

Firmamento Milano at Euroluca 2019

Firmamento Milano will participate for the first time at Euroluca, introducing its entire collection and its representative values.

Now more than ever, Milan is in the international spot-light. Always the capital of a powerful industrial and commercial network, it is today recognized worldwide as a vital hub of culture, art, creativity, and innovation – in other words, of knowledge.

In Milan, knowledge means knowing how to learn, study, search, experiment, take action, change, and risk. The culture of our city means we never stop and never accept the obvious. On the contrary, we look everywhere for new solutions for living in beauty and for pursuing wealth as a way to live and let live with generosity of spirit.

With these values, it's easy to see why Milan has welcomed so many start-ups and experiments in architecture, design, and fashion.

This is why we wanted the name of our company to include the name Milan, to reflect our city and its values, which we believe in so strongly. We also wanted our name to include Firmamento, meaning the firmament above us, the sky sparkling with ideas. Dreams. Values. Architects. Projects. Beauty.

With the support of the prestigious architectural firms who work with us, as well as a remarkable group of medium-sized companies in our region who work in various market sectors, we want to replicate the valuable-model which made Italian design globally successful.

There were big Milanese architects such as Zanuso, Magistretti Castiglioni, Albini, Helg, Sottsass... now together with us in this project we have: Pierluigi Cerri, Michele De Lucchi, Benedetta Miralles Tagliabue, Parisotto+Formenton, Park Associati, Daniela Puppa, Franco Raggi, Michele Reginaldi, Attilio Stocchi, Filippo Taidelli, Cino Zucchi.

Collection 2019

Pierluigi Cerri

Arachide / ceiling, table, floor

Presbitero / floor

Michele De Lucchi

Equilibrio media / table

Equilibrio piccola / table

Carlo Guglielmi

Boa / pendant, table, floor

Cono / pendant

Luna tonda / ceiling, wall

Luna quadra / ceiling, wall

Sesè / pendant, table, floor

Benedetta Miralles

Tagliabue

Kate / pendant, wall, floor

Parisotto + Formenton

Architetti

Pillola / table, pendant

Pillolina / table

Park Associati

Servoluce

/ pendant, table, floor

Daniela Puppa

Etoile / ceiling, table, wall

Franco Raggi

Newton / pendant

Trilite / table

Michele Reginaldi

Badessa / table

Ginevra / table

Xlight / pendant, floor

Attilio Stocchi

Pleiadi / pendant

Filippo Taidelli

Phi / pendant, wall

Cino Zucchi

Stick / wall, floor

Designers



Pierluigi Cerri

Pierluigi Cerri, who graduated from the Politecnico University in Milan, has a long and wide-ranging career. In 1974 he was a founding partner of Gregotti Associati, with whom he won many architectural competitions. In 1976, as a member of the Alliance Graphique Internationale, he managed the image of the Biennale in Venice. In 1998, together with Alessandro Colombo, he founded the Studio Cerri & Associati. The long list of projects which he and his partners completed include the renovation of Palazzo Marino alla Scala and Arnaldo Pomodoro Foundation in Milan – National Ance-In/Arch National award in 2016; corporate identity for Lingotto in Turin, Italia '90, Pirelli, Salone del Mobile in Milan, the MART Museum of Modern and Contemporary Art of Trento and Rovereto, Triennale in Milan, Prada America's Cup, Genova04 European Capital for the Culture, City Life, interiors and livery of the new NTV high-speed trains, layout of Shanghai Italian Center Pavillion at Expo 2010. Among the many awards he has won are: Compasso d'Oro in 1995, 2001 and 2004; the Art Director Career Award in 1994, the Abitare il Tempo alla Carriera award in 2004, the Dama d'Argento prize of the Poldi Pezzoli Museum in Milan in 2006, the Award for Good Industrial Design – Gold Product Design 2003 by the Hannover Industrie Forum Design and the International Super Yacht Design Award. In 2017 he designed the prestigious exhibition Inside Caravaggio at Palazzo Reale in Milan, and he created the project of the new design of the arrivals at the Milano Linate Airport.



Michele De Lucchi

Michele De Lucchi graduated in architecture in Florence. He was a prominent figure in movements like Cavart, Alchimia and Memphis. He designed lamps and furniture for leading companies such as Artemide, Alias, Unifor, Hermès and Alessi. He designed working environments and corporate identity for Deutsche Bank, Poste Italiane, Olivetti, Telecom Italia, Intesa Sanpaolo and others. He designed residential, industrial, corporate and cultural buildings and Italy and worldwide. He also curated exhibitions for several museums as Triennale in Milan, Palazzo delle Esposizioni in Rome and the Neues Museum in Berlin. For the city of Milan he designed the Padiglione Zero for Expo 2015, Unicredit Pavillion and the new commercial center in Arese. In 2003 the Centre Georges Pompidou in Paris acquired many of his works. A selection of his objects is exhibited in the most prestigious museums in Europe, United States and Japan. In 2000 he was appointed Officer of Italian Republic for services to design and architecture. In 2001 he was appointed Professor at the Design and Art Faculty at the University in Venice. In 2006 he received an Honorary Doctorate from Kingston University. Since 2008 he has been Professor at the Faculty of Design at the Politecnico University in Milan. (photo by Giovanni Gastel)



Carlo Guglielmi

While studying at the Cattolica University of Milan, he started his entrepreneurial activity in the family business (plastic injection mold design) and from 1973 to 1978 holds managerial roles in different companies with increasing success. From 1979 to 2011 he was General Manager of FontanaArte – becoming in the years initially CEO and then President and CEO – where, under the pseudonym of Charles Williams, he designed the lamps Avico, Amax and Elvis. Extremely involved in associative activities, from 2002 to 2008 he was President of Assoluce and Vice President of FederlegnoArredo; from 2008 to 2012 he was President, and since 2009 Chief Executive Officer, of the Milan Furniture Fair. In 1997 he created and founded AltagamaA, of which he is still Honorary Vice-President. In 1999 he received the "Compasso d'Oro" award for his career and in 2011, the President of Italy awarded him the title of Commendatore al Merito della Repubblica. He was president of Indicam from 2001 to 2013, of which he is currently a permanent Honorary Member of the Board of Directors. At present he is partner with his brother Paolo in the Azienda Agricola Vinicola San Bernardo di Gavi and President of Firmamento Milano 2017.



Benedetta Miralles Tagliabue

She studied architecture at the Istituto di Architettura di Venezia (IUAV) and currently acts as director of the international architecture firm Miralles Tagliabue EMBT, founded in Barcelona in 1994 in collaboration with Enric Miralles, with offices in Barcelona and Shanghai. Her most notable projects are the Edinburgh Parliament, the Parco Diagonal Mar, the Santa Caterina market, the University Campus in Vigo, and the Spanish Pavilion at the Shanghai World Expo 2010 awarded with RIBA International "Best International Building of 2011" prize. Current studio projects include the faculty of Economics at the Fudan University in Shanghai, the office towers in Xiamen and Taichung, the HafenCity public areas in Hamburg and the Clichy-Montfermeil underground station in Paris. In the teaching field, she has been visiting professor at various universities, speaker at several forums and member of the Pritzker Prize jury. In 2004 she received an honorary degree from the Faculty of Arts and Social Sciences of the Napier university in Edinburgh. She received many acknowledgements as the 2005 RIBA Stirling Prize, the 2006 National Spanish Prize, the 2005 and 2009 City of Barcelona Prizes, the 2000, 2003 and 2007 FAD Prizes and the 2013 RIBA Jencks Prize. She is the director of the Enric Miralles Foundation, whose goal is to promote experimental architecture in the spirit of her late husband and partner Enric Miralles. (photo by Giorgio Possenti)



P+F Parisotto+Formenton Architetti

Aldo Parisotto and Massimo Formenton graduated in architecture from the IUAV of Venice. In 1990 they founded their own design firm P+F Parisotto+Formenton Architetti. Their research is oriented towards a range of different design themes, through which they have developed wide experience on both the national and international levels. In the design field they developed a collaboration with leading furniture and lighting companies such as CC-Tapis, FontanaArte, Mingardo, Minotti Cucine. In the yacht sector the studio worked for Sanlorenzo, Cantiere del Pardo and Mylius. In 2014 they became art directors and main designers of True Design; their "Millepiedi" seating system is in the 2016 Adi Design Index. In 2017 Parisotto becomes art director of Baleri Italia. In interior design, their core business is retail design, where they work with several leading fashion, luxury and food companies. They created the concept for the Nespresso boutiques worldwide, including the flagship stores of Paris Champs Elysées and Milano Piazza Liberty. In architecture they have worked on the creation of museums, residential and commercial facilities such as the Eraldo building and many other national and international works. In 2016 they projected for Interni Open Borders La Stanza del Vuoto, a tribute to the architectural visions of Michelangelo Antonioni. In the executive area their restoration of Palazzo Ricordi in Milan is considered a work of art.



Park Associati

In 2000 Filippo Pagliani and Michele Rossi founded in Milan Park Associati. Listening, Experimentation, Complexity and Narration mark the architecture and design culture of the studio and the constantly changing yet highly distinctive stylistic approach reflects the open, transversal and scientific attitude of the two partners and their collaborators. The continuous search for new ways to combine materials and their forms with various technologies and functionalities gives Park Associati the opportunity to offer original solutions to the ever-changing requirements of clients and to dialogue with different environments while covering a broad range of activities, from product design to urban planning. As a result of this approach there are, for instance, the design creations for Triade, the international stores of the fashion brand Brioni, the two travelling restaurants The Cube by Electrolux and Priceless Milano, the Nestlé Headquarters in Assago, the new Pharo Business Center in Milan, and the Salewa Headquarters in Bolzano. Urban regeneration and the restyling of modern buildings have been the studio's focus in recent years, from refurbishments in the Milan area of "La Serenissima" or "Gioiaotto" to recent projects in Piazza Cordusio and in Via Chiese.



Daniela Puppa

Daniela Puppa, a versatile architect and designer, graduated in Architecture at the Politecnico University in Milan. She works in the product and fashion design world, and style and elegance are her trademarks. She started her career working as editor for the magazine Casabella and took part in the creation of Modo. Her first projects in design were experimental works with the avant-garde groups Alchimia and Memphis. She designed for several furniture, lighting and textile design companies such as Artemide, Barovier&Toso, FontanaArte, Poltrona Frau, Cappellini, Limonta and many others. Daniela Puppa has also designed accessories for fashion companies such as Dior and the LVMH group. She teaches at the Faculty of Industrial Design at the Politecnico University, at the IULM University and at the Domus Academy in Milan, holding seminars and lecturing on the connections between fashion and design.



Franco Raggi

Franco Raggi graduated in 1969 in Architecture from the Politecnico in Milan, the city where he lives and works. In his role as author he has taken part in a large number of exhibitions and held conferences and seminars all over the world. In 1973, on behalf of the Berliner IDZ (International Design Zentrum) he curated the first critical Italian Radical Design exhibition. From 1975 to 1977 he was the coordinating secretary for the Visual-Architecture Arts Section at the Biennale in Venice. In 1979/1980 he was in charge of the "Raccolta del Design" section at the Triennale in Milan. He did projects in architecture, retail areas, layouts, environments and objects for well-known international design companies such as Cappellini, Danese, Artemide, Kartell and FontanaArte. His lamp "On Off," designed for Luceplan, is in the permanent design collection at MOMA in New York. From 2001 to 2011 he has been art director of Barovier&Toso. His most significant architecture works include the interiors of the Humanitas Hospital in Milan, 1996, the head offices of the Fondazione Gianfranco Ferrè, 1998, and the headquarters of the company Techint, 1999. He taught at the Faculty of Architecture at the University of Pescara, at the NABA and at IED in Milan where he has been in charge of the Architecture Department from 1996 to 1998.



Michele Reginaldi

Michele Reginaldi graduated from the IUAV architectural University in Venice in 1982. After graduation he moved to Milan where he has since lived and worked. Collaborator of the architectural firm Gregotti Associati, he became an associate in 1990 and then partner in 1998. In 1982 he opened his Quattroassociati office in Milan and in 2012 the RDY Milan-Shanghai Architecture Studio. His design activity is well documented in various books and magazines devoted to his two Milanese design studios. Along with his architecture practice, he has since the 1980s also worked as a visual and plastic artist, as documented in three books published by Bolis Edizioni.



Attilio Stocchi

Attilio Stocchi – who lives and works in Milan – graduated in 1991 in architecture at Politecnico of Milan with Vittoriano Viganò. His design work relates to experimental research in which speech and shade are fragments in the construction of architecture. Among the open spaces realized there is Viridis (2006) Mention of Honour “Spaces and Public Infrastructures in 2009” in the Gold Medal of the Italian Architecture. Among the metamorphosis of the monuments Librocielo for the Salone del Mobile 2012, Mention of Honour in Settings in the Gold Medal Triennale 2015. Among the interiors Trafitta (2002); Loft Federico Motta publishers (2003). Among the parks and gardens, ParcoLumen (2011), honourable mention, Parks and Gardens 2012 for the Gold Medal of Italian Architecture. Among the Settings Attesa (2010) for the Italian Pavillion at the XXII Biannual of Architecture in Venice and Stadia (2015) for the Exhibition “EX_PO. Milan and its distance” at the Triennale in Milan. Attilio Stocchi has built numerous art spaces and environmental systems, including Bulbo (2008), Vergilius d’Oro Electa 2008 prize and honourable mention Culture/Free Time 2009 in the Gold Medal of Italian Architecture. He created and projected the Opening Event for the Salone Internazionale del Mobile 2015: “Favilla. Ogni luce una voce”. In 2016 for the XXI Triennale he projected the Milano Pavillion Vermiglia and the Superintendence Pavillion Umbracula. In 2017 he created Muse at Palazzo Reale for Museocity Milano.



Filippo Taidelli

Filippo Taidelli graduated in 1999 from the Polytechnic University of Milan and in 2005 he founded FTA, a multidisciplinary architectural and design firm based in Milan. Operating both in Italy and abroad, FTA develops integrated design projects of various scale, spanning residential and commercial to office. FTA’s activity is focused on energetic efficiency with a specific attention to context and territory. FTA’s philosophy is characterized by energetically efficient consciousness and sensibility toward context and topology. The firm aims to implement a delicate balance between innovative technologies and the use of traditional materials – rendering the complexity of integrated design into its most essential creative expression. Filippo Taidelli has led the Master in Sustainable Architecture at IED (Istituto Europeo di Design) in Turin, the Interior Project lab in the Faculty of Interior Design at Milan’s Politecnico and the Office design lab at Polidesign. Among FTA most significant projects it is worth mentioning the Humanitas University Campus in Pieve Emanuele (MI); the Techint Engineering and Construction Headquarters in Mexico City; the Tenova Headquarters in Castellanza (Varese), the Internazionale F.C. Training Facility in Appiano Gentile (CO) and Zenale Building in Milan.



Cino Zucchi

Born in Milano in 1955, Cino Zucchi earned a B.S.A.D. at the Massachusetts Institute of Technology (Cambridge, Mass.) in 1978 and a Laurea in Architettura at the Politecnico di Milano in 1979, where he is currently Chair Professor of Architectural and Urban Design. He has been Visiting Professor at the Harvard Graduate School of Design in 2013. He is regularly invited to give lectures and sits on architectural juries both in Italy and abroad. He is the author of the books L’architettura dei cortili milanesi 1535 -1706 (Electa 1989), Asnago e Vender. Architetture e progetti 1925 -1970 (Skira 1999). In 2014 he has been the curator of the Italian Pavillion at the 14th edition of the Biennale Architettura in Venice. He is currently a member of the scientific committee of the XXI Triennale and the president of the Jury of the European Union Prize for Contemporary Architecture – Mies van der Rohe Award. Together with his studio CZA, he has designed and built many industrial, commercial, residential and public buildings, public spaces, master plans and renewals of industrial and historical areas nationally and internationally, including the master plan for the Keski Pasila area in Helsinki, the Salewa Headquarters in Bozen, the new Lavazza offices, and the renovation and expansion of the MAUTO Museum in Turin.

Euroluca 2019

Firmamento Milano is the exception that proves the rule. The rule is: even after years, decades now, and in spite of all the ordeals, Milano reassert itself as a certainty, both destination and starting point for the entire industrial project scene. The exception is the courage to reaffirm this image through a company that, in 2017, arises from the respect for tradition and the awareness of the importance of the previous models, from the post-war period until the extraordinary experiences of the 90s.

This is how Firmamento Milano presents itself for the first time at Euroluca: with ambition, bringing a collection composed of 20 families and 37 products, designed by 12 designers who dared to risk and propose projects that aspire to become contemporary classics.

It was not easy to define the scenario where to show products such as these. The common intent was that of building a cosy space, where all the lamps could be naturally enjoyed. We built a space where they can all be watched at a glance, proving they can collaborate still preserving their specificities, and where they're associated with, carefully chosen materials. The continuous floor in sisal fibres supports four oak tables, designed with great attention to trims and details by Parisotto+Formenton for True Design. The wallpaper, hand-decorated for the occasion by PictaLab Milano, creates a suggestive environment: it could be a contemporary and dynamic workplace, as well as a private domestic environment. In any case, each lamp proves it can live and characterise the space with an elegant shape and a distinctive, precise light.

The project for Firmamento Milano's booth aims to do what is proper to do in these situations: receive and guide the visitor spontaneously, with elegance and simplicity, to find out a collection made out of extraordinary pieces, for the first time on show at Salone del Mobile, Milano.

Graphics, communication and settings for Firmamento Milano are designed by Francesca Ceccoli and Andrea Puppa.

Technical Sponsor

Cudicini

Cudicini has been for more than 50 years a leader company in the flooring, parquet, carpeting and laminated coverings field. It is impossible to enumerate the living spaces that have enriched their image thanks to Cudicini's intervention. A large amount of tourist accommodations, hotel chains and theatres have been set up with their material and their installation team.

Via Stromboli 23/2
20144 Milan, Italy
tel 0039 02 47710272
www.cudicini.it



Pictalab

Pictalab has been working in the interior decoration field for over 15 years by providing both customized wall decoration and unique hand-made wallpapers. They pride themselves on always discussing every project with the clients, and to craft their ideas into beautiful, creative solutions. Bespoke, of course. They have an extensive experience, which gives them loads of technical knowledge and organisational skills, just the perfect mix to develop and manage any kind of creative project. When decorating a wall, they are not simply painting a mere subject, but they are building up a setting for each architectural unit and piece of furniture from the ambient they are working in. From wall decoration to bespoke, hand-made wallpaper, they also offer special customisation of furniture and interior design items.

Via Battista de Rolandi 14
20156 Milan, Italy
tel 0039 02 28095960
www.pictalab.com



True Design

Alessandro and Lorenzo Maniero founded True Design, a company dedicated to the production of furniture and furnishing accessories made in Italy, in 2009. The products are designed to live as single elements or to be combined in compositions, to fit inside private interiors and public spaces. They are designed by established professionals or young Italian designers who share the vision of a design capable of lasting over time, bringing together formal coherence, innovation and functionality. The production consists of chairs, tables, storage units, bookcases, partition panels and accessories, designed to furnish lounges, workstations, waiting areas and shared spaces, both in the home and office environments. The True goes Through collection, under the coordination of art director Aldo Parisotto since 2014, stands out for its attention to detail, its chromatic palette, the combination of materials and colors, and its marked commitment to customization. True Design inherits the experience and know-how of the family company specialized in contract supplies for theaters and auditoriums, maintaining the human dimension within a perspective of global growth.

Via Leonardo da Vinci 2
35040 Sant'Elena (PD), Italy
tel 0039 0429 692483
www.truedesign.it

