

# *(inside)*

interior review





# MILANO

[Inside Selection]



MISS COCO, PHILIPPE STARCK FOR CASSINA.



CAM EL EON, PHILIPPE STARCK FOR DRIDE.



The future of Italian Design was clearly signalled at the annual Milan Furniture Fair, the Salone Internazionale del Mobile. The emphasis is on simple classic design and engineering integrity; furniture that can be used in either commercial or domestic applications, and competitive pricing. The most innovative companies utilised new hi-tech materials such as plastics (Polypolyene and Maderon) aluminium, glass and foams. Also, all manner of synthetic fashion fabrics to cover upholstered furniture.

All the major designers were represented: Marc Newson, Tom Dixon, Jasper Morrison, Philippe Starck, Mario Bellini, Ron Arad and Vico Magistretti. The major furniture houses such as B&B Italia, Edra, Cappellini, Cassina, Fiam and the new firms just entering the furniture world, such as Heller - which showed the new Mario Bellini chair - undoubtedly were the stars of the show this year.

The Salone Internazionale del Mobile again proved to the world the willingness of the Italians to be the innovators, en masse, in furniture. From the large companies to the small, they all tried to outdo each other in design and construction.

1. Heller, an American firm whose main business is component manufacturing, unveiled a masterpiece of modern design utilising innovative engineering and materials. The unsurpassed hit of the Fair, The Bellini Chair is manufactured from a polymer-composite material with glass fibre 'Polypropylene'. Shown in six colours, the piece was light in weight, strong and stackable. It could be used indoors/outdoors in commercial and domestic applications. From any angle, the Bellini Chair is well proportioned. It is also comfortable, with the added benefit of having a competitive selling price.

2&3 Philippe Starck designed two new and extremely well developed chairs. The first was Miss COCO - a foldable chair for Cassina. This chair had an innovative swinging action allowing the pressure of the frame to fold flat. The seat and backrest are manufactured from either plastic in various colours or from a new Spanish-made synthetic material called Maderon which gives a wood-like appearance. The second, 'CAM EL EON', manufactured by Dr. Dre, is a stackable chair manufactured from die-cast aluminium. The legs consist of tubular aluminium which were anodized. Seat and back is made from Polypropylene available in three colours and one in Maderon material, a compound of a shell powder, blended with natural synthetic resins. The chairs showed the brilliance of Starck and prove that he will be a force in design for a long time.



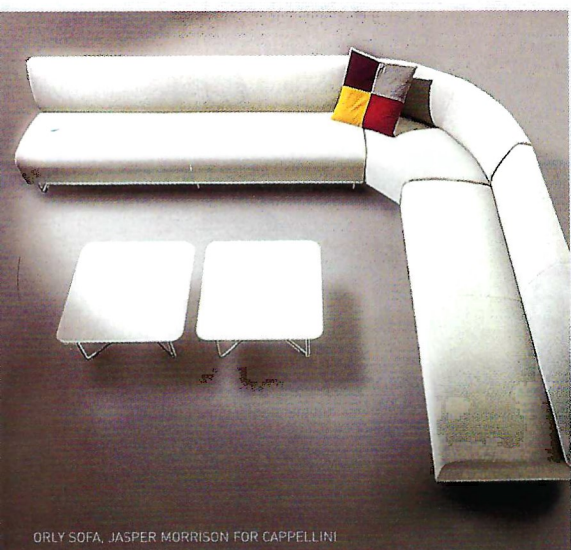


M.T. [MINIMUM TABLE], PHILIPPE STARCK FOR CASSINA



MARC NEWSON FOR B&B ITALIA

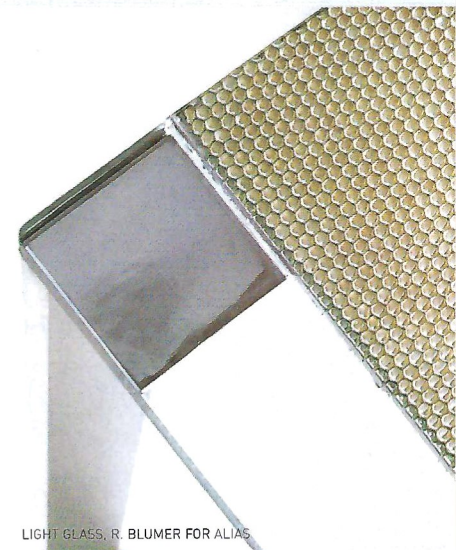
◀ In the arena of tables nobody could compete with Australia's own Marc Newson. His first piece for the giants of furniture B & B Italia was named 10. A table of simplistic, timeless design. The table consisted of round top with knock-down legs that were held in place by a elasticised cord. The M.T. (Minimal Table) manufactured by Cassina and again designed by Starck was a masterful piece, consisting of a rectangular table with a steel grey lacquered frame supported by a timber cross-beam available in four different styles. The M.T. was classical in appearance, but combined modern technology.



ORLY SOFA, JASPER MORRISON FOR CAPPELLINI

◀ Jasper Morrison designed several new pieces for Cappellini. His new sofa Orly, is simplistic in design but sophisticated in construction. Orly consists of a series of combinable seats manufactured from inject-moulded soft polyurethane foam supported by steel and rubber feet. The lounge can be accessorised with armrests, slipcovers, cushions and specially designed side tables, again with steel/rubber feet with either lacquered, timber or macroter tops.

▶ In the use of glass we saw many innovations in construction and detail. Alias showed the Light Glass Table design by Riccardo Blumer. A table with simple lines consisting of a top made from two thin pieces of glass sandwiching a reinforced aluminium honeycomb sheet. The aluminium sheet taking all the stresses of the table allowing for large spans with minimum thickness.



LIGHT GLASS, R. BLUMER FOR ALIAS

▶ Cappellini showed its love of innovation and creative design with the Flying Carpet Chair, designed by Ilkka Suppanen and made from felt supported by spun aluminium poles. Piero Lissoni showed genius with his range of paper chairs, covered in felt. Starck again proved his might with the L.W.S. (Lazy Working Sofa) for Cassina, a sofa which like the Orly could be accessorised with side tables, back tables and lighting by Flos. The main trend shown by all in the design of sofas and chairs was the use of super-deep seats giving a feeling of opulence. In L.W.S.'s case the seat was 1330mm deep.



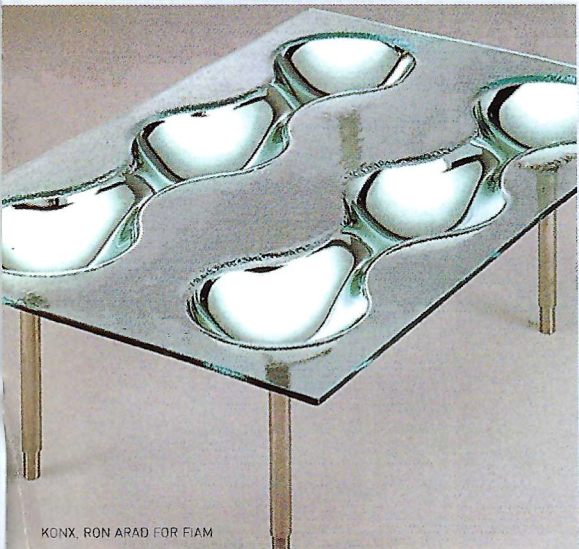
FLYING CARPET, ILKKA SUPPANEN FOR CAP 5 CAPPELLINI



PAPER CHAIR, PIERO LISSONI FOR CAP 5 CAPPELLINI



L.W.S. (LAZY WORKING SOFA), PHILIPPE STARCK FOR CASSINA



KONX, RON ARAD FOR FIAM

▶ Fiam showed two special tables: Konx by Ron Arad and Vulcano by Vico Magistretti. Konx has a semi-transparent surface which has hollowed-out mirror-backed pieces resting on four forged metal legs. Vulcano is a coffee table cut and folded from one single sheet of translucent glass. It has a clean-cut look that will never date.



VULCANO, VICO MAGISTRETTI FOR FIAM





THE FOCUS OF THE DESIGN WORLD TURNS TO MILAN EVERY APRIL FOR THE NEW RELEASES AT THE **SALONE INTERNATIONALE DEL MOBILE**. SYDNEY DESIGNER **THOMAS JACOBSEN** REPORTS ON THE MOST EXCITING NEW PRODUCTS ON THEIR WAY TO THE AUSTRALIAN MARKET

MARIO BELLINI CHAIR FOR HELLER.