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THE NATURE OF THINGS



for entertainment and dialogue with customers, conveying evolving emotions with new products, displaying the Kartell universe to immerse visitors in a true lifestyle experience. *K.C.*

SHOWROOM

P56. IN THE HEART OF BARCELONA

LOCATED IN THE FINANCIAL DISTRICT OF THE CATALAN CAPITAL, THE NEW MODULNOVA FLAGSHIP STORE UNDERLINES THE VERSATILITY OF BLADE, THE SYSTEM THAT GIVES RISE TO TAILOR-MADE SOLUTIONS, COMBINING THE KITCHEN AND LIVING AREAS

The new flagship store of Modulnova in Barcelona is located in the very central Eixample district, the financial center of the Catalan capital. The displays are in tune with the prestige of this neighborhood, and feature the Blade system as a perfect expression of the design philosophy of Modulnova. Summing up the tailor-made approach to interior design of the Friuli-based company, Blade guarantees increasingly personalized solutions that combine design and functional quality by bringing together the kitchen and living areas. With an area of 300 square meters and the ambitious goal of becoming a reference point for the Spanish design market, the flagship store in Barcelona also presents solutions for the bathroom, where once again Blade has been selected to interpret spaces for relaxation in terms of essential, contemporary projects. *Andrea Pirruccio*

SHOWROOM

P58. TEXTILE ARCHITECTURE

RONAN AND ERWAN BOUROULLEC HAVE DESIGNED THE NEW KVADRAT SHOWROOM IN COPENHAGEN. A PLACE OF TOTAL FLEXIBILITY, THANKS TO AN INGENUOUS SYSTEM OF MOBILE FABRIC PANELS

A building with a clear industrial character at the port contains the new flagship store of the Danish textiles brand, as the outcome of a long period of collaboration with les frères du design, who explain: "The architecture has a very strong image, with a heavy concrete skeleton, ample views of the water, openings that make light a dominant feature and transmit changing atmospheric sensations to the inside. So from the outset transparency was the key to the project." Extruded glass walls border the office zone while setting off an open-plan area; the result is an airy, neutral container (white walls, gray concrete floors) that is more like an art gallery than a showroom. The Bouroullecs know how to combine functional quality, technical invention and theatrical impact, seen in the system of flexible spatial dividers based on vertical elements and a grid of extruded aluminium on the ceiling, making it possible to hang the mobile fabric panels. "The concept we have developed focuses on material substance. The showroom offers total flexibility to create settings with large surfaces of fabric and carpet. This triggers vivid impressions of weave, weight, transparency, the quality of every fabric." The product, in the moment of its display, becomes architecture. *Katrin Cosseta*

FAIRS

P60. ITALIAN DESIGN CONQUERS HONG KONG

WITH THE PAVILION ITALY MAKES A DIFFERENCE DESIGNED BY DARIO CURATOLO, ITALY BECAME THE PARTNER COUNTRY OF BODW 2017 (4-9 DECEMBER, HONG KONG DESIGN CENTRE), ONE OF THE MOST IMPORTANT ASIAN EVENTS ON DESIGN AND INNOVATION

A successful conclusion for the 2017 edition of Business of Design Week (BODW, 4-9 December, Hong Kong Design Centre), since 2002 one of

the leading Asian events on design and innovation. The happening in Hong Kong involved some of the most influential masters of the world of design, but also leading companies and outstanding entrepreneurs, ready to address an international audience of over 120,000 persons on the merits and importance of good design. In a variegated program of conferences, BODW 2017 presented the thoughts of over 70 creative talents: from architects responsible for iconic contemporary masterpieces to designers who have created very innovative products. Personalities from 16 different countries took part in a total of 12 sessions of talks, covering a wide range of themes. The partner country at this edition of BODW was Italy, which – besides being represented by guests like Massimiliano and Doriana Fuksas, Michele De Lucchi, Alberto and Francesco Meda, Mario Cucinella and Oscar Farinetti – was on hand with a special pavilion: Italy Makes a Difference, designed by Dario Curatolo, set up by ICE/ITA – Ministry of Economic Development, in partnership with ADI (Associazione per il Disegno Industriale), Salone del Mobile Milano, Triennale Design Museum, Ceramics of Italy and CNAPPC (the National Council of Architects, Planners, Landscape Designers and Conservators). "To make this pavilion," Dario Curatolo said, "I was inspired by the idea of the sea. Amidst the waves, a series of objects found their placement, with different forms, functions and proportions. They are products that respond to different needs, and their value comes precisely from these differences, from their variety of stories and backgrounds." In the vast program of panel discussions during BODW 2017, the magazine Interni was invited to explain its evolution from a magazine to a total system of communication, making it become a promoter of events (the FuoriSalone of Milan since 1990, exhibitions in the city since 1998) capable of illustrating the paths of design in an open, democratic context. *A.P.*

FAIRS

P63. RESEARCH AND THE FUTURE AT HOMI

INDUSTRIAL PRODUCTION AND ONE-OFFS, BIG COMPANIES AND NEW CREATIVE TALENTS, TRADITIONAL CRAFTED EXCELLENCE AND INNOVATIVE PRODUCTION TECHNIQUES: HOMI 2018

The changes in progress on the market and the paths for their interpretation. The trends of the present and those of the near future. All seen through exhibits, theme areas and special events. This is the format of the 9th edition of HOMI, the Lifestyle Fair of Fiera Milano. Creations and products presented by international corporations, and more often by smaller Italian or foreign firms with great creative potential, also in the various theme areas, bringing out the multiplicity of production in the field of Italian and international design. The second edition of the Homi Hybrid Lounge, inside the Homi Materials Culture area, focused on a new vision of materials, their multiple functional qualities and possible applications, with talks and a workshop, underlining the latest trends in substances and finishes for interior design, the result of wide-ranging research conducted in collaboration with POLI design of the Milan Polytechnic. With a concept and curating by Laura Fiaschi and Gabriele Pardi of Gumdesign, the event "From One to One Hundred" was aimed at designers, self-producers, artisans, small and large companies, showing projects produced as limited editions. Inside the Living Habits area, the 9th iteration of the event curated by the architect Anna Del Gatto, "Magnificent Form," was an appointment with crafted excellence, addressing the relationship between the specificities of Italian regions and art, with a focus this time on experimentation in Lazio. The designers and producers showed original objects, with elements of reference to monuments, paintings and sculptures, landscape and the history of the