



MISSONI MOMENTS

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#Knitown

Special installation for Salone del Mobile



TEXT BY: Mariuccia Casadio • PHOTO BY: Cosimo Buccolieri

KNITOWN is a mise en scène imagined and designed for SPAZIO MISSONI by artist Aldo Lanzini with the creative direction of Angela Missoni.

A surreal and abstract landscape of **miniature architecture** storiated in pattern. A domestic-scale skyline of varying edifices comprised of doors, windows and soft, colorful walls that have been covered and decorated in an assortment of emblematic knitted fabrics. A warm and inviting city permeated by suggestive and sonorous compositions — created ad hoc and performed live — which charm and seduce the senses.

A KNITOWN of **waves** and **zigzags**, **stripes** and **Greek frets** — patterns of chromatic harmony, design and musical notes, a fashion that becomes the internal and external realm of polychromatism and ebullience — that carries forth the memory and enduring vitality of a uniquely Missoni language interwoven with the evocative power and endless innovative spirit of a captivating vision.

Aldo Lanzini

The works of the Italian artist Aldo Lanzini combine **art** and **experimentation** from within various mediums — from performance pieces, installations and the employment of **crocheting methods** used to create masks and sculptural costumes to the conception and dissemination of the fetishized stuffed creatures, Illegal Aliens. His works are infected with the everyday; transforming the undertaking into a brilliantly creative and joyous process that, in turn, becomes a sort of celebration of contamination that traverses

between theater and dance, fashion and music, set and costume design, needlework, embroidery and crochet. Lanzini's art — influenced by his time spent in New York's alternative club scene of the mid-to-late 90s — has been showcased in numerous exhibitions and has been central to many editorial projects, academic essays, theatrical performances and collaborations with fashion and design houses from Europe to America.

Follow the event and post using #knitown

KNITOWN - progetto Fuorisalone - Milano Design Week 2016
SPAZIO MISSONI. via Solferino 9

Music Live Performances by Aldo Lanzini, April 12th-15th 6.00-9.30 pm/
April 16th 5.00-9.30 pm

CONCEPT - Angela Missoni and Aldo Lanzini

EXECUTIVE PRODUCER - Angelo Jelmini

Thanks to:



Introducing Snapchat with Rosita Missoni

It's hard to imagine another person who's had as huge of an impact on pattern and décor than Rosita Missoni, who with Ottavio Missoni, has redefined the meaning of knitwear, print and tradition since 1953. Creative Director of Missoni Home and a true passionate about design, Rosita will direct an **exclusive reportage** of Milan Design Week through the lenses of **Snapchat**.

"I'm impressed by the fact that technology can enrich your imagery and gets you fast access to instant knowledge" comments Rosita Missoni

and continues "During the Design Week, true international city: the atmosphere is energetic, vibrant, young crowds are walking around at all hours, people are engaging, speaking, moving.

There is a special feeling. I really like touring at Lambrate; I find amusing the village feeling that it has managed to retain; the creative spirit, a small artistic oasis. And then, of course, a must of the event is always a stop by the Rossana Orlandi Gallery".





Formafantasma

Alchemy, craftsmanship, sustainability and tradition are essential elements in Formafantasma’s work, which spans from product design to set design.



The company is run by Italian designer duo, **Andrea Trimarchi** and **Simone Ferrasin**, who work from an internationally acclaimed studio based in **Amsterdam**. Their research in design, like their name suggests, is often driven by fantastical elements and experimentation in order to explore diverse cultural conduits.

Can you tell us the story of how you met?

We met during our B.A. in Florence, then we started working together and we applied for the Master at Design Academy Eindhoven as a team. It was the first time this sort of dual application had been submitted, and the head of the IM Master, Gijs Bakker, was very open minded and realised it could work well. We graduated with a joint project. When we work together we are able to communicate with one another in really abstract or undefined ways.

Let’s talk about the way your work gravitates around constructs of tradition and material elements. How important are the materials you use in respect to the actual design process when creating fashion or industrial design objects?

Materials stimulate all of our physical senses and have the ability to evoke memories, feelings, and to create an intimate and personal relationship between object and user. Some of them have a sort of “aura” as a consequence of the historical and cultural knowledge we have of the material itself: for instance when traditional art and design materials like wood, metal and stone are used, and their aesthetic and physical proprieties are amplified, they evoke a sort of “ancestral sense of respect” within the user. They represent human history, territory and the conditioning of nature. As designers we don’t have any type of preconceptions: we like to play with the common boundaries between cheap and valuable, fragile and durable, light and heavy.

Artisanal intelligence in the age of innovation and mass consumption seems to have found its own place.

How does Formafantasma interpret craftsmanship?

It depends. If we work with a craft based practice we can just embrace it and learn from it, or challenge it (which is often the case) pushing it to another conceptual extreme. What we like about craft based production processes are that they allow for changes and improvisation.



As historic purveyors of craftsmanship, Missoni has always believed in the power of human artistry. What’s your relationship to the brand?

We have always loved the knitted fabrics of Missoni. They are timeless and very original. We also share a very personal memory of the brand. Last year we were invited to South Africa to give a lecture about our work at the Design Indaba conference. Rosita Missoni was also there. We spent a lot of time talking to her on the blue train... She was just wonderful and she told us some amazing stories and shared her precious memories of Missoni’s early years.

What’s your approach to decorating your home and/or studio?

We rarely buy famous designer pieces. We love solid wood and we have a passion for tableware. We just got back from Japan and we bought a lot of porcelain pieces.



What are you working on right now and what are your plans for the future?

We just presented a big exhibition at Peep-Hole in Milan called Anno Tropico. It was all dedicated to lighting, its functional and expressive potential. This is becoming an important part of our work. In the near future there will be a textile related project and a long investigation into metals and their extraction and recycling.

TEXT BY: Enrico Grigoletti
PHOTO BY: Jordi Huisman • STYLING: Simone Jay



Angela Missoni

Missoni Creative Director opens up about home, design and family.

The inherent ideals that define Missoni include craftsmanship, bien vivre, and the importance of the home environment, which is an ever-changing oasis of emotion and curiosity. Angela Missoni talks about her design standards and on the importance of home and family.

Your villa in Sumirago is a historic residence that has become an integral part of the town’s panorama. How did you find it?

Before moving to the villa I lived in a typical house from Lombardy that was rectangular in shape and with a steep garden. I had been looking for another residence for years and I never thought about building my own until one day a dear friend of mine discovered a villa in Sumirago while browsing through some architecture magazines at the dentist’s waiting room. The moment I entered the villa and saw the garden and the modern architecture I realised I had found what I was looking for. Besides the garden with a beautiful view of Monte Rosa – a family obsession – designed by renowned Italian landscape architect Pietro Porcinai, what really impressed me was the stone flooring, known as Serizzo Ghiandone. Unfortunately when we were re-structuring the windows and implementing sliding doors, we had to build rails on the floor and this was the most upsetting part of the refurbishment for me personally. I decided to focus more on the interiors, leaving the structural architecture untouched. We changed the staircase because in its original position it was facing the basement. When I saw the gangplank used by the builders I fashioned a new idea for what later became the actual staircase. Another peculiar trait of the house is the big patio with an inside pool that we created by closing the porch and transforming it into a large dining room for when we entertain many guests.

What does conviviality mean to you?

Conviviality is an essential element in everyday life. Family, and in a larger sense our friends, represent creative motors as they help imagination blossom by brining new ideas and new people into our lives.



What is your favourite room in the villa?

The kitchen. It has been designed piece by piece and it’s one of the few kitchens with a view, you can see all the tableware. The furniture is transparent, I chose to have white marble and I designed the light wooden table myself. It was inspired by the memories of the kitchen we had in our country home where we spent our weekends. We didn’t occupy the whole surface for eating, but rather it became a worktable for all of our cooking tools like our rolling pin. I like cooking, I like entertaining, and I like welcoming and making my guests feel at home.

Do you often work from home or do you prefer having your work and living spaces separated?

I tend to have business meetings at home and I tend to consider the company as my home.

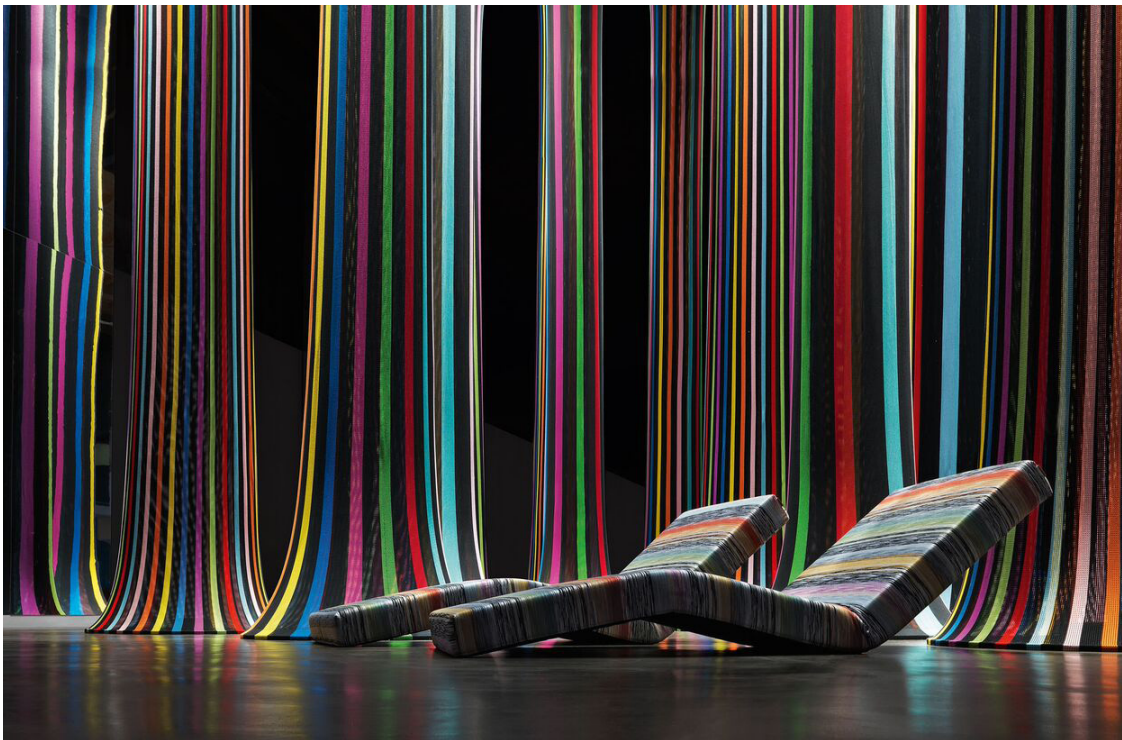
What’s the best part of sharing an intimate space with friends? And the biggest party ever hosted?

Being able to knit an atmosphere where everybody can feel comfortable. You need a sort of magic to be able to do this. For Bruno’s birthday (my partner) we hosted 95 guests. I rarely organize seated dinners, so in the end there is always room for everybody.

TEXT BY: Enrico Grigoletti
PHOTO BY: Cinzia Cameli

Rosita Missoni

Missoni Home Creative Director talks about the new projects for the Salone del Mobile and her passion for nature and interior design.



the fabric only stiffens for the roofing sections. This tactile experience has great value for us, as a chance to manually experience the fibre; to turn it, feel it. It's brilliant!

Knitown follows, in a way, the great success among audiences and critics of the column installation at the MAGA of Gallarate, doesn't it?

Let's say we bring a piece of MAGA to our showroom in via Solferino. The truth is that on the occasion of the Salone Internazionale del Mobile we wanted to make a dynamic contribution, something contemporary for the city of Milan; a touch of glamor and sense of taste.

What do you think about the Furniture Fair?

I love it. During these days, Milan becomes a true international city: the atmosphere is energetic, vibrant, young crowds are walking around at all hours, people are engaging, speaking, moving. There is a special feeling. I really like touring at Lambrate; I find amusing the village feeling that it has managed to retain; the creative spirit, a small artistic oasis. And then, of course, a must of the event is always a stop by the Rossana Orlandi Gallery.

What is next to come?

We've achieved Missoni Baia in partnership with a large investor. The building is called Edge Water, and is a huge space overlooking the water. We will use the Home collection to furnish and equip the hall, and various areas throughout the building of the resort. We will resume, of course, the Fireworks pattern and install nine mini-columns similar to those of the MAGA. A beautiful and exciting challenge, a step into the world of hospitality.

TEXT BY: Federico Poletti
PHOTO BY: Manuel Scrima

What will you present at the Salone Internazionale del Mobile of Milan for Missoni Home?

The collection is based on two well-defined patterns: Fireworks and Flower Galaxy. We've tried to emphasize the indoor and the outdoors too, in a global and unique vision of the house as an intimate space. The iconic motifs have been reinterpreted resulting in an extraordinary effect of fireworks, using different patterns and weights of fabric. These fabrics cover sofas and armchairs, wrap poufs, cushions and even large mirror frames. Flower Galaxy is the key point of the outdoor areas, reminiscent of nature and flowers, an eternal source of inspiration for me. A fresh, almost fluorescent combination of daring tones is softened by a cement toned background. Lively floral bouquets with light and pure tones, printed on 100% waterproof polyester brighten up sofas and cushions. On the seating, stripes are strong yet soft, like a wonderful watercolour rainbow.

What is your focus for furniture design?

As Missoni Home we place the utmost importance on every aspect of the furnishing: from the sofa to the pouf, deckchairs and outdoor lounges. The authenticity of our furniture comes from a personal touch and the overall approach that we devote to living: no aspects excluded.

Missoni was one of the first fashion houses to dedicate itself to the Home world. When and how was this idea born?

We started in the 80s, making carpets and upholstery fabrics. Initially we realized four collections with a major American company that was presented to us by Bloomingdale's. The last of the four, based on a black and white pattern, remains one of my favorites of all time: an enormous gratification. Subsequently, and with the Ginori company, we developed dishes and pots based on our iconic prints.

A curiosity: what is your personal approach to home decor?

I would say that the first step is to focus on neutral colors: only when you've created the initial harmony of the living room you can start playing with the carpets, shawls: overboard with the colors. You cannot move a sofa with the same speed with which you change a blouse so it's important to find a background order and then have fun mixing in second place.

Let's talk a bit of Knitown project; what is it and how did it come about?

Knitown is one of the most recent projects by my daughter Angela, along with Aldo Lanzini. It will be a kind of mesh city, a design and fashion installation in our Solferino Showroom in Milan. Settings with iconic Missoni fabrics coating metal tubes will decorate private houses, in different sizes and volumes. The fabrics used will of course be those from the Home Collection. Everything will be very soft, where

