



MAISON  
*Matisse*

*Fold*  
Collection

Press release  
June 2022

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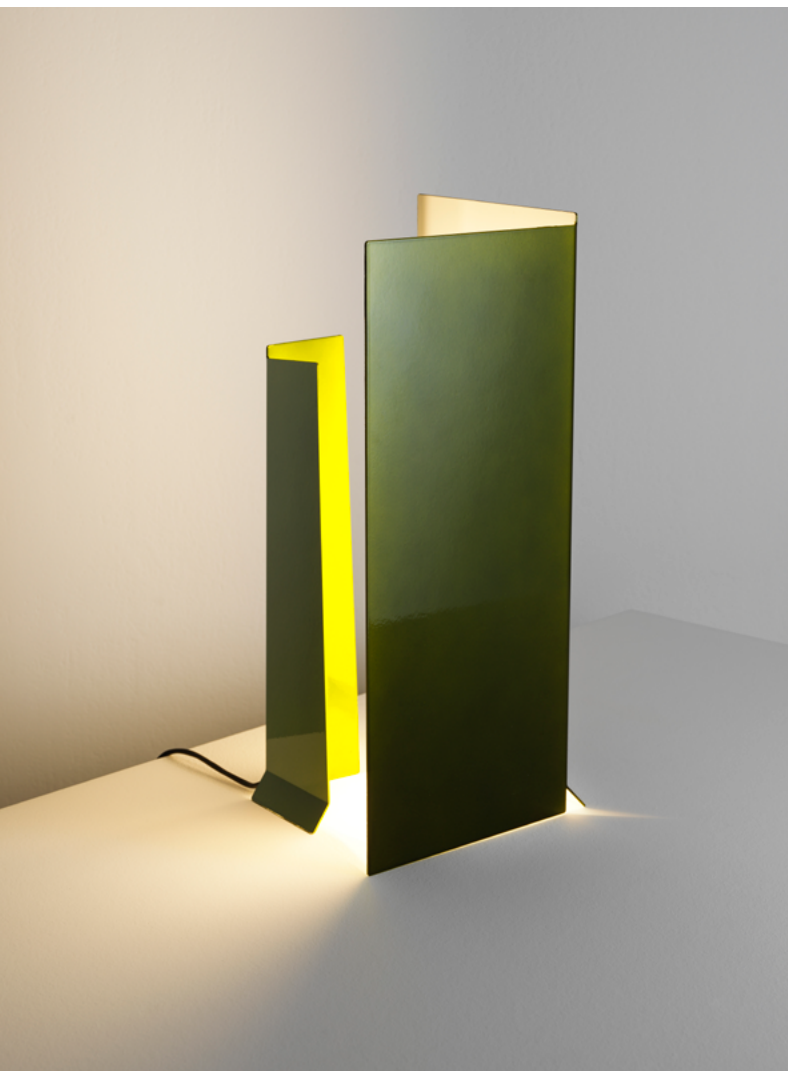
# Introduction

In 2022, Maison Matisse wishes to celebrate the beginning of a very important period in the work of Henri Matisse but also in the history of painting: paper cut-outs.

1941 marked a turning point for Henri Matisse who himself called it a *second life*. A rebirth that unfolds both on the personal and artistic level, which allows him to put aside painting to freely experiment and tackle an innovative technique: paper cut-outs. Thus began a new and successful chapter during which the master created vibrant works full of light through the wise use of contrasts.

Cut-out gouache on paper brings together in a single technique all the others: from drawing to painting, up to sculpture, Matisse's heritage is artfully synthesized and reworked in perfect balance between form and color.

Italian design duo Formafantasma celebrates to the rebirth and optimism that characterize Henri Matisse's work through *Fold*, the lighting collection inspired by the master's paper cut-outs.



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# Maison Matisse

Maison Matisse owes its name and creation to Henri Matisse. Founded by the fourth generation of the artist's family, Maison Matisse celebrates his universe through objects created by up-and-coming or renowned contemporary designers.

Shapes, colors, compositions: every piece is inspired by the aesthetic language of an artist whose vision never ages. A poetic and unique outlook that Maison Matisse wants to keep alive in an exciting way. By interpreting his work without copying it and supporting the current design.

Maison Matisse strives to convey Henri Matisse's values with quality expertise and a sense of community: the artist's joyful confidence and legendary optimism. The spirit that brought his world to life and should continue to do so. To better share the emotions and spirit of a painter who never shied away from the daring of joy. Henri Matisse artworks optimism is a gift that we wish to transmit today through our collections. We aim at placing joy and sharing at the heart of all our creations.

## Manifesto

*"In the spirit of Henri Matisse, Maison Matisse celebrates 'joie de vivre'. A heritage value of optimism combines with those of perseverance, audacity, simplicity and family to envision heirloom-worthy objects. Far from stand-alone items, these are pieces that harness artisanal craftsmanship to*

*gather value, history and design to bring joy to both present and future generations to come.*

*Ours is a family that counts the finest designers and craftsmen to create forever pieces that make a house a home and inspire optimism: the Maison Matisse state of mind."*

Jean-Matthieu Matisse



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## The *Fold* Collection

The legacy of a leader of the 20<sup>th</sup> century avant-garde unites with the imagination of the contemporary avant-garde as Maison Matisse proudly introduces a new collaboration with Formafantasma.

With a limited-edition series of lights, the new collection reinterprets the inventive paper cut-outs and pure color of Henri Matisse in the concise conceptual language of the award-winning design studio.

Matisse gave shape to Modern art with a joyful optimism, a will to experiment, and a quest to balance color and form. With Maison Matisse his universe continues to inspire and to find new expression in objects of design — collaborating with up-and-coming and renowned talents to interpret Matisse's explorations. Matisse invented his cut-outs — with shapes scissor-cutted from gouache-painted papers — when illness threatened to limit his ability to create, and thereby opened the door to what he called his "second life", a period of vibrant creativity and rich output.

Creating the first-ever series of lighting designs for Maison Matisse, Formafantasma, the Milan-based studio of Andrea Trimarchi and Simone Farresin, applies a process-based approach that parallels the breakthrough of the artist himself.

Working, like Matisse, with paper, Formafantasma used a simple ruler and a blade to cut and fold the models for chandeliers, table lamps, candle-holders, and pendant lights in metal with paper shades, inspired by process rather than mere aesthetic language to salute this unparalleled master and innovator with an original body of new work. The result is a clean interpretation of Matisse work — purified to shape, color, equilibrium, and to the artist's very method of creation. The collection by Formafantasma, is a tribute to the artistic vision that today remains as poetic, uplifting, and vividly daring as ever.

*Fold* will be showcased for the first time at Milano Design Week 2022, in an evocative location in the heart of the 5 Vie Design District.

# Formafantasma's inspiration

*Fold* is a collection of lighting objects developed for Maison Matisse by Formafantasma as a response to the work of the 20<sup>th</sup> century master Henri Matisse.

The designers have always been fascinated by the explorative nature of the work of Henri Matisse and in particular to his use of paper cut-outs to investigate shapes and colors.

Henri Matisse was used to create compositions starting from gouache painted papers in which he cutted forms with scissors directly in color and then pinned these papers directly on his studio walls to create his artworks. This technique allowed him to find the perfect balance between form and color that he sought throughout his life.



Adopting this processual and intuitive way of working but translating it to their own design process, Formafantasma developed a series of abstract paper models cutting and folding paper.

Differently from Henri Matisse, Formafantasma is here using a cutter and a metal ruler to guide the cuts instead of freely developing shapes with the use of scissors.

These initial mock-ups become the three-dimensional sketches from which the lamps collection has evolved. Referencing Matisse's materials, the final lamps are made of metal and paper to diffuse the light.

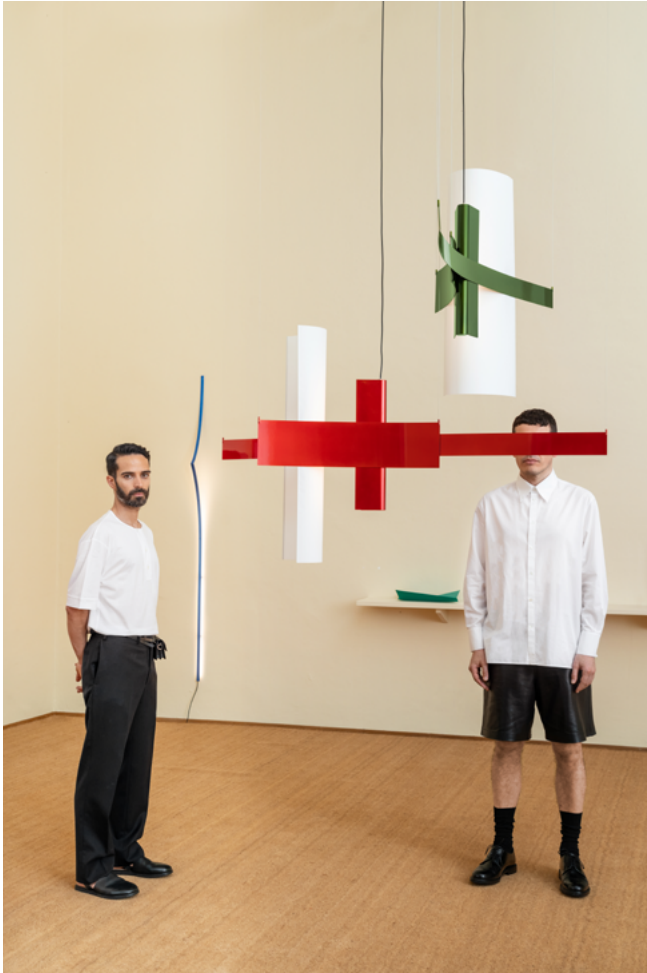
With *Fold* Formafantasma attempts to pay homage to the work of an unparalleled master and innovator, studying his process more than his aesthetic language to deliver an original body of work that can stand as a testimony of the legacy of a master.

Tetsuo Abe, Hôtel Régina, 28 September 1952

# Formafantasma's biography

Formafantasma, is a research-based design studio investigating the ecological, historical, political and social forces shaping design discipline today.

Since founding the studio in 2009, Italians Andrea Trimarchi and Simone Farresin have championed the need for value – laden advocacy merged with holistic design thinking. Their aim is to facilitate a deeper understanding of both our natural and built environments and to propose transformative interventions through design and its material, technical, social, and discursive possibilities.



© Delfino Sisto Legnani & Piercarlo Quecchia, DSL studio

Working from their studio in Milan (Italy) and Rotterdam (The Netherlands), the practice embraces a broad spectrum of typologies and methods, from product design to spatial design, strategic planning and design consultancy.

Whether designing a client's brief or developing self – initiated projects, the studio applies the same rigorous attention to context, process and detail. As a result, Formafantasma's entire portfolio is characterized by a coherent visual language and meticulously researched outcomes.

For Formafantasma, this crossflow of knowledge and experience taken from both their commercial contracts and their more autonomous projects has benefitted and informed the respective other. It has also given them a unique perspective of the design industry, allowing them to acknowledge the legacy of industrial production as the fundamental source for the designer's expertise and agency in contemporary society while also addressing its historic contribution to environmental instability.

The studio's prescient insight into the challenges facing design, culture, the environment and society has earned them the patronage of an array of international clients such as Prada, Max Mara, Hermes, Droog, Nodus rug, Fendi, J&L Lobmeyr, Artek, Dzek, Bulgari, Gallery Giustini / Stagetti Roma, Gallery Libby Sellers, Established and Sons, Lexus, Krizia International, Flos, Cassina, Ginori, Fondation Cartier, La Biennale, Rijks Museum.

Alongside works for clients, their projects have been presented, published and acquired in the permanent collection of international museums including New York's MoMa and Metropolitan Museum, Art Institute Chicago, London's Victoria and Albert, Paris Musée National d'Art Moderne, Musée des Arts Décoratifs, Fondation Cartier and Centre Pompidou, Vitra Design Museum, Rome's Museo Maxxi, Triennale di Milano, LACMA, TextielMuseum in Tilburg, Stedelijk's-Hertogenbosch, Stedelijk Museum in Amsterdam, MUDAC in Lausanne, tilMint Museum of Craft and Design in North Carolina, MAK Museum in Vienna, Centraal Museum in Utrecht, CNAP in Paris and Walker in Minneapolis.

# The savoir-faire to create unique pieces

Maison Matisse and Formafantasma collaboration is composed of two parts and will be presented at the Salone del Mobile in Milan in 2022, highlighting the theme of cut-out papers, rebirth and optimism.

The first part is the limited edition *Fold*, inspired by the Cut-outs theme in general and the second is two permanent collection pieces, inspired by *Les Mille et Une Nuits* artwork (1950).

Six Limited edition lights pieces designed by Formafantasma and inspired by the theme of paper cut-outs which are, for Maison Matisse, an opportunity to celebrate a specific moment in the work and life of a painter who still influences and inspires artists and creators worldwide and a "carte blanche" for designers.

The collection of lights symbolizes the artist's rebirth and gives to his work a second life, through a long and complex processing that requires the know-how and expertise of no less than six different specialists.

Starting from steel plates, seven steps are necessary to reach the final product. The material is first cut by laser, then folded with machines used in heavy industry. It is polished and cleaned to remove any imperfections before being lubricated, protected, and then painted by spraying. The first coat of paint has a rich pigmentation and then ten coats of varnish are applied one by one. Finally, a last coat of varnish is applied to perfect the shine. This technique creates a color that subtly reflects the light, a unique rendering with a depth effect and a spectacular shine, usually reserved for car painting.



At last, the lighting is assembled, the light source is carefully added and the paper sheet is installed by the expert hand of the craftsman.



Two permanent pieces: one candleholder and one centerpiece, both declined in five colors, inspired by a particular artwork of Matisse cut-outs, *Les Mille et Une Nuits* (1950).

Maison Matisse's permanent collections have always a particular artwork as starting point.

A source of inspiration for the objects. Patterns can become forms of the objects and vice versa. The collection aims to echo the painting and not to take over the elements of the painting as they are.

A work of analysis and reinterpretation will therefore be necessary. To pay tribute to Henri Matisse's second life and the theme of light in the paper cut-outs, Maison Matisse has chosen a painting rich in inspirational elements: *Les Mille et Une Nuits*, dating June 1950.

The two permanent collection pieces are made in steel, with the exception of the central part of the candle holder in aluminum.

Its production requires machining and expertise that are unusual for decorative pieces: starting from steel plate, the material is cut using laser technology, bent with machines used in heavy industry, polished, cleaned and painted exclusively by spray to ensure the smoothest look possible and keep an interesting touch and feel.

The color palette is inspired by Henri Matisse artwork *Les Mille et Une Nuits* (1950).

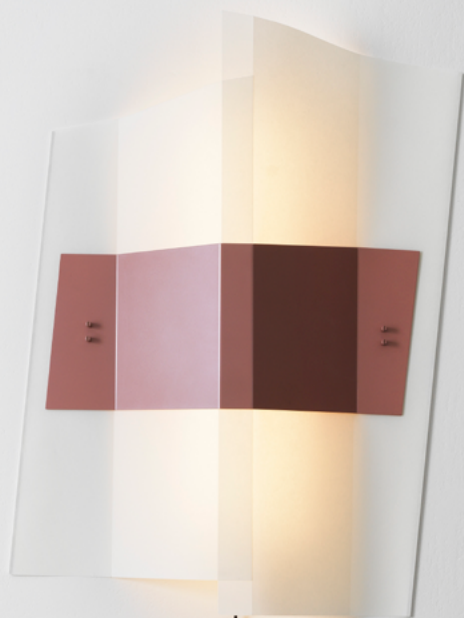


Henri Matisse, *Les Mille et Une Nuits* (1950), gouache on cut-and-pasted paper, H: 54 3/4 in. x W: 147 1/4 in. (139.07 x 374.02 cm), Carnegie Museum of Art, Pittsburgh: Acquired through the generosity of the Sarah Mellon Scaife Family, 71.23 © Succession H. Matisse



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# Pieces from the collection

## Limited edition collection

### Fold



**Fold Chandelier (150cm)**  
Dimensions: length 150cm, width 44cm, height 86cm  
*length 59", width 17.3", height 33.8"*  
Material: metallic lacquered steel and paper, LED stripes  
  
Limited edition of 8 pieces and 4 A.P.



**Fold Linear wall light**  
Dimensions: length 210cm, width 2cm, depth 18cm  
*length 82.7", width 0.8", depth 7"*  
Material: metallic lacquered steel, LED stripes  
  
Limited edition of 20 pieces



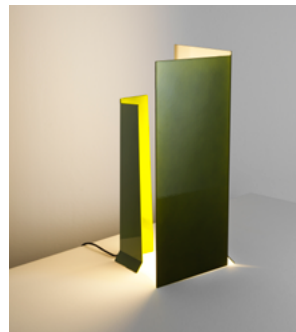
**Fold Chandelier (110cm)**  
Dimensions: length 110cm, width 35cm, height 62cm  
*length 43.3", width 13.8", height 24.4"*  
Material: metallic lacquered steel and paper, LED stripes  
  
Limited edition of 8 pieces and 4 A.P.



**Fold Wall light**  
Dimensions: height 78.5cm, width 61.5cm, depth 10cm  
*length 30.9", width 24.2", depth 3.9"*  
Material: metallic lacquered steel and paper, LED stripes  
  
Limited edition of 8 pieces and 4 A.P.



**Fold Pendant lamp**  
Dimensions: length 35cm, width 22cm, height 63cm  
*length 13.8", width 8.7", height 24.8"*  
Material: metallic lacquered steel and paper, LED stripes  
  
Limited edition of 8 pieces and 4 A.P.

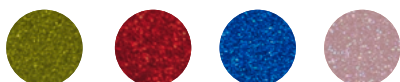


**Fold Table lamp**  
Dimensions: height 44cm, width 28cm, depth 21cm  
*height 17.3", width 11", depth 8.3"*  
Material: metallic lacquered steel, LED stripes  
  
Limited edition of 8 pieces and 4 A.P.



**Fold Floor lamp**  
Dimensions: height 180cm, width 52cm, depth 27cm  
*height 70.9", width 20.5", depth 10.6"*  
Material: metallic lacquered steel and paper, LED stripes  
  
Limited edition of 8 pieces and 4 A.P.

Each piece is available in 4 colors.



# Pieces from the collection

Permanent collection

*Les Mille et Une Nuits*



**Candle holder Aube blue**  
MSS22MNAFF001  
Dimensions: length 21cm, width 18,5cm, height 4,5cm  
*length: 8.3", width: 7.3", height: 1.8"*  
Material: steel and aluminium



**Centerpiece Aube blue**  
MSS22MNTFF006  
Dimensions: length 41cm, width 26cm, height 7cm  
*length: 16.1", width: 10.2", height: 2.8"*  
Material: steel



**Candle holder Aube red**  
MSS22MNAFF002  
Dimensions: length 21cm, width 18,5cm, height 4,5cm  
*length: 8.3", width: 7.3", height: 1.8"*  
Material: steel and aluminium



**Centerpiece Aube red**  
MSS22MNTFF007  
Dimensions: length 41cm, width 26cm, height 7cm  
*length: 16.1", width: 10.2", height: 2.8"*  
Material: steel



**Candle holder Aube green**  
MSS22MNAFF003  
Dimensions: length 21cm, width 18,5cm, height 4,5cm  
*length: 8.3", width: 7.3", height: 1.8"*  
Material: steel and aluminium



**Centerpiece Aube green**  
MSS22MNTFF008  
Dimensions: length 41cm, width 26cm, height 7cm  
*length: 16.1", width: 10.2", height: 2.8"*  
Material: steel



**Candle holder Aube yellow**  
MSS22MNAFF004  
Dimensions: length 21cm, width 18,5cm, height 4,5cm  
*length: 8.3", width: 7.3", height: 1.8"*  
Material: steel and aluminium



**Centerpiece Aube yellow**  
MSS22MNTFF009  
Dimensions: length 41cm, width 26cm, height 7cm  
*length: 16.1", width: 10.2", height: 2.8"*  
Material: steel



**Candle holder Aube black**  
MSS22MNAFF005  
Dimensions: length 21cm, width 18,5cm, height 4,5cm  
*length: 8.3", width: 7.3", height: 1.8"*  
Material: steel and aluminium



**Centerpiece Aube black**  
MSS22MNTFF010  
Dimensions: length 41cm, width 26cm, height 7cm  
*length: 16.1", width: 10.2", height: 2.8"*  
Material: steel

© Clément Savel

# Practical information and contact details

Maison Matisse  
Showroom in Milan

Studio Nerino  
Via Santa Marta, 21  
5 Vie, 20123, Milan  
Tuesday, 7<sup>th</sup> June to Saturday, 11<sup>th</sup> June:  
from 10am to 7pm  
Sunday, 12<sup>th</sup> June: from 10am to 3pm

Contact

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Set-up, curated by Formafantasma, is in partnership with Kerakoll, leading manufacturer of paints, decorative and technical resins and micro-resins, and the historic textile company Rubelli.

**kerakoll**

RUBELLI

Graphic design

Studio Avenir  
www.studioavenir.fr

