

space & interiors

by MADE expo

4 - 8 Aprile, The Mall - Porta Nuova, Milano

SPACE&INTERIORS 2017, DETAILS FOR ARCHITECTURE

An event/exhibition that explores the meaning of modern living in terms of finishes and materials. The theme running through the entire event is "lightness".

Following the successful first edition that attracted over 8,000 professional visitors (30% of whom from overseas), we welcome the return of space&interiors, the only event linked with the **Salone del Mobile.Milano** and entirely centred on architectural finishes. The **Mall Porta Nuova**, in the heart of Milan's **Brera Design District** is the venue of this visually stunning showcase for top notch doors, handles, paint and decorating supplies, windows, wall coverings, finishes and interior architecture.

From **Tuesday, 4 April to Saturday, 8 April 2017** space&interiors will shine the spotlight on a sector that is attracting increasing attention from designers and architects, as well as maintaining powerful dialectic ties with Milan Design Week. The stated interest and high profile of enthusiastic visitors to the 2016 event emphasise the role of space&interiors as an unmissable opportunity to capture the attention of professionals on the lookout to incorporate exciting new ideas and products into their projects.

The new setting, curated by **Migliore+Servetto Architects**, will add sparkle to the space provided courtesy of **The Mall**, a cutting-edge venue situated at the foot of the Diamond Tower in the heart of the **Porta Nuova** neighbourhood. While the Salone del Mobile.Milano's main focus is on the finished product, space&interiors pays attention to top quality interiors, finishes and windows.

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Upon entering the display space, visitors will experience the entire show floor as a narrative that winds its way through different areas. A striking esplanade takes the visitor through three different yet seamlessly integrated areas: a purely commercial trade show with products on display in stands set up in accordance with a distinctive exhibition design look, a dynamic yet welcoming space to accommodate private business meetings, and a more immersive area housing a dynamic installation disclosing the characteristics and qualities of individual products.

The "Absolute Lightness" exhibit, created by Migliore+Servetto Architects, shows how different manufacturers embed the concept of weightlessness into their products and solutions. Lightness has always been the cornerstone of architecture, insofar as it is a wellspring for sustainability, interactions with other materials, and light itself...

The exhibit is driven by a narrative on three separate levels. One occupying the wide central promenade, where long white tables invite visitors to explore contents and products also via an interactive App designed specifically for this rare journey of discovery.

Behind reflective surfaces expanding the space and giving rise to entirely new dimensions, an intermediate level offers a more visual narrative with an array of quotes, specific pictures of products, and illustrations.

The upper level delivers yet another take on lightness. Dynamic projections and lighting make up a complex system with overhead structures jutting out over the tables below. Emphasising the significance of transitions, the aisles between the tables are highlighted by huge round hovering projections and thin lines of light.

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The projections put the accent on the many and varied concepts of lightness, be it in nature, utopian architecture or light itself, and as it relates to other elements, imbuing the journey of discovery into the materials and products featured in the exhibition with insights and implications.

"We have created a narrative space to highlight the stated theme of lightness, which has traditionally been a focus of architecture and, generally speaking, of projects that draw significance from materials and spaces," explain Ico Migliore and Mara Servetto.

space&interiors 2017 will again be staging meetings and workshops offering a valuable learning experience. A special lounge area will host "Archicocktails" evenings. Special guests will include: Fabio Novembre, Luca Molinari, Carlo Lazzarini, Carl Pickering, Alfonso Femia, Carla Baratelli, Fabio Rotella, and Duccio Grassi.

An exhibit entitled "**La Luce del Marmo**", promoted by IMM, will focus on design as it ties in with the three themes running through the event: Carrara marble, lightness and light, as a means of imparting value to matter and form.

Milan, 8 February 2017