

Press release
MAISON&OBJET 2020

**Giacopini introduce a new selection of bright metal object
at MAISON & OBJET 2020**

MAISON&OBJET 2020 – From the 17th to the 21st of January, Giacopini will be attending at MAISON&OBJET fair in Paris, one of the biggest event dedicated to architecture, furniture, accessories, design and trends.

The appointment will see Giacopini exhibit, in addition to the now iconic products, a new selection of metal accessories from his unmistakable contemporary design, in the brightest shades of Bright pop.

In addition to the products in the catalog, the ten years experience of the founder Michele Giacopini allows the company to develop completely customized projects, hence becoming partners of interior designers, architects and private clients.

GIACOPINI AT MAISON&OBJET 2020:

HALL 6
STAND D46
SECTOR TODAY

HIGHLIGHTS:

Flip – design by Salomé Hazan

Flip is a versatile and multi-purpose metal furnishing accessory: a seat with two workstations and a coordinated table that, when turned, transform Flip into a chaise longue with footrest. Flip is designed for outdoor comfort able to adapt to the different needs of people. Made of metal and perforated sheet metal, it incorporates the distinctive elements of Giacopini products.

Joie – design by Michele Giacopini

Joie is an elegant table football, for design-lovers only! Completely made of metal, with care for the smallest details and cared for down to the smallest detail such as the cork grips and ball. Joie is enclosed in a shell made of perforated sheet metal, a hallmark of Giacopini products.

Maia – design by Michele Giacopini & MM Company design studio

Maia is a sideboard with an essential design, perfect for contemporary interiors. The structure, with a rationalist aesthetic, is made of metal, covered in transparent or smoked polycarbonate.

JJ – design by Michele Giacopini

Vertical and horizontal lines cross each other neatly to give life to JJ. A functional storage trolley made of metal, which easily adapts to the most varied environments - bathroom, kitchen, living room, hallways and bedrooms - giving a touch of liveliness to the environment.

Hug – design by MM Company design studio

Two curved metal sheets embrace each other to create Hug, a geometric umbrella holder with a refined and elegant design to make home spaces unique.

Narciso – design by Michele Giacopini

Narciso is a decorative object born from a single sheet of metal folded on the bottom. Available in two versions, with flower holder or candle holder function, this piece of furniture can be hung or laid flat.

Clook – design by MM Company design studio

Available in wall versions; with mirror and object holder; and table version, Clook is a multilevel clock made with four metal sheets. It is available in the iconic colors of the Giacopini bright pop.

For more information:

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ABOUT GIACOPINI

In 2006 Michele Giacopini founded a company specialized in metalwork. In 2018, with the creative consultancy of MM Company, he gave life to Giacopini, a brand of modular and customizable metal objects. "Bright Metal Objects" is the company payoff whose sophisticated chromatic universe plays with the liveliest shades of the most trendy bright-pop, such as mint, melon, and asphalt gray. In addition to the catalog collections, the company also develops projects that are completely tailored to public and domestic environments.

ABOUT SALOMÉ HAZAN

Salomé is a French designer based in Paris. She works as an interior architect, graphic designer and product designer. Graduated with honors from L'école Bleue in June 2019, she exposes her work during NOW Le OFF in September 2019 in Paris. This exhibition allows her to meet Michele Giacopini and start to collaborate.

ABOUT MM COMPANY

MM Company is a creative consultancy agency that creates and connects every aspect of the brand experience: graphics, communication and design. MM Company works in the field of corporate images, catalogues, websites, video and photo shoots, object, window display or set design, copywriting or strategic communication projects. In 2015 the agency organized the project #FeedWithCreativity, a calendar of events that illustrate the multifaceted reality of creativity. In 2017 MM Company introduced an internationalisation project through the creation of the MM Award aimed to support international emerging brands. A comprehensive business support service. A creative kaleidoscopic analysis able to go beyond simple beauty.