

forma&cemento

Forma&Cemento s.r.l.

Via Prenestina 1154/d, Roma

06 45214924

press@formacemento.com

Forma&Cemento returns to Edit Napoli 2021 for the second consecutive year. From the 29th to the 31st of October 2021, on the ground floor of the cloister of the Complesso San Domenico Maggiore, Vico S. Domenico Maggiore, 18, 80134 Naples, with a space of 30 sqm, the new project "Walking Through Forma&Cemento" is presented.

With a real walk through the material, concrete, Forma&Cemento presents seven new products under the reconfirmed artistic direction of Marialaura Rossiello, Studio Irvine.

"The artistic direction for Forma&Cemento wants to create a domestic landscape made of single material; a provocation that uses a hard grey and brutalist material like concrete, as the only protagonist. The experimentation thus opens up to innovative production processes that give shape and colour to alternative indoor and outdoor furniture". MRI_Studio Irvine.

What is celebrated in this project is therefore the cement: the material takes shape through the design, an aspect strongly characterized also by the structure of the stand. From the red sand on the floor, to the pigments and the glass fiber allocated on the shelves or on the tabletops, the journey through Forma&Cemento is elevated by an extremely characterizing and ideal imaginary in which matter and form come together and become concrete.

The result is a unique environment that goes through the history of Forma&Cemento, identifying each phase as an ongoing project full of infinite possibilities. The **Atlante** table, designed by Gabriele De Chirico and the **Varco** stool designed by Ernesto Messineo, celebrate the initial phase of Forma&Cemento. With these two additions to the Euclide Collection, the first collection of the brand, the passage from the simple material, hard and brutalist, to the shape conquered through the design of simple shapes is underlined. Thanks to Atlante, a table with a circular top is added to the well-known Euclide and Giorgione, thus underlining the evolution of the collection towards new geometries. With the Varco stool, Forma&Cemento consolidates its desire to create a real environment, adding a new seat to its catalogue, a prelude to future opportunities.

The domestic landscape strongly represented by the "Fusto - Concrete Domestic Landscape" collection designed by Marialaura Rossiello and presented last year in occasion of Edit Napoli 2020, is integrated with the addition of four new pieces. The brand-new Coffee Tables and the Fusto Oval Table are characterized by the now iconic leg with a concave and columnar profile characterized by a grooved texture that is combined with completely new tops defined by an oval and surprisingly thin shape.

"For 2021, I wanted to create the beginning of a language made in concrete. Coffee tables, stools, objects that are made in extrusion in which the sign and the two-dimensional thickness are the protagonists then enriched by colours and textures. The first signs of the Abecedario are

the three tables A, B and C: the starting point of future 26 graphemes to create a complete alphabet". MRI_Studio Irvine

The idea behind this new project is that different designers, each with their own letter, collaborate on the drafting of a concrete alphabet that will give life to an authentic language. The common denominator of this collection, which will support the single materiality of the pieces, will be the workmanship. Each stool or coffee table must be made through an extrusion, embellished by texture and colour. Each unique and recognizable "sign" materializes in a piece of furniture rich in meaning.

"Last year we presented the Fusto Collection designed by Marialaura Rossiello, Studio Irvine for Forma&Cemento, at Edit Napoli, and this year we integrate the story, bringing this aesthetic to fruition. In addition, we take this opportunity to look towards the future, showing once again the infinite potential of our material, underlining its complete versatility in the home environment".

- Giorgio La Corte