

Special issue? I'm honoured



## THE SALONE WEEKLY: EDITION



ROCK ON: ESSENTIAL MATERIALS FROM MARBLE TO TRAVERTINE



BIG INTERVIEW: ARCHITECT RICHARD ROGERS HAS HIS SAY



COOL OFF: NEED A POST-SALONE DIP? WE'LL SHOW YOU WHERE



FOOD FOR THOUGHT: HOW TO CATER TO THE DESIGN CROWD



### 'TECNO' RAVE *Parties don't get smarter than this*

- 1 Villa Borsani open house.
- 2 Celebrating the family's legacy.
- 3 Prelude to retrospective.

Let's face it, the parties are the parts of Milan Design Week many people look forward to most. Thankfully, design companies have a canny knack of presenting their work alongside a well-appointed Negroni-stoked moment. For a different kind of jamboree, however, Salone visitors might want to drive out of the city centre to the modernist Villa Borsani (pictured). Here a *casa libera* (free house) party will be in full swing in the finely designed mid-century surrounds. The event celebrates the legacy of Osvaldo Borsani, the villa's designer and co-founder of furniture company Tecno – with numerous pieces on display – to the sounds of reggae and clinking glasses. It is organised by Design Miami co-founder and curator Ambra Medda. "What I've tried to do is create a sense of home with a rebellious note," she says. The event takes place ahead of a retrospective of Borsani's work.

— Report on page 34

Comment



### Strength in numbers

- 1 Merger boosts design brands.
- 2 Salone proves shared interests.

Anders Cleemann, CEO of Danish furniture brand Muuto, recently raised an idea that the wider design industry would do well to mull over. In discussing his company's recent acquisition by US furniture brand Knoll, he noted that smart design businesses should be looking to the fashion and automotive sectors for acquisition strategies. "When design companies get together we can learn from each other and find the right fit to be more successful," he said. Muuto has undergone rapid growth in the US market and now has the opportunity to share the North American supply chain, warehousing and financing of its parent, Knoll – a shrewd move for both brands.

Milan is where design and fashion interests overlap. Salone del Mobile, despite its furniture focus, is no exception to this rule. From Cos's crowd-drawing installations to homeware releases from Loewe, fashion brands are making their mark on design. Spain's Loewe was brought into the LVMH group in 1996 and has reported solid growth, demonstrating the global strength a smaller brand can have under a big umbrella. Though the idea of an LVMH or

"When design companies get together we can learn from each other and find the right fit to be more successful"

a Kering-type group emerging in the design industry might seem unrealistic, moves are happening within this competitive sector that indicate a shift towards consolidation. In Italy Boffi has stepped beyond its initial realm of kitchen fittings, acquiring a furniture company and a creative agency. And Lombardy giant B&B Italia's new CEO, Armin Broger, made a name for himself at Levi's and Tommy Hilfinger, rather than in a furniture showroom.

Design companies are synonymous with creativity and while their art directors continue to innovate, the CEOs are making the most daring moves right now. Nolan Gilles

### HOT SEATS *Are you sitting comfortably?*

- 1 How to make a chair.
- 2 Years of refinement necessary.
- 3 Greatest design challenge.

Many think of the chair as the apogee of industrial design, a pure creative endeavour. But this obscures the years of gruelling work and the rigorous testing that each chair has to undergo before it makes it into production.

As Edward Barber, of London-based practice Barber & Osgerby, puts it: "Given some planks, some nails and a hammer, anyone can make a chair but when you're talking about an industrial product the process is incredibly hard. It's the most difficult thing we do." That hasn't stopped Barber & Osgerby designing chairs for the likes of Knoll, Vitra and Isokon Plus – but it does mean years of refining a design.

Still, nothing beats the challenge of creating a new and unique chair. As Signe Bindslev Henriksen of Space Copenhagen (pictured with co-founder Peter Bundgaard Rützou) says: "A chair has a sort of magic to it that you want to delve into as a designer."

— Report on page 20



Photographer: Jakobim Wichmann

### Hard sell *Mad Men of Italy broke the mould*

- 1 Going full frontal.
- 2 Breaking habits of a lifetime.

From nuns to bums, the Italian design advertising of the 1970s, 1980s and 1990s played with imagery that was unafraid to err on the side of the naughty. Digging through the archives we pluck out the finest and funniest art direction and advertising photography from a key era of graphic design, with commentary provided by a pair of the industry's dynamos.

— Report on page 38



### In the know *Our top pick of Salone releases*

- 1 Scandi stars shine again.
- 2 Revived classics woo the crowds.

Is it fair to pick out the best designs of a fair featuring thousands of new releases? The short answer is "no" – but we've made a go of it anyway. Our Design Top 15 is a selection of Salone's top furniture from the bathroom to the balcony. Cast your eyes over our illustrated round-up.

— Report on page 26



A snapshot of life in Milan through the eyes of one of its most tasteful residents and a who's who of designers bringing the work of Italy's most creative city to the rest of the world.



**Wares of the fair:** A global round-up of designs debuting at Milan Design Week, from sturdy stools to illuminating lamps. Take a tour with our illustrated guide.  
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# LEARNING FROM THE BEST

We meet the fashion photographer who has zoomed in on the utopian architecture of postwar Milanese schools. His images reveal a design legacy that gets our top grade. *See page 32*

WRITER *Sonia Zhuravlyova*



*Also inside  
this section*

FURNITURE / ITALY

## The ad's golden age

From risqué to radical, we peel back the pages to a time when the art director was king.

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1

**Best curves**

*Chips chair by Ton, Czech Republic*

Crisps (or chips) inspired this timber chair's curved oval back. Its designer, Prague-based Lucie Koldova, wanted to play with the idea of lightness. The result is felt in the thin perforated backrest, framed by steam-bent beechwood and painted black for added sleekness, though there are other colourways. — SSQ [ton.eu](http://ton.eu)



2

**Best weave**

*Blur rug by Nanimarquina, Spain*

This year, French designers Ronan and Erwan Bouroullec present their third collaboration with Barcelona's Nanimarquina. The brothers' rugs are hand spun in Pakistan using Afghan wool and come in black, rusted red and muted green. The pattern recalls Breton stripes woven to give a mirage-like appearance. — SSQ [nanimarquina.com](http://nanimarquina.com)



3

**Most practical addition**

*Enfold sideboard by Muuto, Denmark*

Copenhagen designer Thomas Bentzen has a knack for producing pieces that bring life to simple materials through warm colours and ergonomic shapes. There's plenty of Scandinavian minimalism in his work too — as seen in this latest sideboard, where a ridged door conjures an industrial feeling while sand yellow colouring brings lightness to the steel-and-oak structure. — NSG [muuto.com](http://muuto.com)



4

**Italy's most illuminating design**

*Lita lamps by Luceplan, Italy*

Milanese designer David Dolcini's work often examines the space between complex ideas and classicism, and his family of Lita lamps is no exception. The grooved-glass globes and solid-ash stands are a treat for the eye and the hand. "I created Lita to encompass elements that are fundamental for me in the design process," he says. "History, senses, balance: I wanted to create a timeless classic but one that's evocative and characterised by evident links with the past." — SZ [luceplan.com](http://luceplan.com)



5

**Pair of the fair**

*Roundish and Fugu chairs by Maruni Wood Industry, Japan*

Japanese company Maruni aims to industrialise craftsmanship in a sensitive and considered manner. This year, the product continues this theme with two new chairs: Naoto Fukasawa's Roundish armchair, featuring bent Canadian-oak plywood, and Jasper Morrison's Fugu, available in curved ash or oak. — JT [maruni.com](http://maruni.com)



6

**Great Dane**

*Stock table by Normann Copenhagen, Denmark*

Look no further than the avant-garde Stock side table for a dash of Scandinavian charm. Despite its unconventional leg arrangement, it remains a refined piece. — SZ [normann-copenhagen.com](http://normann-copenhagen.com)



INVENTORY / GLOBAL

# SALONE SELECTION

From bright ideas for lighting to revived classics and a smattering of Scandinavian star turns, we present our pick of the pieces set to draw attention and make reputations at this year's Salone del Mobile. Pull up an immaculately crafted pew and enjoy the show.

WRITERS Nolan Giles (NSG), Will Kitchens (WK), Stephanie Sy-Quia (SSQ), Junichi Toyofuku (JT), Sonia Zhuravlyova (SZ) ILLUSTRATOR Jack Hudson

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**Minimal but memorable**

*Span table by Salvatori, Italy*

"For me everything depends on clarity of line, form and junction," says the great British architect John Pawson. His Span collection produced by Italian stoneware giant Salvatori displays his trademark minimalism, with tables and benches made in such a proportionally smart manner they look good from every angle. — NSG [salvatori.it](http://salvatori.it)



8

**Best all-rounder**

*Indoor-Outdoor collection by Carl Hansen & Son, Denmark*

Bodil Kjaer isn't as well known as Danish mid-century design legends such as Hans Wegner. Yet in a male-dominated industry she was a pioneering and prolific creator, her designs encapsulating the elegance and practicality of the era. This collection was launched in the US in 1959; now Carl Hansen & Son has revived it in solid teak, which patinas well and thrives both indoors and out. — NSG [carlhansen.com](http://carlhansen.com)



9

**Cleverest from Canada**

*Mila light by Matthew McCormick, Canada*

The elegance of Matthew McCormick's Mila pendant — its bent, oval frame embracing a hand-blown glass orb — is especially striking given the designer's lighting career began with a blowtorch in a Vancouver car park. "There's a magic as you navigate around Mila," he says of the organic piece, made today in more sophisticated studio surroundings in Vancouver. — WK [matthewmccormick.ca](http://matthewmccormick.ca)



10

**Best for the backside**

*Onsa chair by Walter Knoll, Germany*

Designer Mauro Lipparini has channelled his love of clean lines into every detail of the Onsa and its footstool to create a sublime seat that looks as opulent as it feels. — SZ [walterknoll.de](http://walterknoll.de)



11

**One to watch**

*Ley mirror by Diisi, Switzerland*

In 2017, the Swiss designer duo behind Diisi were acclaimed at the young-talent focused SaloneSatellite event. One year and some big commissions later, Diisi is back with new products. The works it will debut at Fuorisalone include this unfussy, practical mirror with a handy built-in shelf. — NSG [diisi.ch](http://diisi.ch)



12

**Best Nordic design**

*Separat screen by Nikari, Finland*

Finnish furniture-maker Nikari has teamed up with Danish designer Cecilie Manz on this foldable timber screen. Nikari's team chose to work with Manz (whose star has been on the rise via recent collaborations with Bang & Olufsen) due to her eye for detail and time spent in Helsinki as a design student. Both factors show in the piece, where varying grains of layered Nordic wood create a wonderful texture. — NSG [nikari.fi](http://nikari.fi)



13

**Most elegant stool**

*Yanagi Sori bar stool by Hida Sangyo and Yanagi Design Office, Japan*

Hida Sangyo is one of Japan's most renowned wooden-furniture makers and this chair is a fine homage to the late designer Sori Yanagi. He was known for forms that were equally playful and practical and the master wood-benders of Hida Sangyo have done his ideas justice in this comfy, easy-on-the-eye wooden stool. The oak backrest is steam-bent to create a perfect arch to support the back. — JT [kitutuki.co.jp](http://kitutuki.co.jp)

14

**Top Italian release**

*Gentry Extra Light sofa by Moroso, Italy*

Milan-based Patricia Urquiola has been working with Moroso for two decades and her plush yet unshowy Gentry sofa is one of its bestsellers. A downsized, refreshed version — perfect for modern living but comfy enough for unashamed lounging — will launch at Salone del Mobile in a setting masterminded by Urquiola. — SZ [moroso.it](http://moroso.it)



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**Best for the bathroom**

*Plural collection by Vitra, Turkey*

These smart basins, which sit atop metal-and-timber supports, are part of Vitra's bathroom collection created with Milan-based American designer Terri Pecora. She thought about the tradition of the Turkish bath and emphasised the bathroom's role in our daily rituals in her design process. Cleverly, the collection's moveable pieces mean that sinks don't have to sit flush against the wall and the bathroom becomes a more social space with less time spent in front of the mirror. — SSQ [vitrageglobal.com](http://vitrageglobal.com)

