TREND REPORT

MILAN DESIGN WEEK 2019



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DESIGN INSIDER
THE INSIDE TRACK ON COMMERCIAL INTERIORS
Supported by BCFA





SALONE DEL MOBILE NEW DESIGNS

ORGANIC UPHOLSTERY

Jaime Hayon's two new product launches were further examples of his fun and organic style. Muuto took a similar soft organic approach to their new launch. The most exciting example of truly innovative upholstery was certainly Stefan Diez's new collection for Magis.

SLIM LINE

A trend for super trim side chairs was seen by design greats including Magis, Kartell and Emeco.

COLOUR PALETTE

Disappointingly there was no new dominant colour palette, although there was evidence of the Warm Autumn palette we saw earlier this year in Stockholm.

HUMAN

Pre-show trend reports suggested that a human touch would be dominant at the fair, there were examples which you can see in our gallery article but I didn't feel it was as strong as expected.

WHERE ARE THE WOMEN?

As my visit progressed I became increasing aware that the majority of product launches were by male designers. Did I miss the female designers? (Apart from Patricia Urquiola whose work I did see and enjoy.)

1. *Muuto*
2. *b.d - Jaime Hayon*
3. *Magis - Vela, Gilli Kuchik & Ran Amitai*
4. *Kartell*
5. *Emeco - On & On, Barber & Osgerby*
6. *Fritz Hansen - Jaime Hayon*
7. *Knoll - Smalto, Barber & Osgerby*
8. *Frag*
9. *Magis - Stefan Diez*
10. *Vitra - Vases Decoupage, Ronan & Erwan Bouroullec*


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Kartell
Ai
THE FIRST CHAIR
CREATED BY
ARTIFICIAL INTELLIGENCE
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THE LITTA VARIATIONS OPUS 5 BRERA DISTRICT VENUE


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1. BABLED - Babled Easy Chair, Offecct

2. Pezo von Ellrichshausen - Echo Pavilion

3. Allermuir - Bench System , Layer

4. Good News From Brazil - Sollos

5. Li-Hwa Kim - White Portrait 27

6. Japan Creative Exhibition - Jin Kuramoto, Conde House


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The Litta Variations Opus was a joy to visit!

The Litta Variations Opus 5 brought together 25 exhibitors, consisting of over 65 designers from 12 countries. 2019 is the sixth time that Mosca Partners has curated this event which previously welcomed over 50,000 visitors.

At the heart of the event, situated in the centre of the historic courtyard was Pezo von Ellrichshausen's Echo Pavilion installation. The mirrored surface provided a wonderful juxtaposition between the contemporary form and the historic building reflected on it's surface, on the inside the building encouraged inward reflection.

The design exhibited within the Clock Courtyard, Theatre and it's Foyer was varied. Allermuir introduced us to their latest launch by award-winner British designer Benjamin Hubert at Layer. Their new bench, along with the existing AXYL collection sat beautifully within the Mirror Room.

Many items within the Japan Creative Exhibition caught my eye for their delicacy and unique approach. It was impossible not to be drawn to Jim Kuramoto's work designed for Cande House which successfully celebrated the joining of two parts with familiarity. Kuramoto's work also addressed design's role in the reduction in production waste.

Good News From Brazil curated their pieces simply but beautifully. Their simple white plinth rotated smoothly within the historical Palazzo Litta space, which included a pool with living goldfish.



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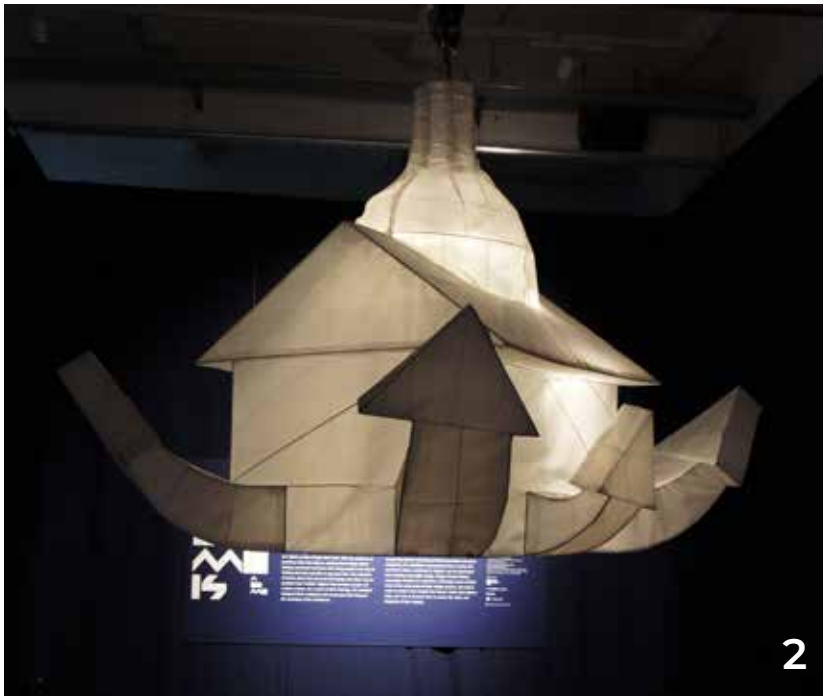

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VENTURA FUTURE TORTONA DISTRICT VENUE

Ventura Future celebrated ten years at Milan Design Week this year and took this opportunity to dazzle with international designers from all corners of the globe. The work exhibited at this busy event focused on the exploration of concepts.

The Kolding Design School presented A Home Is a Home Is a Home which reflected on the power of the objects-talismans that remind us of the most intimate domestic dimension. The large scale structures were beautifully delicate and it was easy to become entirely absorbed in the stories being told.



The Danish VIA University College investigated the taboos of daily life with Tabootalks. Each concept was realised with a well resolved design but I couldn't help but feel that some of societies biggest taboos had been missed, perhaps some taboos are even too entrenched to address.

Elliot Lunn, RCA, exhibited Make Something. Lunn's work consists of a series on making kits for children, Lunn states *'I feel that it should teach learners about their responsibility to the planet and understanding the product life cycle.'*



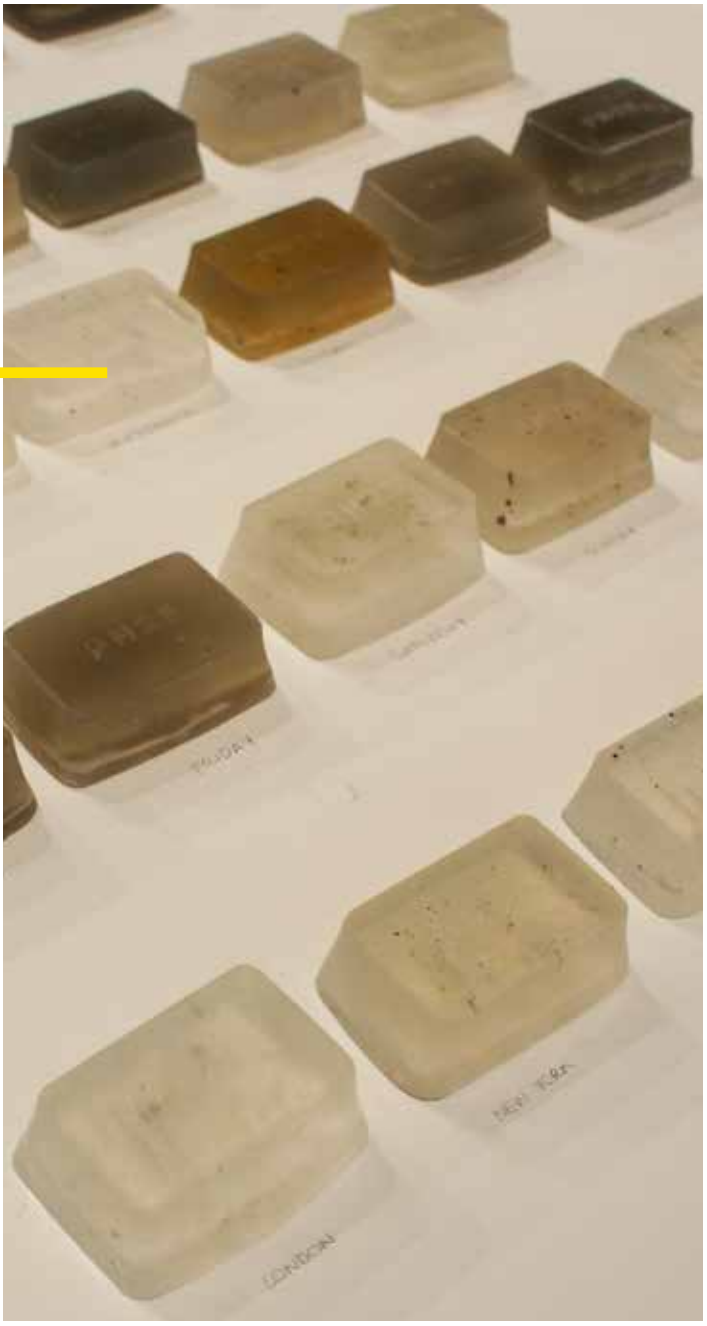
1. *The Kolding Design School - A Home Is a Home Is a Home*
2. *The Kolding Design School - A Home Is a Home Is a Home*
3. *Cafe*
4. *The Danish VIA University College - Tabootalks.*
5. *#DesignConfession*
6. *Make Something - Elliot Lunn, RCA*

ENVIRONMENT CONCEPTUAL

Design addressing environmental concerns and sustainable solutions was a consistent trend in the events throughout Tortona and Brera.

Jihee Moon, RCA, exhibited PM2.5 Pollutant Soap at Venture Future:

'These soaps are made of air pollutants and show how much you inhale the polluted air and how harmful it is. By contrasting pretty looking soaps with air pollution, the project is a critique for society to understand the seriousness of pollution and encourage the movement for social change.'



Jihee Moon, RCA - PM2.5 Pollutant Soap



NEW MATERIAL COMMERCIAL



It is not often that we see a new sustainable material being used as part of a commercial collection, so I was thrilled to learn more about Bulo's use of cranberries for their new table tops.

Cranberry waste is milled and formulated in combination with partially bio-based resins (70% bio-based content) to produce a pourable formulation which is cast to create a bio-based table top. The result has unique looks, texture, feeling, obtained directly from the upcycled coproducts. The berry seed press cake used is exclusively purchased in Belgium.

"The collection was meant to bring a rich experience to the workfloor by stimulating the natural workflow: warm materials, organic shapes and intuitive height adjustment. It's all about the senses." Nathalie Van Reeth



Bulo, Senses Home Collection - Nathalie Van Reeth



TOM DIXON
THE MANZONI
NEW VENTURE





A formal dining experience in the centre of Milan. Tom Dixon design meets Italian cuisine, expressed in a Restaurant, Showroom and Shop.

Via Alessandro Manzoni, 5,
20121 Milano MI, Italy
hello@themanzoni.com
+39 02 8909 4348

themanzoni.com









The Manzoni, the new 100 cover restaurant has been created by Tom Dixon Design Research Studio

When I arrived at The Manzoni I could see Tom Dixon speaking with a film crew and warmly saying goodbye to a friend who then whizzed away on his moped, the life of a busy design celebrity!

Having not pre-booked or indeed been invited to The Manzoni, I was surprised by the warm welcome I received from the Tom Dixon team and relished in exploring the space.

At first the long thin restaurant seemed smaller than I had expected but as I reached the end of the main dining space the room opened out in to a further dining space, soft seating area and enclosed workspace.

As I had expected, Tom Dixon's furniture and lighting was installed throughout, this created a cohesive scheme which was married with colour and texture wall and floor finishes.

It will be interesting to see how the Tom Dixon team will keep this new venture fresh in both its interior and culinary offering.





UNIFOR INSTALLATION

UNIFOR TURNED 50!

To celebrate their 50th Anniversary Unifor presented a multimedia installation curated by Israeli designer Ron Gilad at Palazzo of Brera.

I cannot show you in these photographs just how engaging this installation was, it was a successful interpretation of the brand's concepts of Education, Art and Industry.

Napoleon read the giant book, each page showing Unifor's history. Wonderfully the pages are turned, slowly and elegantly by Josephine Bonaparte, who walks across the pages as an assistant to her ex-husband Napolean.





PLEASURE & TREASURE INSTALLATION





I was at the front of the queue (ahead of over 100 people waiting for the event to open) to experience Austrian Design's Pleasure & Treasure installation and wading through the biodegradable pieces was a unique and enjoyable experience. The visual contrast between the installation and its surroundings had real impact but do I remember the designs being exhibited? No. Did the installation drown the designs it was there to promote?

The Treasure section of the event was also eye catching and I enjoyed seeing BCFA member Laufen at this extremely popular event.



EUROLUCE
LIGHTING TRENDS

MESH TREND

Walking through the huge lighting halls at Euroluce there was a recurrence for the use of fine metal mesh. This was interesting to see after witnessing so many stands at Stockholm Furniture Fair choosing to use net and mesh of all sizes to divide their stand. Will this material make its way into furniture design?

ASTRO LIGHTING

BCFA member Astro Lighting made the most of their time in Milan launching several new designs. I was also drawn to the display on the corridor wall of their stand which put the spotlight on collections of ceramics.

HEATHFIELD & CO

BCFA member Heathfield teased their audience with a design which has not yet been launched. The brand also chose to show several of their most recent product launches.



1. Bover, Mod - Lazaro Rosa-Violan
2. Masiero, Papilio - Brutos
3. Astro Lighting
4 - 6. Heathfield & Co.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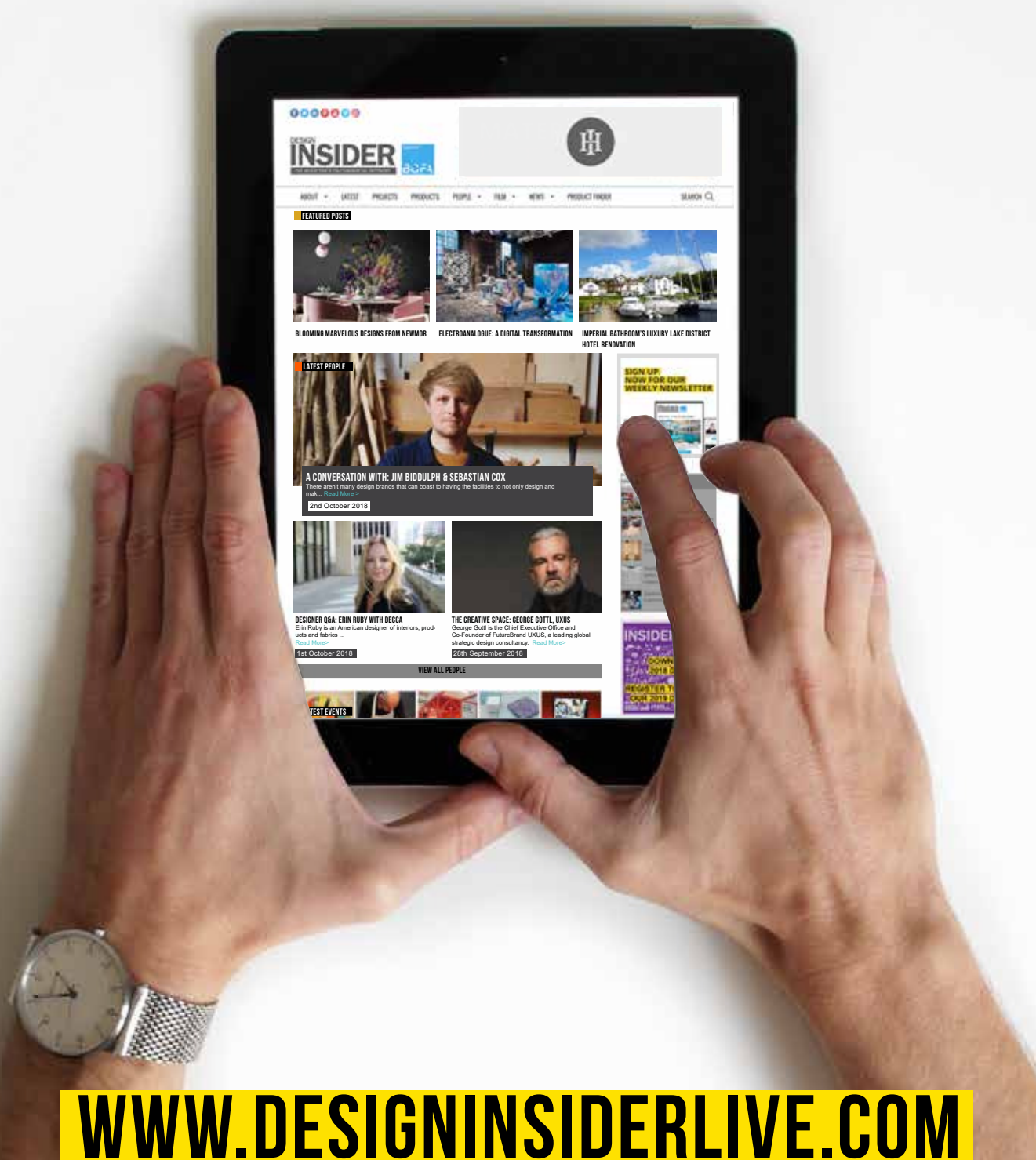

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