

# forma&cemento

Forma&Cemento srl

Via Prenestina 1154/d, Rome

[press@formacemento.com](mailto:press@formacemento.com)

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Forma&Cemento returns to the Milan Design Week 2023 with new perspectives and the concreteness of a stylistic choice based on materiality .

From 17 to 23 April 2023, At the Basic Village, a space of over 1,000 square meters in a former industrial building - Farini area, Via dell'Aprica 12, Milan - within the Convey project, it will be possible to discover the new collections of furniture and complements by Forma&Cemento, under the reconfirmed artistic direction of Studio Irvine.

*“ Our artistic direction for Forma&Cemento continues with the same vision from which we started: creating objects capable of integrating with the surrounding environment. Discreet projects that declare the material and the manufacturing techniques”* Marialaura Irvine, AD

Central to this exhibition is the relationship of the single interpreter with the material. Marialaura Irvine, once again as a designer, is joined by Serena Confalonieri, Alessandra Salaris and Clementine Chambon, three designers who, with their highly personal style, reinterpret concrete in an innovative key, with the aim of enhancing the material and highlighting its versatility.

*“ A selection of interpreters, colleagues with whom we share thoughts and great esteem, to continue the search concrete language ”* Marialaura Irvine, AD

The *Abecedario Collection* is enriched with three new graphemes, three new tables that allows to continue with the drafting of a concrete alphabet that gives life to an authentic language. The design idea of Alessandra Salaris for the "H" and "L" tables is to focus on essentiality, as the letters of the alphabet are essential for creating concepts.

*“In our coffee tables the thicknesses are reduced to the minimum while guaranteeing the usability of the object and its ability to discreetly integrate into a more complex environment”*  
Alessandra Salaris

Coffee Table "I" by Clementine Chambon is inspired by the ebony cabinets that hide a miniature theater behind their doors, translating an object into a concrete grapheme.

*"In the same way, Abecedario "I" reveals under its top a structure whose shape and ornaments recall the architecture of Italian theatres, thus expressing the multiple qualities of cement sublimated by the work of the hand"* Clementine Chambon

Serena Confalonieri enriches the Forma&Cemento catalog with precious material paintings, drawing inspiration from the past. The three paintings are characterized by the strong dialogue with the European artistic tradition of still lifes, of which Cézanne - who inspires the name of the creations - is a masterful interpreter.

Game, color and freedom are the keywords of the Flipper Collection designed by Marialaura Irvine. Totally new, this collection is based on the principle "by doing less, is doing more", a few ad hoc designed elements allow you to create infinite combinations that give life to bookcases, tables and coffee tables that are perfect for any environment.

*"The collection took inspiration from the meccano, a functional three-dimensional puzzle that you have to put together"* Marialaura Irvine

Three cylindrical concrete modules with different heights and rounded edges are the supporting structure of ever-changing furnishing accessories. The internal metal system allows the modules to be held together, guaranteeing stability even for the bravest combinations. The tops designed with elementary geometric shapes reinforce the concept of game and essentiality, offering the possibility of creating accessories suitable for any public or private environment, offering flexibility and customization but guaranteeing aesthetic coherence and recognisability.

*"In addition to the different shapes, this design offers a selection of colors that can also be combined in many different and personal ways"* Marialaura Irvine

Flipper is more than a modular system. Flipper is free interpretation, it is creativity.

#### **Event :**

Forma&Cemento at Convey

17 - 23 April 2023

Mon/Sun. 10.00-20.00 open to the public

BasicVillage - Farini area, Via dell'Aprica 12, Milan

#### **Contacts:**

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