



Piemonte at 100% Design in London

Design from Piemonte

Design is one of the elements that best characterizes the “Made in Italy” emblem. As part of industrial and artisan know-how, which personifies Torino and Piemonte, it is the tip of the diamond. Mingling of design and companies of most varied sectors has been experimented here ever since.

The ability to conceive new forms not for its own sake, but as a part of our daily lives, is embedded in the productive and cultural framework of the region. “*Designed in Torino e in Piemonte*” does not focus only on the famous automobile design sector, but it encompasses numerous sections, which boast historical talent in production, as it is proven by the presence of world renowned brands. Smart intuitions were born here, which gave life to the objects we use in our daily lives. Piemonte gave rise to companies such as Superga and Robe di Kappa, world-wide sports fashion leaders, Brooksfrield for casual clothing, Aurora, which produces ballpoint and fountain pens, as well as Alessi, the creator of household items.

High density of companies of this sector made Torino unique in the world and the first World Capital of Design in 2008.

Today, **companies and designers** from the region provide an essential contribution in the development of the “Made in Italy” emblem, from fabrics to sportswear, to furniture and sanitary taps and fittings and household items, to jewellery and food design. In parallel, they also contribute to the *Italian concept*, bolstering *Piemonte concept*: a non-Italian production value, which integrates and adds value to the ‘Made in Italy’ emblem, as the products were conceived in Italy, namely in Piemonte.

Torino Design in the World

TO-design in the World was brought to life in 2010 as a project promoted by the *Chamber of Commerce of Torino* and run by *Agency for Investments, Export and Tourism*, which promotes and accompanies Piemontese design companies abroad.

A group of approximately **100** participants were selected among designers and high-design-content manufacturing companies for the project. The agency found business opportunities and new markets for them, underscoring industrial production capacity and high inclination towards innovation and research, encouraging aggregation and contributing to enhancing their skills and increasing their billings.

TO-design in the World offers a guide to distributors, dealers, contractors and manufacturers seeking design ideas and solutions to find contacts with project companies, which offer services and creations in numerous design sectors, such as industry, automotive, graphics, fashion and interior design.

Piemontese exhibitors at 100% Design 2011

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|-----------------------|--|
| 1. Adriano Design | www.adriano-design.it |
| 2. Archilandstudio | www.archilandstudio.it |
| 3. Atelier Caruso | www.andreacarusodesign.it |
| 4. Brunazzi&Associati | www.brunazzi.com |
| 5. CROP Con3studio | www.cropdesign.it |
| 6. D+designstudio | www.dpustudio.it |
| 7. Easyhome.it.i | www.Easyhome.it |
| 8. Lamur | www.lamur.info |
| 9. Lana+Savettiere | www.lana-savettiere.com |
| 10. Mycrom | www.mycrom.it |

Adriano design

RoundStack | Front



The studio was established by Davide and Gabriele Adriano brothers. It was brought to life in 1997 and has collaborated with forefront national and international companies, such as Foppapedretti, Scavolini, Olivetti, OGTM, Centro Ricerche FIAT, Bemis and Melitta. They are professors at the Polytechnic of Torino and Guest Professors at prestigious national and international universities. They have won numerous acknowledgments including IF Product Design Award, Good Design Award, Design Plus, International Design Competition of Osaka, Koizumi and nomination to XXI Compasso d'Oro ADI [Golden Compass].

Their transversal design method encompasses any type of product through innovation, from Multifarmer agricultural tractor to the multiple prize-winning "Rotola" wheel and the "re-invention" of table football with Teckell. This design philosophy won them the exhibition at the most prestigious museums all around the world, including the Three-Yearly Design Museum and Chicago Atheneum. "Designing everything and always accepting challenges: you can design anything in a different and better way any time."

Archilandstudio



This architecture and design studio was established by Paolo Maldotti in 2000. It specializes in the design for the development of new sales format concepts, especially in food and fashion sectors, such as: corporate identity, interior design and furnishing.

The studio created innovative projects for restaurant, café, hotel, service station chains and diners at Italian, European, Korean and Japanese airports. They have collaborated with forefront contract companies at international scale. They conceived numerous staging projects for information desks and events during 2006 winter olympics. The work method that pools all operation sectors is to translate clients' expectations into goals and strategies through custom-tailored concepts that

highlight the demands and fundamental values of the company or product. Architect Maldotti is versatile in his thinking and has a watchful eye for new materials and functional demands. He presented the Nu.Ovo at the 2011 edition of Salone di Milano fair in Milan, which is a multi-purpose housing cell. It is an innovative mobile human container concept, which was developed to celebrate the 40th anniversary of a prestigious Italian company: TISSETANTA.

Atelier Caruso



Off|On

It is a padded "architecture," curtain and fabric laboratory in the heart of Torino. Custom-tailored, highly valuable one-model pieces with high quality finish and original samples of their elegant and innovative *Design Collection* are produced at the workshop. The company philosophy merges avant-garde thinking and tradition, technology and hand workmanship to create refined custom-tailored interior settings for the homes and offices of its clients.

They will present their latest product at 100% Design in London: the small "On-Off" armchair, an application with the brand new "Flat LED Fabric" (coatings with lit fabric), conceived through the collaboration of Architect Andrea Caruso with the designers Maria and Ekaterina Yaschuk.

This innovative technology allows for the integration of LEDs and fabric, creating scenographic effects with strong emotional impact, whose field of application range from wallpapers to curtains, beds, armchairs and couches. The Atelier serves both private customers and architecture studios in Italy and abroad.

Brunazzi&Associati



Brunazzi & Associati was established by Giovanni Brunazzi in 1985. It is among the forerunners of corporate and business communication sector and belongs to the limited community of Italian advertisement agencies specializing in “corporate identity, publishing and packaging,” thanks to which they can offer high-standard professional services in integrated communication and imaging strategy sectors.

It coordinates its clients’ demands with the specific and wide-range help from industrial and product design to manage projects and integrated communication, traditional advertisement campaigns, execution of new industrial trademark model solutions, stands and promotional gadgets, public relations and graphic projects for books, magazines, posters, publishing and quality of announcements on web sites. As a result, every action plan offered depends on a detailed examination of images already

present in the client company, accompanied by an analysis of its production, distribution and target market.

CROP c/o Con3studio



CROP was brought to life through an idea by Elena Belfore and Giusi Rivoira as a container for design products, conceived to be manufactured in small batches using sustainable and ecologic materials. Taking the advantage of their knowledge gained over many years of work in architecture and furnishing sectors, the furnitures presented by CROP are distinguished by their simple forms and ease of customization, which make each element “unique.” CROP’s goal is to make high-quality products collaborating with companies and artisans preferably in Italy, supervising the construction of each furniture directly and in person

to provide their clients with a wide range of colors and finishes to choose from, so that everyone can possess the product that best represents them. The commitment of this association is to deliver a “handmade” object, whose price is proportional to the value of the materials and workmanship and not dictated by rules of profitmaking, which often become the priority of big companies.

D+designstudio



It was established by Architect Luca Pegolo in 2005.

D+designstudio is a multi-discipline team, which works in furnishing, lighting and product design fields. The team led by Architect Luca Pegolo counts architects, senior and junior designers on its team and it is in tight collaboration with the engineering studio S.P.I. that Luca Pegolo is a partner of since 2000, as well as communication and strategic marketing experts. Thanks to these synergies, D+designstudio offers manufacturing companies services ranging from creativity to engineering all the way to launch strategies for new products in the market.

The latest projects by Nautinox Living and Haute Material have been exhibited during the last 3 editions of the International Furniture Fair of Milan.

Easyhome.it

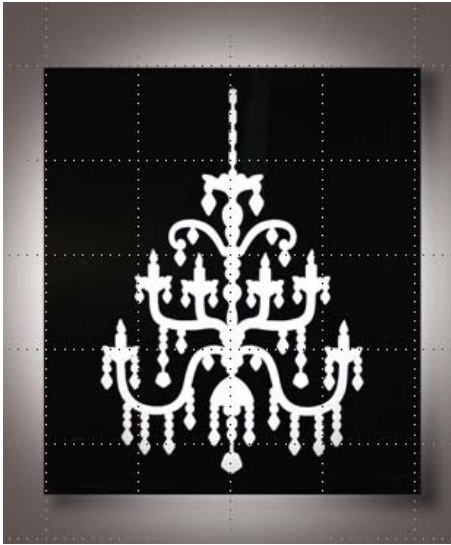


Architect Marco Miscioscia and his staff have been offering industrial design since 1998, endowing projects and products with high usability and performance. Marco Miscioscia established Easyhome.it.it in 2006.

He has collaborated with companies at international scale, such as VALCUCINE S.p.A., on the "HABILITY kitchen system", BAUTEK s.r.l. (FOSTER s.p.a. group) on the "EASY FOOD" kitchen top, which won ADI Design Index in 2006, as well as FACCHINETTI group, ERGOSWISS, ROPOX, I.N.A.I.L. He developed large-scale kitchen, bathroom and bedroom furnishing systems mainly for the household sector, receptions/hotels and hospitals/healthcare sector. Marco

Miscioscia is the president of the Industrial Design Association [Associazione per il disegno industriale (A.D.I.)], Piemonte and Valdaosta Delegation. He has collaborated with the Polytechnic of Torino and La Sapienza University of Rome. He teaches industrial design at ENAIP.

Lamur



Lamur officially launched in Italy at the "Salone Internazionale del Mobile in Milano 2011".

Lamur is the "NeverLamp".

The originality of the project comes from the idea of working the absence of material, and light is naturally un-material.

The characteristic of the Lamur lamps is to create forms from light on the wall through the drawing inside a frame. Lamur lamp is both an ornamental lighting and a decorative frame.

Frames are available in natural wood, high-technology plexiglass, non-treated steel (industrial looking), mirror... related to design or technical requirements.

Highly customizable (design, dimensions, finishing), suitable not only for domestic ambiance but also for contract (large projects supplying).

Lamur uses LEDs technology or low consumption neon to create geometric designs and shapes, silhouettes and amazing light effects.

Clever mind and sparkling ideas Torino native, Anna Casale, has been creating Lamur collections in the closest partnership with Bertocco, Torino located high level producer.

The "made in Italy" Lamur lamps are the result of a know-how developed over fifty years of experience in engineering and material transformation.



Lana+Savettiere



Architects Marco Lana and Alberto Savettiere make works that range from architecture to interior design, graphic design and settings to industrial design and to the creation of unique and customized objects. Constant research for new trends and experimentation are pivotal elements to integrate originality, aesthetics, practicalness and ease-of-manufacture into their projects.

They are members of ADI (Industrial Design Association). Marco Lana not only works as a freelancer, but he also consults for some advertisement and design agencies and architecture studios.

Alberto Savettiere has worked for structural and plant engineering studios in Torino and Milan for some years and gained design experience abroad. He is a member of the "Area Po" Design and

Communication Agency since 2001 and he is involved in design activities. In 2006, he was authorized to perform the roles concerning mobile and temporary yard safety pursuant to Law n. 494/1996. He is a member of the Guild of Energy Certifiers of the Regional Administration of Piemonte.

Mycrom



MYCROM is a graphics-publishing company headquartered in Torino and it is a leader in artistic fabric and rolled section printing, which is particularly suitable for furnishing and customization of indoors.

Thanks to licensing and technological innovation, they offer exclusive articles to furnish ambiances with sophisticated design. They are the worldwide franchise holder for the production of artistic prints of DIABOLIK images on fabric since 2006.

"DIABOLIK Collection" is the first collection of artistic print on fabric and with carbon pigments by Mycrom, in collaboration with the publishing house ASTORINA. Over years, the collection grew with the following must-have items: Mister Linea, Valentina and Snoopy&Peanuts.