

Press kit Milano Design Week 2018

***Raw&Rainbow, an iconic collection to celebrate the 10° anniversary,
dedicated to the two souls of altreforme, the material one
and the more pop.***

altreforme took part at Milan Design Week with two special projects dedicated to its own history. In 2018, indeed, the brand celebrates its **X anniversary**: a decade with unique collaborations, iconic furniture and important international awards, the whole in the name of *wow effect*.

Exaltation of aluminium in its purity and colorful pop soul: the dichotomy of **altreforme** took shape in the special collection **Raw&Rainbow**, 10 iconic objects made by young representatives of Italian design.

The exclusive project found place at one of the most prestigious location of Milan Fuorisalone: in fact, the **Gallery Rossana Orlandi** hosted the launch of this new and celebratory collection of **altreforme**.

altreforme gets ready for its brilliant future paying tribute to its present and history: in the international context of the Milan Rho Fiera, at **HALL 10 STAND C11**, an exclusive exhibition inspired by the most elegant boutiques in the world welcomed visitors, who admired the *must-haves* of the collections created in these first 10 years of the brand.

RAW&RAINBOW COLLECTION

"For the first ten years of **altreforme** I wanted to celebrate the two souls of this Brand: the most material dedicated to aluminium in its purity and flexibility, and the most pop inspired by our colorful finishes.

I chose 5 young Italian designers who had impressed me with their distinctive creative fair and I asked each of them to create two iconic objects, one more material and just raw, and the other colored with colours of the rainbow to tell these 10 years through their personal vision".

Valentina Fontana Castiglioni

In order to pay homage to its own history, **altreforme** has used the inspiration of 5 big names in Italian design: **Antonio Aricò**, with his second collaboration with **altreforme**, **Serena Confalonieri**, **Marcantonio**, **Alessandro Zambelli** and the duo **Zanellato/Bortotto**.

From the creativity of this sparkling team, under the guidance of **Valentina Fontana Castiglioni**, founder and Art Director of the brand, was born **Raw&Rainbow**. Each artist has been called to create two objects, one with a **raw** soul, a celebration of material, and a **rainbow**, to show that **altreforme** knows how to transform aluminium into a pop and ironic material. 10 real works of art that enter in the history, not only of **altreforme** but of the entire design world.



THE RAW&RAINBOW LIMITED EDITION

ANTONIO ARICÒ



PAVONE, Raw proposal of *Raw&Rainbow* collection

Description: The vain peacock enchants and seduced with the elegant brilliance of golden and silver aluminium.

Pavone belongs to the *Raw&Rainbow* collection of 10 sculptures in limited edition, celebrating the X anniversary of *altreforme*.

Size: (h) 55 x (l) 29 cm

Material: aluminium

Design: *Antonio Aricò*



GALLO, *Rainbow* proposal of *Raw&Rainbow* collection

Description: As an hymn to joy, the cheerful cock greets the sun waving its beautiful multicolour feathers.

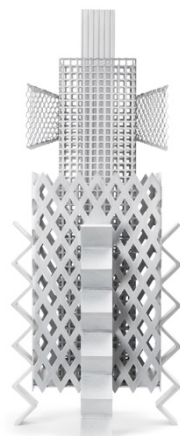
Gallo belongs to the *Raw&Rainbow* collection of 10 sculptures in limited edition, celebrating the X anniversary of *altreforme*.

size: (h) 67 x (l) 67 cm

Material: aluminium

Design: *Antonio Aricò*

SERENA CONFALONIERI



BRUTO, Raw proposal of *Raw&Rainbow* collection

Description: *Bruto* in the name and soul, but superb in its appearance, tells the aluminium as a hymn to matter, technique and formal refinement.

Bruto belongs to the *Raw&Rainbow* collection of 10 sculptures in limited edition, celebrating the X anniversary of *altreforme*.

Size: (h) 60 x (l) 25 cm

Material: aluminium

Design: *Serena Confalonieri*



JUNO, *Rainbow* proposal of *Raw&Rainbow* collection

Description: A junoesque and coloured happily sculpture, tribute to the mythological gods' mother.

Juno belongs to the *Raw&Rainbow* collection of 10 sculptures in limited edition, celebrating the X anniversary of *altreforme*.

Size: (h) 60 x (l) 35 cm

Material: aluminium

Design: *Serena Confalonieri*

MARCANTONIO



ALLA TERRA, *Raw* proposal of *Raw&Rainbow* collection

Description: Golden tactile roots offer to the Mother Earth celebrating the source of life.

Alla Terra belongs to the *Raw&Rainbow* collection of 10 sculptures in limited edition, celebrating the X anniversary of *altreforme*.

Size: (h) 55 x (l) 28 cm

Material: aluminium

Design: *Marcantonio*



DALLA TERRA, *Rainbow* proposal of *Raw&Rainbow* collection

Description: Elegant and colorful flora emerges from the Earth, symbol of vitality and beauty.

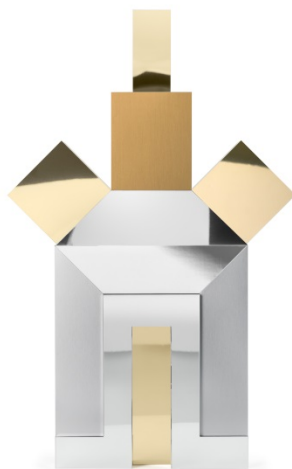
Dalla Terra belongs to the *Raw&Rainbow* collection of 10 sculptures in limited edition, celebrating the X anniversary of *altreforme*.

Size: (h) 40 x (l) 22 cm

Material: aluminium

Design: *Marcantonio*

ALESSANDRO ZAMBELLI



ARCHITETTURA DOMESTICA, Raw proposal of Raw&Rainbow collection

Description: A jewel sculpture of thousand architectural reflections tells the fascinating tactile sensation of aluminium.

Architettura Domestica belongs to the Raw&Rainbow collection of 10 sculptures in limited edition, celebrating the X anniversary of *altreforme*.

Size: (h) 65 x (l) 41 cm

Material: aluminium

Design: *Alessandro Zambelli*



GIOSTRA, Rainbow proposal of Raw&Rainbow collection

Description: A whirlwind of colors to join a carousel of emotions in the wonderful world of *altreforme*.

Giostra belongs to the Raw&Rainbow collection of 10 sculptures in limited edition, celebrating the X anniversary of *altreforme*.

Size: (h) 30 x (l) 41 cm

Material: aluminium

Design: *Alessandro Zambelli*

ZANELLATO/BORTOTTO



MR RAW, Raw proposal of *Raw&Rainbow* collection

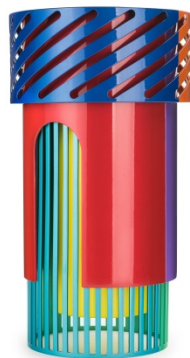
Description: Pure shapes and shining armor for a romantic aluminium knight.

Mr Raw belongs to the *Raw&Rainbow* collection of 10 sculptures in limited edition, celebrating the X anniversary of *altreforme*.

Size: (h) 35 x (l) 31 cm

Material: aluminium

Design: *Zanellato/Bortotto*



MRS RAINBOW, *Rainbow* proposal of *Raw&Rainbow* collection

Description: Slender forms for the sweet lady who wears colourful drapery of aluminium.

Mrs Rainbow belongs to the *Raw&Rainbow* collection of 10 sculptures in limited edition, celebrating the X anniversary of *altreforme*.

Size: (h) 41 x (l) 23 cm

Material: aluminium

Design: *Zanellato/Bortotto*



ANTONIO ARICÒ BIOGRAPHY

Antonio Aricò was born and raised in Calabria: an authentic, raw and colourful region in the south of Italy that is strongly influenced by the Mediterranean Sea. It is in the middle of this incredible natural setting that Antonio grew up surrounded by a

creative, loving and passionate family.

After lengthy studies across different fields including Metal & Jewellery Design,

Product Design and Traditional Furniture Design, and experience with various Design companies, Antonio opened his own studio in 2011. The following year he created his first collection: 'Back Home', in collaboration with his grandfather

Nonno Saverio, a retired carpenter. This collection was shown during Milan Design Week 2012, and presented a unique approach to furniture design which combined Artcraft with Industrial design, a concept that had not been widely explored at the time. Antonio's predilection to Artcraft and limited editions saw collaborations with Italian artisans in the creation of unique everyday objects. Aricò's interest in traditional techniques and local operating practices combined with an attention to detail and the qualities of the materials used are characteristic of his practice and have become his signature.

The spontaneity in his gesture and the simplicity in execution of his personal work quickly brought Aricò to meet a parallel world in commercial design. It is with this same creative process, determination and enthusiasm present in his personal collections that Antonio has approached projects made in collaboration with big Italian brands such as Barilla Group, Seletti, Alessi and Bialetti.

The stories that are ever present and central to Antonio's work are often intertwined with the people he has encountered during his travels, workshops, conferences and exhibitions. Both artisans and clients alike feed his imagination and affect the design process and outcome in an intimate way.

His distinctive style, warm understanding and expertise make for singular collections that are full of character, regardless of whether they are limited edition or mass produced, presenting a very personal experience encapsulated in unique artefacts that invite the user into Antonio's emotional world.



SERENA CONFALONIERI BIOGRAPHY

Serena Confalonieri (1980) is an independent designer and art director based in Milano. She works on product, graphic and textile design projects and collaborates with many Italian and international companies. Her works are placed in-between product and graphic design: an accurate research on the surfaces is always present in her projects. After a Master Degree in Interior Design, she started her career working in many architecture and design practices in Milano, Barcelona and Berlin, and collaborating with the Interior Design Faculty of Politecnico di Milano as assistant professor. In 2013 she makes her debut at Milano Design Week with her Flamingo rug, produced by Nodus. During the years she's been selected

for design residencies and workshops in Italy and abroad (New York, Mexico, Portugal), her works have been published by important newspapers and magazines

(The New York Times, Corriere della Sera, Il sole 24 ore, Wallpaper, Interni, Ottagono, L'Officiel, Elle Décor...) and won prizes such as a Special Mention at the Young&Design Awards 2014 and at the German Design Awards 2016.



MARCANTONIO

Marcantonio, class of '76, had attended the Art Institute and the "Belle Arti" academy. Just graduated he had started working as theatrical scenographer and to collaborate with various architects. Very soon he has started to create design unique pieces in parallel with an Artistic production, but step by step the two careers began to contaminate each other. So his design enriched with artistic concepts. He has been worked since 2001 making sculptures, art objects and design projects. Connections between human and nature are his favourite theme, in the interpreting the dynamics and the beauties of nature showing the attitude of the man who alters the original. He has learned from art how an idea can be elegant,

which is why he is always looking for pure and synthetic concepts.

"I never renounce irony, irony is a serious matter. If a good idea is even fun, I can't do without realize it".

Marcantonio



ALESSANDRO ZAMBELLI BIOGRAPHY

Alessandro Zambelli studied industrial design and materials engineering at the Cova School of Design in Milan, and his career took off in 2000. After several years in Milan, he chose the Mantua countryside as a place to live and work: a territory rich in history, in references and atmosphere that is a continual inspiration for his work. The design work of Alessandro Zambelli speaks a new language – imaginary and real at the same time – maintaining and rediscovering the memory of a deep-seated remembrance: from which "sensitive objects", are

born, enveloped in a subtle irony and capable of embodying powerful poetic traits, which leads to very simple gestures and sensations that are familiar to us; objects that can establish a dialogue with those who choose them, each time creating different narratives, sometimes surprising and unexpected. The designs of Alessandro Zambelli are industrial productions or manual experiments: two different types of approach that converge in the same design philosophy, where often one intersects another and vice-versa; they have attained numerous awards, including the European Consumer Choice 2011, the NYIGF Award 2012, the ADI Award for Innovation 2014, the Interior Innovation Award 2015 and the Premio dei Premi 2015, established by the President of the Italian Republic. The designer has exhibited his work in Europe, USA, China, Korea and Japan.



ZANELLATO/BORTOTTO BIOGRAPHY

Giorgia Zanellato and Daniele Bortotto meet in Lausanne, Switzerland, where they both study product design at ECAL. Their first collaboration is Acqua Alta Collection, launched at Salone Satellite in Milan in 2013. The project stands out right away, starting the engagement in a long research that continues today.

Giorgia and Daniele found Zanellato/Bortotto Studio in Treviso, Italy, in 2013, and they collaborate with several Italian and International brands like Rubelli, Moroso, Cappellini, Tod's and Nilufar. Their work have been exhibited in galleries and museums such as MAXXI Rome, Triennale Design Museum, Museo Poldi Pezzoli, Venaria Reale di Torino.

In 2015 they are nominated Young Talent of the Year by Elle Decor Italia. Their project Storie for Cedit Ceramiche d'Italia won the NYCxDESIGN prize by the Interior Design Magazine, USA, in 2016 and the Red Dot Design Award in 2017.



VALENTINA FONTANA CASTIGLIONI BIOGRAPHY

Valentina Fontana Castiglioni is Vice President and first representative standing for the 3rd generation of the family business Fontana Group, multinational Company based in Lecco and leader for over 60 years in the production of the most prestigious car bodies, with 9 production plants in Italy, Turkey and Romania.

After graduating with a "summa cum laude" degree in Business Administration at Università Bocconi, Milan, Valentina works as ghost writer for the famous Italian Economist Marco Vitale writing the book "Il mito Alfa". Then experiences the world of real estate in Miami first (JLL), and of strategies advisory later on (PwC and Bain&co, Milan).

Since 2006 carries on her adventure in the Family Business where she leads the challenging change of an entrepreneurial Company becoming a managerial and structured international organization and, alongside the CEO, she takes care of the Strategy plan and Development programs.

Powerhouse of ideas, full of enthusiasm, in 2008 Valentina Fontana Castiglioni starts-up the *altreforme* design project, where aluminium sheets turn out into refined pieces of furniture, giving shape to the most daring design ideas.

As from her first steps Valentina has literally jumped a stage: in 2009 *altreforme* is selected by Design Miami, besides getting the "Elle Decor International Design Award" in Istanbul; in 2010 introduces successful textures patented for aluminium only and at the end of 2011 Valentina strikes a prestigious collaboration with Fashion: she is asked by Moschino to manage the start-up of its first home collection.

Every year *altreforme* presents new collections of iconic and innovative Design in the prestigious setting of Salone del Mobile in Milan.

Valentina has been selected as "Mercedes Classe A" ambassador. She has been contributor for the Condé Nast magazines Traveller and AD China, collaborates as project leader with Domus Academy and is a mentor at Bocconi University for the Business Strategy department.

ALTREFORME



altreforme is an Italian company that produces collections of high-end and **contemporary taste furniture and accessories made in Italy**, and made to **measure projects** mainly made of **aluminium** and aimed at those who like to stand out, choosing to surround themselves with original and refined, but also **environmentally friendly** products.

Customers are offered endless possibilities of customization that can reflect their personalities.

altreforme was founded in 2008 as an ambitious diversification project of Fontana Group, since 1956 the world leader in the design and production of **luxury cars** aluminium bodies, including Ferrari and Rolls Royce.

The long experience with major automakers inspires this creative project which transfers the know-how and the vanguard technologies from the automotive sector to the design world, creating **shapes, colours and finishes hitherto impossible**.

For this reason, *altreforme* is considered a point of reference for **architects, interior designers and contractors** around the world, and the line *altreforme sartoria*, allows them to realize customized products and projects, in series or unique pieces, that challenge the properties of aluminium with sinuosity never seen before, original finishes and elaborate surface decorations.

altreforme has won major international awards as the **Elle Decor Design Award**, and every year, in the prestigious context of **Salone del Mobile in Milan**, presents new exclusive collections.

The catalog collections are signed by famous designers and archi-star: **Aziz Sariyer, Marco Piva, Garilab, Elena Cutolo, Antonio Aricò** and by two extravagant Fashion brands like **Yazbukey and Moschino**.

The creative achievements of *altreforme* aimed at creating new scenarios and styles of living, more and more representative of the personality and desires of each customer.



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