

"Let's not pretend that things will change if we keep doing the same things."

Albert Einstein

"Cappellini ROOMS"

Every year Cappellini amazes us for its ability to invent a new way to tell its uniqueness. "Cappellini ROOMS" is a contemporary setting but with references to the past and ideas suggested by fashion and costume. Unstructured architectures form a circular village on two levels. Ten stacked boxes reveal the interior styling with an open wall that makes the interior visible only to those who enter the central square. The only exception is the installation "Cappellini NEXT" open to the outside above the main entrance, to invite visitors to enter the Cappellini world and discover this year exhibition. At the entrance a shrine collects the valuable new products of "Progetto Oggetto" collection the middle ground is arranged with all the 2013 news, as an incentive to the public to interact with them, illuminated from above by a rain of 64 marvelous Meltdown lamps.

Ten independent and non-accessible boxes, sand-colored enclosures and interior walls ranging from pink to dark red and stage different environments from each other: a living room or a bedroom of a cosmopolitan house or a lounge area of a metropolitan hotel. The rooms are decorated with intangible painted items on the walls and floors, with extraordinary objects that tell the crafts of knowing how to give shape to a design thinking. Products in various materials that identify our history and culture, founders of a tradition of production that absolutely must be protected and valued. Exceptional interiors that talk about stories of products that will be beside us for many years. No more short lived trends and fashions, but freedom in combining shapes to materials, with a great return of wood and feelings of comfort and security associated with it. Impressions, memories and irony in a mix of 2013 collection and newer products offered in new finishes to meet the sensitivity of an increasingly demanding market.

And then Cappellini presents four "Limited Editions": the beautiful project "Inflated Wood" by Zanini de Zanini, which uses recycled wood of old plantations in Brazil, the enigmatic lamp "Eye Shadow" by Marcel Wanders, an object that is watching us with a thousand eyes..., the 24 numbered "S-Chair" upholstered in Alcantara® "animalier" and finally the 12 chairs "330" hand-painted by Eleonora Di Maio, the raw linen coating becomes manifest: "Viva l'Italia".

Thanks for having contributed to the preparation of "Cappellini ROOMS" with their products to:
www.schiavon.it – silver furnishings objects.

www.capellettiantichita.com – antiquities, showroom via Santa Cecilia 2 – Milano.

www.vetriediempoli.it – Ikebana® collection (brevetto tecnico n.MI2001U del 27/11/2001),
showroom Via Montenapoleone 22 – Milano. A Rho pad.4 G19.

www.architetturasonora.com - Sound Space Design.

cappellini

“Cappellini NEXT”

After its success in 2012 the "Cappellini NEXT" project continues. This year at the Salone del Mobile Cappellini presents a selection of prototypes as they were originally intended by the designers in a first phase, before the company's intervention. This initiative best expresses Cappellini's spirit of exploration and research, beyond any commercial interest: the products are not presented as prototypes after the intervention or contamination of the brand, but proposed as they were originally conceived by the designers. This “pure” approach has always distinguished Cappellini's spirit and its will to analyse how contemporary design moves on different latitudes. The projects discovered and selected by Giulio Cappellini with the aim of giving value to local productions come from diverse places and are a clear expression of the cultural and geographic influences of each designer, from the tactility of materials from Peru to the pragmatism of Nordic design. Glimpt Studio – Svezia / Prehistoric Aliens, Camilla Richter – Germania / Paravento, Florian Schmid – Germania / Stitching Concrete, Max Lipsey – USA / Acciao Lounge.

Glimpt Studio - Sweden

Mattias and Tor started working together during their final exam at Carl Malmsten Furniture studies after studying together for four years. Now they strive to work with artisans from around the globe, creating objects with a deeper story in the encounter between design and crafts. "In the beginning we had long discussions about what we felt was important to us and about the way we wanted to work. Since we are both very fond of crafts and do a lot of woodworking ourselves, it felt natural to make crafts the point of departure for our projects. Our discussions further revealed that we were fed up with today's design-world which is all about conceptualizing and creating products for a consumer society, without any involvement at a deeper level. In order to justify ourselves as designers we felt a need for our work to mean more than just that. This led us on to the idea of cooperating with craftsmen in poorer parts of the world, thus highlighting their crafts and their cultural tradition and perhaps, in the long run, contribute to creating more work for the local craftsmen. So in our exam project we went to South Africa to work with the ceramicists at The Potters Workshop resulting in the Forbidden Fruit light series. After that we went to Vietnam to work with weavers in Ho Chi Minh City which resulted in the Superheroes series, later picked up by Cappellini”.

PREHISTORIC ALIENS

“For our third project we spent the autumn of 2012 in Peru working and learning from the Crafts Cooperative, “Artesanos Don Bosco”, a continuation of our work with craftsmen and women from different countries (South Africa in 2010 and Vietnam in 2011).

Before our trip we had not fully appreciated how extensive “Artesanos Don Bosco” was, being part of a large Italian voluntary society called “Operazione Mato Grosso”. This organisation was founded in the 1960s by Father Hugo, a Catholic missionary priest who saw there was a need to help poor farmers in the Andes. Now, fifty years later, “Operazione Mato Grosso” has roughly 2000 Italian volunteers and employs about twice as many Peruvians. The work involves educating and training people in the remote villages in the Andes, and then creating employment opportunities for them there. The idea is to encourage people to stay and work in their isolated areas rather than move to a very uncertain future in Lima, something that many Peruvians otherwise are tempted to do. “Operazione Mato Grosso” promotes the virtues of a simple, unhurried life, living and working in cooperation with one another. They have started schools, orphanages, hospitals and even power stations that provide electric power in the mountains. All this is free of charge for the poor.

cappellini

One part of this organisation, called “Artesanos Don Bosco”, provides craftsmanship training. After five years training with ADB most of the artisans then work in the organisation’s cooperative. The courses they give are mainly related to different ways of working with wood. This includes furniture making, decorations, carving pictures and the construction of housing. They also teach stone masonry, how to make glass, different ways of working with textiles and even metal work. We decided we wanted to help them develop a more modern series of furniture. After having visited several villages and different cooperatives in the Andes we finally settled on Yungay as the village where we would set to work. In Yungay there was a little cooperative that worked with furniture making and we were extremely impressed by their very high standards of craftsmanship and above all by the skill of the people who carved pictures in wood.

So day after day we finally lead to the production of a series of coffee tables called Prehistoric Aliens. Our main difficulty was not a shortage of good ideas but the language barrier. Neither of us spoke any Spanish but we were faced with a situation where this was the only possible language for communication. After keen language practice on the computer every evening, and getting a lot of hands on experience every day in the workshops, we finally managed to make some Spanish sounding words and were rewarded with the nicknames Gordo and Chato (Chubby and Shorty) by our fellow workers. They taught us so much and we just hope we have taught them equally as much. It has been a privilege living and working with them. Hopefully our collaboration will provide them with more work so that they can keep on developing their skills and supporting their families, as well as contributing to the great work of “Artesanos Don Bosco” and “Operazione Mato Grosso”. The name, Prehistoric Alien, was inspired by Peru’s fantastic cultural heritage which often seems very mystical and ancient to our western eyes. The small coffee tables are almost like small Spaceships that have just landed, with their leader, the Robot”.

Camilla Richter - Germany

Camilla Richter, born 1982 in Munich, lives and works in Berlin. After having successfully completed her training in carpentry in 2005 she worked as a set-designer for film productions. In 2012 she graduated from the faculty of Industrial Design at the University of Fine Arts in Berlin.

Her aim is to create functional and simple design concepts relating to nature with a poetic interpretation. While playing with materials she is cultivating hands-on experiments – always looking for new application possibilities. Camilla's work is focused on furniture, lighting and interior.

PARAVENTO

Light is colour, space and time. Everything is in motion, nothing is constant. We perceive time as the earth revolves around the sun. Paravento is a room divider which acts as a constantly evolving sculpture and light fixture for the room in which it rests. It is built of dichroic glass segments, that provide a special refraction of light. The colours vary with the reflection of the light and create different illumination effects. Patterns of shifting colours and shapes are traced on the walls and floor by the movement of the sun or by the changes the spectator position. Paravento offers a range of visual possibilities thanks to its moving composition of rectangular-shaped steel frames. The effect of its presence evolves throughout the day: light and shadow, reflection, transparency, and distortion of the colours play in the object. The constant movement and transformation that creates results in a multicolored impression, which is dynamic and constantly changing depending on the time of the day and movement of the sun.

cappellini

Florian Schmid - Germany

Florian Schmid, born in 1984 in Germany, graduated 2011 from The Munich University of Applied Sciences and immediately founded his own studio. His work is focused on designing furniture, products and lighting, often with a figurative and iconic style. His design process is led in a strong, playful and experimental way, and he always consider the material and its character first. Through his designs he wants to provoke the consumers' emotions and improve the surrounding environment. He has already received several awards such as the IF Award in 2012, he was also nominated as newcomer for the German Design Award 2013 and his works have been acquired by various design collections.

STITCHING CONCRETE

Stitching Concrete is a project, inspired by the contrasts of a "concrete canvas" material. These stools are made of a folding fabric that is impregnated with cement and then drenched in water. Once soaked it can be manipulated for a few hours before it harden. A wooden mould supports it while dries over 24 hours. Before it dries edges are stitched together with brightly coloured thread. The material combines the warm softness of the cloth and the stability of the cold concrete, but the finished surface maintains a soft appearance. The project plays with the visual delusion that cloth cannot actually give the necessary strength to sit on. The stools are for indoor and outdoor use, thanks to the material's durability against UV and chemicals, it is fire proofed, water resistant and strong enough to sit on.

Max Lipsey - USA

Max Lipsey is an American designer based in Eindhoven, The Netherlands. After receiving a BA at New York Univerisity, he graduated from Design Academy Eindhoven with a Bachelor degree in 2007. Since 2008 his studio, has been a personal platform to develop and produce his own designs, work with companies on mass production, and reach out to initiate group projects. "My personal work reflects my fascination with nature, material, crafts, history and making...and making these fascinations into an object."

ACCIAIO LOUNGE

The Acciaio Lounge armchair is inspired by the classic steel racing bicycle. It is constructed from specialized, tapered iron bicycle tubes and the result is strikingly strong and light. The seating surface is a perforated sandwich of leather and aluminum: light, comfortable and slightly flexible. Acciaio is Italian for 'steel,' a clear reference to the heritage of Italian steel used for bicycles. The series is hypothesized in a palette of colors and named as bicycle makers who inspired the Acciaio project.

“Cappellini NEWS” 2013

DALIA - design: Marcel Wanders, 2013 – The Netherland

Dalia is a poetic and contemporary armchair that resembles the shape of the colorful flower that bears its name. Its size, the pleasant comfort of its upholstery and its swivel base make it a product ideal for both the contract and residential market. The armchair's shell is made of fiberglass and resin whilst its seat and backrest are made of polyurethane foam. The upholstery is fixed and available in a wide range of fabrics, leather and Alcantara®, the metal swivel base is powder coated in a natural aluminum colour.

Measurements: cm 83 x 87 x 74 H.

CANDY SHELF - design: Sylvain Willenz, 2013 – Belgium

The Candy Collection reinvents the steel reinforcement bars normally used for concrete structures. Thanks to an industrial coating process, the common and usually unattractive rusty steel bars are given a new and seductive quality. The Candy shelves explore the beauty and simplicity of construction materials to create furniture. A commonly known bar, by means of a simple design and an industrial intervention, becomes a beautiful and innovative piece of furniture. Surprisingly, the purely functional texture of the bar becomes a decorative element once painted. The Candy shelves clearly refer to 1960's furniture, through the use of a structure holding boards of varying and contrasted colours and finishes as well as perforated metal elements and accessories. The Candy shelves come in 2 different formats and the shelves are available in the five Candy matt colours (blue, green, white red and black), with separating boards in natural wood finish. Measurements: cm 42 x 128 x h 97 H or cm 42 x 190 x 67 H.

PEG - design: Nendo, 2013 - Japan

A low level round armchair, the back legs are in solid ash, which pierce the sides of the back. The stakes give the backrest a nipped-in curve that provides firm lower back support and comfortable seating despite its compact size. A sweetly sized lounge chair, inspired by the 'supermini' cars including the Fiat 500 and smart cars that neatly navigate Milan's streets. PEG armchair is complemented by the PEG table.

Measurements: cm 59 x 60 x 41/66 H.

MELTDOWN – design: Johan Lindsten, 2012/2013 – Sweden

Meltdown is a lamp made from thin coloured glass with a spherical shape, hand blown in a mold. The inspiration was to make something beautiful from the disastrous nuclear accident in Fukushima. The disaster is reflected in the lamps where the process has already begun and the bulb is about to melt through the last defense of the glass. Guilio Cappellini discovered the design at Salone del Mobile in 2012 and continuing the desire to be synonymous with contemporary avant-garde design, the strength of the creation led to its swift realisation as a Cappellini product. The diameter of each lamp is 285 mm and they can be composed in the linear way or grouped together ad-hoc. The colors available are: dove, pink, tobacco, light blue, amethyst, amber.

CAP CHAIR - design: Jasper Morrison, 2013 - Great Britain

A leather chair with legs of solid ash. It's a project that enriches the range of Cappellini products, a new design but not flashy. The simplicity of lines and materials makes it contemporary. Measurements: cm 58 x 57 x 46/80 H.

cappellini

OBLONG SYSTEM - design: Jasper Morrison, 2013 – Great Britain

A series of free seats that assembled provide the possibility to create double-sided compositions for residential and contract use. Compared to Superoblong it loses the zip and is enriched with several modules that allow for numerous and colorful compositions. The padding is in differentiated density polyurethane foam, fiber and feather, it has a removable cover in fabric and leather. The seat is 55 cm or 75 cm deep; the terminal may or may not have the armrest.

LOTUS COLOR - design: Jasper Morrison, 2013 – Great Britain

The famous collection of Lotus armchairs is enriched with an option that makes them warmer and softer to the eye, responding to the needs of a market that demands more cutting edge products but with a reassuring and domestic appearance. The swivel base and armrests of Lotus Color are now available in three colors with a matt finish: chocolate, beige and white, that, when combined with the various fabrics, make Lotus Color inviting and comforting. The frame is in beech plywood, the padding in polyurethane foam and the four or five spoke swivel base in cast aluminum with plastic tips. The armchair is available with or without armrests and with or without wheels. The fixed upholstery is available in a selection of fabrics and leathers.

GARMENT - design: Benjamin Hubert, 2012/2013 – Great Britain

Garment is a lounge club chair with a unique approach to the application and construction of textile in the furniture industry. The chair is a study into how to 'dress' a piece of furniture defying the conventional rules and construction of typical upholstery. A single piece of textile is loosely folded around a distinctive geometric molded polyurethane foam form. This construction and loose cover allows for creases to become part of the character of the chair reminiscent of a piece of fashion and increases the sensation of visual softness. The chair's construction is 'stitch less' as it comprises a single sheet of textile fixed onto the form with Velcro. The cover can be easily removed and interchanged based on the season or fashion, available with fabrics and Alcantara. Measurements: cm 70 x 60 x 74 H.

WINDOWS - design: Giulio Cappellini, 2013 – Italy

A new concept of containers, hanging elements, which can be placed on the floor or with metal base - created for living areas, dining rooms, bedrooms, halls and studies. The cases have a fixed number of shelves and are characterized by a slim case profile. The shelves have contrasting colors in a composition of systems. Cappellini is a leader and pioneer in the world of containers, the first to invent the gloss finish, with a vast array of colors and a rare flexibility that allows you to associate different sizes of containers. Windows is the 2013 innovation for the Sistemi.

DECO' DOORS - design: Marcel Wanders, 2013 – The Netherlands

Door system with relief decoration of various sizes exclusively designed by Marcel Wanders for Cappellini, finished in light oak or wenge. But the real revolution is the three-dimensional quality of the design: the pressure of a warm mold decoration is printed on the 20mm panel creating a very impressive cantilever and chiaroscuro. Unique in the market, this is the result of the Cappellini technological research, innovation and avant-garde design.

The logo for Cappellini, featuring the brand name in a bold, lowercase, sans-serif typeface.

FROM “CAPPELLINI NEXT” 2012 TO “CAPPELLINI NEWS” 2013

TREZ - design: Zanini de Zanine, 2012/2013 – Brasile

From the "Cappellini NEXT 2012" talent scouting project in the five continents to a completed project for the 2013 collection, the Trez chair is a strong graphic design inspired by Brazilian culture. It is a reinterpretation of the work of two great artists from the plastic arts scenario: the sculptor Amilcar de Castro, famous for his poetic use of clean cutting and bending steel, and the father of modern Brazilian design Joaquim Tenreiro who began everything with his three legged chair. A bold and eclectic mixture, an evocative and original shape-sculpture, it is made of laser cut and welded 4mm thick aluminum. The chair is matt spray painted in three colors: white, black, red. Measurements: cm 79 x 102 x 107 H.

Studio Zanini

Zanini The Studio brings together the creative universe of designer Zanini de Zanine. Studio, office, showroom, laboratory, integrated structures that allow the development all the way from design, simple and complex. Interior design, architecture and special projects, collaboration with a synergistic structure of partner of absolute level, complete the creation chain in the conviction that the interaction between disciplines is essential to understand the essence of space and aesthetics. Due to great renewing that is involving the Port area of Rio de Janeiro and that will profoundly change the urban and social dynamics for the Olympics Game in 2016, the Studio Zanini bet in this area so strategic to the growth of its city. And he did it in its way, installing its Headquarter since 2011, in a generous industrial space, recovered by a project conceived and carried out directly with their own internal expertise and with a space large enough to host new forms of expression.

DADDY LONGLEGS - design: Martin Solem, 2012/2013 – Denmark

With this product I first and foremost wanted to reach a wide group of consumers. I wanted to make a product that could fit in many places. I've also tried to think of the time that we live in. I believe that people today wants good design with high quality and mostly important, for a fair price. To achieve this I had my focus on a simple and elegant shape which is to be made in different materials and colours. By having different seat and footrest options, it will be possible for the costumers to find the barstool that can satisfy their individual wishes.

Measurements: cm 44 x 44 x 75 H, cm 40 x 40 x 65 H.

Martin Solem

Martin Solem (born 1985) is a Norwegian designer, based in Copenhagen. He moved to Denmark, inspired by the Danish classic design, where he started working for Rud.Rasmussen (one of the oldest Danish cabinet makers still producing). In 2007 he decided to apply for a design education and was accepted at the Royal Danish Design School where he's now on his final year. This has resulted in high achievements at school and also led to exhibitions in cities like Paris, London, Cologne, Stockholm and Oslo. Martin describes his work: "as a designer I always try to be innovative, but I might be a bit old fashioned in my thoughts of design. For me a product has to be realistic and useful to be called good design. What I try to do is to combine these basic thoughts with new innovative ideas".

cappellini

LIMITED EDITIONS

INFLATED WOOD - design: Zanini de Zanine, 2012/2013 – Brazil

Most of us look at wood as a warm material, elegant but also uncomfortable and hard. With contemporary techniques of carpentry, Zanini wanted, in this case, to subvert the theorem, floating in the middle of the solid material of demolition with a new proposal. Lines and sinuous curves suggest, in the three pieces of this limited series – armchair, bench and stool – an idea of material inflated and blown: “Inflated Wood”. The wood becomes so comfortable before to the eye and, immediately after, to the body. The noblest Brazilian woods, Ipé and Jacarandá, worked in their essence to find the warmth and sensuality of their soul without neglecting the typical character of strength and comfort.

By signing “Reclaimed Woods_Limited Editions”, Zanini de Zanine designs and creates unique pieces or limited editions, handmade with sophisticated techniques of contemporary carpentry, a work addressed to collectors and design galleries. To escape from the frantic pace of industrial production and to recover precious legacy left by his father Jose Zanine Caldas, Zanini has developed since 2005 an authorial collection developed exclusively through the use of Brazilian solid woods from the demolition of old houses and fazendas. All furniture come from columns, beams, stairs and balustrades of old Brazilian houses. The tranquility of the small peaceful community in the west of Rio de Janeiro, which hosts from almost 10 years the workshop and showroom of this unique part of the work of Zanini, is an inexhaustible source of inspiration and makes a significant contribution to provide that strong emphasis of "brazilianness" that goes beside the nobility of local woods used with this signature.

EYE SHADOW - design: Marcel Wanders, 2013 – The Netherland

Floor lamp with decorated fabric customized by Marcel Wanders: at first glance appears to be a drawing of an Art Deco glass, with a closer look you perceive a multitude of eyes and pupils in macro format. The jet ink printing, perfectly fits together on both sides and the composition of the fabric pvc and viscose, confer a color brilliance truly unique and valuable. A product for collectors offered in a limited series of just 33 pieces. Measurements: Ø cm 75 x 160 H.

PROGETTO OGGETTO

CRYSTAL BALL - design: Matteo Zorzenoni, 2013 – Italy

The collection of vases-sculpture Crystal Ball as the name suggests, binds the fragility of the glass to the memory of a childhood game, the magic bubbles that were a cult in the 90s, hence inspired the name of the collection. The idea of the game, of the lightness, finds himself in these parts where the small bases in solid ash wood, sustain the great spheres of pyrex, thus being to create a visual imbalance between fullness and emptiness, between fragility and strength. Measurements: vase with two large sphere cm 30 x 18 x 30 H, vase with large transparent sphere cm 18 x 18 x 33 H, vase with large green sphere cm 18 x 18 x 28 H.

Matteo Zorzenoni

Matteo Zorzenoni was born in Treviso in 1978. After attending the Art Institute, where he grows his interest for art and design, he completes a degree in Industrial Design in 2001. He begins since then to collaborate with the Iuav University of Venice, as assistant to teachers like Marc Sadler, Riccardo Blumer, Denis Santachiara, with whom he currently holds a course on design innovation focused on materials. He has worked as consultant for Fabrice (Benetton) developing projects for exhibitions, museums and interiors. While at Fabrice he also meets and begins to work with Jaime Hayon, a collaboration which is still going on. His research is mainly focused on materials and their limits, developing projects like concrete tableware, glass structures, marble lamps, working side by side with the most qualified craftsmen.

ACQUARELLO – design: Federico Angi, 2013 – Italy

The watercolor vases are a family of containers in spun brass, born from the act of making a simple flowerpot out of cut plastic bottles. The result is an apparently simple shape and becomes a permanent form, reinventing the temporary homemade vase. Frosted nickel finish and gunmetal sandblasted. Measurements: small Ø cm 8 x 19 H, medium Ø cm 10 x 24 H, large Ø cm 12 x 29 H.

Federico Angi

Federico Angi was born in 1982 in Bollate (Milan). After training in the arts as a graphic designer he graduated in Industrial Design at the Politecnico di Milano. Trained at known design studios in Milan, in 2010 he started his own business designing furniture, lighting and exhibition design. In his projects he researches pure and essential shapes, develops products with precision and attention to detail, creating early stage models and prototypes capable for dialogue with industry. His works have been exhibited at the Triennale in Milan and he has taken part in the Salone del Mobile in Milan and other fairs in Paris. He currently lives and works in Milan.

ROD - design: Leonardo Talarico, 2013 – Italy

Rod is an aluminum candle holder with a sculptural shape. The project was inspired by wind turbines, re-interpreted with care on a small scale. There is a strong contrast between the lower part, deliberately blunt, and the upper one, straight and slim. A product playing on detail and proportions, it is available in nickel finish and blued. Measurements: cm 40 x 12 x 17 H.

Leonardo Talarico

Leonardo Talarico (Milan, 1988) is a young Italian designer who collaborates with leading design firms such as Cappellini, Alcantara, Henry Timi and others. The magazine "Case da Abitare" has recently been included him among the 15 Italian artists under 35. Leonardo Talarico designs always keeping in mind the side of engineering and feasibility of implementation, whether it designs a product, whether it focuses on exhibitions and events. Recent and important his collaborations to events that have had a wide coverage in the international press, such as "Magic Forest" during the Stockholm Fair in 2008, "Hotel In-Out" in Bologna and "Design Mix" in Verona in the same year, the "Temporary Museum of New Design" and "Alcantara Design Museum" during the Salone del Mobile 2009.

INNERBLOWN - design: Nendo, 2013 – Japan

Three cherry wood trays that are acrylic oil painted; they contain Bohemian crystal containers in six different fluid shapes of different heights, with each other within the tray. Poetry and light transmitted from these glasses are amazing and sparkle like diamonds.

Measurements: cm 31 x 31 x 6 H, cm 51 x 10 x 6 H, cm 16 x 26 x 25 H.