Nato da una riflessione sulle trame dei tessuti, dalla volontà di riprodurne l'ordito sulla superficie di un termoarredo verticale. Il progetto integra perfettamente con il disegno del termoarredo un interessante sistema di accessori minimalisti che diventano un “unico” con il prodotto stesso.

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DESIGN DIFFUSION NEWS INTERIOR MAGAZINE
WHAT’S NEW IN TOWN
DESIGN MAKING IN MILAN

MARTINELLI VENEZIA • RAFFAELLA MANGIAROTTI • DRAGA & AUREL • FEDERICA BIASI • VENEZIANO+TEAM • ILARIA BIANCHI • SARA RICCIARDI • GIUSEPPE AREZZI • ISATO PRUGGER • FLATWIG STUDIO • MATTEO DI CIOMMO • GUGLIELMO BRAMBILLA • MAIS PROJECT
LE NUOVE PROSPETTIVE DEL DESIGN 
NEW PERSPECTIVES GAINED

cura a di Annamaria Maffina

In questo numero l’International Federation of Interior Architects/Designers (IFI) ha chiesto ai rappresentanti dell’architettura e del design italiani quali siano i cambiamenti in corso nella loro attività. Ci hanno raccontato delle nuove priorità nella realtà post-Covid e di come stiano riformulando sia i nuovi progetti che l’ethos aziendale in senso ampio.

In this issue, the International Federation of Interior Architects/Designers (IFI) shares insights from representatives of the Italian Interior Architecture/Design community on the changes they are currently implementing in their work. We hear about their renewed priorities for a post-Covid world, and the way they are redefining both their new projects and their overall company ethos.

Mentre numerosi passi si adoperano per superare in fretta una pandemia che ha paralizzato il mondo intero, questo mese la Federazione internazionale degli architetti e designer d’IFI ancora una volta interroga i progettisti e i rappresentanti del design italiano. A più di un anno dai primi contagi, la situazione nel Paese e in continuo miglioramento. Dallo scoppiò della pandemia, la nazione ha registrato 42,5 milioni di casi e 127,253 decessi legati al virus, risultando seconda in Europa dopo la Gran Bretagna.1 Dalla scorciatoio, la maggior parte delle regioni è entrata nella cosiddetta zona bianca. Solo il territorio di Milano-Covid-19 a minor rischio nel Paese. Se, da un lato, il ministro della Salute Roberto Speranza ha invitato i cittadini alla prudenza, ha fatto altresì svelare sottoscrizioni per i prossimi infortuni e l’allestimento delle strutture.2 Considerate le premesse, anche il tanto atteso Salone del Mobile in Italia dovrà essere rinviato.3 Enthusiasm surrounding the confirmation of “supersalone” is a testament to Italy’s – and the world’s – readiness to return to “normal life”, or as close to it as possible. However, the new tone set by “supersalone” reflects changes of new trends and considerations that might likely become standard in a post-Covid world. To better understand the new face of Italian Interior Architecture/Design, for this issue we asked leading Italian design voices to share with us the changes they are implementing in their work. A common thread emerged explicitly from their answers: the profound transformation that businesses and practitioners have undergone over the past 18 months will continue to impact not only practical work protocols, but also ethical sensibilities, for the foreseeable future. The pandemic and subsequent lockdowns brought the limitations of our cities, infrastructures and lifestyles to the fore, challenging sometimes obsolete or inadequate models. Simultaneously, they also delineated potential opportunities to rewrite the systems we inhabit. Changes must include a renewed focus on environmental issues and sustainability strategies, as well as the new flexible approach to home, living and working settings.

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Emmanuel Gallina è fondatore dell’omonimo studio, che opera tra Italia e Francia collaborando con marchi internazionali tra cui Poliform, Fiam, Kartell, Panasonic, Accor, Porada, Ethimo. “Questo periodo ha cambiato molto il nostro rapporto con lo spazio e il tempo. Il nostro spazio pare contrarsi e, al contrario, il tempo pare dilatarsi. Non potendo al momento viaggiare, ci concentriamo sui clienti più importanti. Questo tempo ci è servito per considerare al meglio i progetti che volevamo realizzare. Nonostante il distanziamento sociale, ci siamo arricchiti con i rapporti con gli altri, interagendo con i nostri partner, fornitori, clienti e project manager. È come se questa sfida ci avesse permesso di rallentare, esprimendo ancor di più la nostra identità e creatività.”

Claudia Pelizzari è direttrice creativa e fondatrice dello Studio Pelizzari, che dirige insieme al figlio David Morini, amministratore delegato e architetto, con uffici a Brescia e a Milano. Lo studio si occupa di interventi architettonici, restauro conservativo e progetti di interior design di fascia alta, con lavori ultimati in Italia, Francia, Svizzera, Regno Unito, Marocco, Qatar ed Emirati Arabi Uniti. “L’essenziale è visibile agli occhi”. È l’esatto contrario di quanto diceva Saint Exupéry, ma sento che in questo momento ci viene richiesto di fare scelte rigorose. È come se fossero state create nuove strutture tra le persone e all’interno del loro mondo. I nostri collaboratori rispondono a questi nuovi bisogni, mentre noi andiamo al cuore del progetto e troviamo in esso visioni nel complesso più stimolanti. Evitiamo materiali discutibili, scegliendo quelli con un impatto minore e una storia architettonica più significativa. Amiamo i nostri progetti perché nascono da questa nuova visione olistica, necessaria in un momento storico così particolare.”

Portrait image, Photo credit: Mattia Acquila. Left, Residential project Via Bronzetti, Milan, Italy; Photo credit: Giorgio Baroni.