

Design Paths – Percorsi di Design

stories of collaboration between the manufacturing excellence of the Friulian chair industry and the international creativity at Promosedia2008 – International Chair Exhibition

That between companies and designers is a special collaboration combining manufacturing know-how and creativity to produce successful models. The exploration of the history and affinities of such a human and professional relationship that has led to the creation of chairs of excellence has resulted in the exhibition **Design Paths – Percorsi di Design**, hosted at Promosedia2008 – International Chair Exhibition.

The exhibition, created by the Friuli Venezia Giulia (FVG) delegation of ADI - Italian Association for Industrial Design, through the efforts of Promosedia and the support of the Province of Udine and the Udine Chamber of Commerce, highlights intuitions and challenges resulting in design projects, affinities of thought and contaminations, little secrets and emotions hidden behind 14 significant models. They were selected by ADI FVG for being a symbol of the encounter between the sensitivity of great designers and the technical and cultural competence of manufacturing companies in the Friuli Venezia Giulia region.

Café and Foglia (Billiani), Pod and Sabrina (Calligaris), Gap Chair and Pool House (Fornasarig), Comino and Gavi (Frag), Ripples and Pack (Horm), Bloomy and Ripple Chair (Moroso), Heartbreaker and Question Mark (Tonon): fourteen design paths for as many chairs, fruits of a synergetic work that embraces and tackles the challenges posed by the project in order to see it taking shape and coming to life, little by little. From the sketches to the creation of the product, the project often undergoes a complex research process, the result of which is never taken for granted. This is the case of **POD**, the chair with an airy lightness designed by Lucci & Orlandini and then made possible thanks to the determination of Calligaris in solving the technical challenges posed by the application to the structure of a perforated net. The ability to embrace challenges is also at the roots of **GAVI**, the tub chair born out of the encounter between Frag and the duo formed by Fabio Calvi and Paolo Brambilla: the company wanted to produce a model in hide that was normally manufactured in fabric or leather; the designers demonstrated how this material can be folded like a thin origami paper to create a soft but structured shape.

Relationships based on respect and affinity are born out of projects.

The successful relationship between the designer Patricia Urquiola and the entrepreneur Patrizia Moroso – that has brought sensitivity and femininity to the world of design – gave rise to many collections, including the **BLOOMY** small armchair. It evokes a flower blooming in spring and mixes sophisticated technology with refinement of craftsmanlike workmanship.

But they gave also birth to more distant friendships that linked the Friuli area to Helsinki: returning from the Finnish city, Luciano Marson, owner of Horm, held a precious package (hence the name of the model) in his arms. **PACK**, the chair designed by Timo Saarnio that best explains the philosophy of the company: essentiality.

Then there are chairs that are born out of a simple idea and trace new paths. **SABRINA** is an example of this, the result of the collaboration between Calligaris and the designer Adriano Balutto: a few structural elements give rise to a best seller which has been in production for twenty-five years. Or **GAP CHAIR**, the design created by Werner Aisslinger for Fornasari that brings a new typology to the world of chairs through the union of a chair with central support and a stackable, monocoque body chair. A model communicating a “poetry of simplicity” uniting designer and manufacturer.

Chairs are not just a technical and aesthetic expression, but also an enhancement of traditional materials, reinterpreted from a modern perspective.

As with wood, for Billiani chairs: the craftsmanship of **CAFÉ**, created in collaboration with Werther Toffoloni, and the flexibility of **FOGLIA**, the result of the work carried out with the architect Marco Ferreri, make the material come alive and bring out its intrinsic strength: the first expresses a sign that buries its roots in history; the second demonstrates how a deep knowledge of the material can lead to very innovative projects.

Or hide, that in **COMINO** assumes new potentiality and a twofold aesthetic and functional value. Letting itself be influenced by Haute Couture and its cuts, Gordon Guillaumier reinterprets the material through the concept of “warp and weft”. And thus, together with Frag, a chair is born that through the curiosity of its designer and the technical knowledge of the company, explores new research paths, such as the new two-faced finish of the hide.

Matter, above all, but inseparable from the spirit that gives it life. For designers chairs are above all an act of creation. As in a novel, the object fixes a way of living: **POOL HOUSE** by Christophe Pillet for Fornasari is the emblem of this creative vitality that with simple and contemporary lines lends itself to contexts of utmost relaxation.

The research into shapes, the desire to amaze unite Ron Arad and Moroso: **RIPPLE CHAIR** - with its soft and sinuous lines - explores alternative volumes, in a rhythm of full and empty elements and with a will to create something really new. Also **QUESTION MARK**, created by Tonon according to a design by Stefan Heiliger, expresses complicity and aesthetic sympathy between designer and company. This chair is the result of a stylistic evolution dictated by the inspiration of imagination that even manages to make a question mark comfortable.

On the other hand, **HEARTBREAKER** by Oscar Tusquets Blanca for Tonon goes to the heart of creativity, where the passion and creative instinct of the designer find their dimension in an effective and expressive way. A creative vision welcomed with enthusiasm by a company for which expressive form and functionality must combine in products that convey emotion.

A strong sensitivity and the search for pure images are the meeting point for Horm and Toyo Ito: one of the most exciting expressions of this elective affinity is **RIPPLES**, a connection between form and matter, a bench on which surfaces take the form of infinite ripples, as waves spreading over the water.

In addition, Design Paths – Percorsi di Design hosted an area dedicated to regional companies and products that on June, 26 won or were shortlisted for the prestigious **XXI Compasso d’Oro**

(Golden Compasses) award, that ADI dedicates to the best Italian creative products and designs:

XXI Compasso d'Oro (Golden Compasses) award

Horm stand design – Salone del Mobile Milano 2005, design by Toyo Ito

XXI Compasso d'Oro mention

- PUZZLE** cooking module, design by Enzo Inzaghi and Roberto Pezzetta for **Electrolux Zanussi Italia**
- FLORA COLLECTION**, office furniture collection by Fabio Flora for Fantoni
- VENEZIA** chair, by Paolo Favaretto for **Gruppo Sintesi**
- TIDE** cupboard, by Karim Rashid for **Horm**
- NO WASTE TABLE**, by Ron Arad for **Moroso**
- SUPERNATURAL** chair, by Ross Lovegrove for **Moroso**
- RICICLANTICA** door for modular kitchen, by Gabriele Centazzo for **Valcucine**.

Small and big stories set in Friuli and speaking an international language: that of design.