terra di Pompei** encapsulates the essence of the scalding magma dried by the Neapolitan sun, its warmth impressing cracks and fissures through which unexpected shades of warm brown appear. The **Terra di Saturnia** shade is a mix of taupe and grey – referencing the area's thermal baths, muds and minerals, the surface appearing to represent the movement of the water at the split second it retreats to reveal a soft, sandy surface. **Terra di Matera** picks up the flavour of this city, the luminosity of the land, the typically Mediterranean dawn colours, which seem to merge into the sky at sunset.

**Wallpapers** continue to draw on earthy colours and forms, but while botanical designs are still well represented, their design largely focuses on abstract, geometrical, minimal elements to the point that they become pure patterns, and on their links with architectural and industrial elements. There's no shortage of decorative designs, alternating sharp lines and soft curves. In **Wall&Decò's (Pav. 15 | C24)** proposals, on one hand nature is filtered through a lens that makes it abstract and rarefied, and on the other it is narrated from a more ancestral perspective, with a nod to the cave-hut, featuring darker shades interwoven with the earth. **Patricia Urquiola's** first collection for **Jannelli&Volpi (Pav. 13 | D10)**, on the other hand, is an exploration of the surreal nature of every day. Scenes and tools from daily life become

wall decorations. Reflecting on the evolution of living and the ties that bind us to our homes, the collection fleshes out a series of rooms that dialogue with each other, displaying objects – window, table with still life, curtain, bookcase – as well as a greenhouse-garden populated by plants.

**Lighting** is also present, becoming increasingly technological and emotive and translated into innovative products capable of sketching out new scenarios and bringing future and tradition together as in **Stellar Nebula** by **BIG** presented by **Artemide (Pav. 15 | C19 D22)** in the new table and floor versions. Stellar Nebula interprets and highlights artisan glass-blowing with innovative finishing techniques. Values, roles and the limits of industrial and artisan production are the focus of this design concept which aims to come up with an industrially unique solution and underscore the magical interaction between glass and light.

**Furniture** overridingly boasts a natural look and a sustainable heart, interpreting the synthesis between nature and artifice. The **Vela** sideboard and table by **Riva1920 (Pav. 15 | E19 F18)** exemplify this, both in solid wood, the sideboard is characterised by the vertical treatment of the doors and drawer fronts which creates a geometric effect and drawers put together with dovetail joints; the table is distinguished by the slender thicknesses of the top and legs thanks to the bevelled edges, which bestow lightness and sinuosity. **Maruni (Pav. 13 | C12)** is also synonymous with wood, and is presenting the **EN** range designed by **Cecilie Manz**. “EN” means “one” in Danish and “circle,” “connection” or “destiny” in Japanese. This new project was born of the desire to create a round wooden table and seat that would best express the feeling of “togetherness,” simply by virtue of its circular shape. The curved backrest is reminiscent of the *klismos* chairs of Ancient Greece and the legs, featuring a ring structure, generate a feeling of continuity, setting up a balance of soft and spiky shapes. Almost all the same elements – wood, Japanese tradition and, in this case, Finnish artisan heritage combined with Shaker style (the simple, functional American style, predecessor of minimalism and inspiration of designers such as Gio Ponti, Kaare Klint and Borge Mogensen) – can be found in **Akademia Armest**, the latest version of the chair of the same name by **Nikari (Pav. 13 | C01 C05)**, distinguished by armrests that boost the comfort of the object. **Filo** by **Ronan & Erwan Bouroullec** for **Mattiazzi (Pav. 13 | F12 F16)** introduces another natural material besides wood – rope. Filo is a chair with huge graphic sensitivity: seen from the side, it looks rather like a typographical letter. The repeated lines of the fabric cord extend this graphic presence, becoming gently distorted when the person sits down, lending a soft, personal form to the chair. Its clean, powerful structure was designed to cut down wood wastage, deriving its maximum strength from intelligent connections and constructions. The desire to retrieve processes and techniques of the past and forgotten manual skills brought up to date with advanced technological processes is echoed by **De Castelli (Pav. 15 | D24 D26)** which is presenting the **Efesto** stool, designed by **Martinelli Venezia**, and the result of research into now forgotten late 19th century beating and hammering techniques, reprised with the help of special machinery to produce complex forms, impossible to achieve without specialist craftsmen. Efesto is a small metal object, a domestic sculpture produced by manually bending, shaping and hammering the sheet of brass and is characterised by a triangular section and a shiny mirrored finish that emphasises its sinuous shape. There are no



mechanical joints and it owes its powers of resistance to the combination of intrinsic brass characteristics and invisible soldering, which make it into a sophisticated and functional object.

Lastly, furnishing accessories no longer play second fiddle to spaces, becoming fundamental declaimers of taste and culture, produced in tandem with the object itself. One such example is the work of **Atelier Vierkant (Pav. A15 | A21 B22)**, the Belgian brand, which has brought **clay pots** of infinite shapes and sizes, created by craftspeople, to S.Project. The colour – extra-white, white-beige, tortoiseshell grey, anthracite black and Bordeaux red – of these furnishing items, for indoor or outdoor use, comes from natural oxides. Each pot is unique, with its own story to tell, and becomes an integral and critical part of the project in which it is inserted.

Not just an event, but also an opportunity for reflection on the new potential for companies to work increasingly “in synergy,” **S.Project** acts as a business platform geared to bolstering the alliance between retail, designers and businesses, providing an experience in the round and a more efficient networking environment. The ideal place for presenting new space design concepts and innovative solutions to professionals within the sector and national and international buyers.

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