

TORINO & PIEMONTE design attitude

PIEMONTE

THE BEST OF
MADE IN ITALY



to design
IN THE WORLD

TORINO & PIEMONTE CREATIVE INDUSTRIES
a preferential channel to meet top class
Torino/Piemonte designers and design
companies.

FUORISALONE 2013
NHOW MILANO
Via Tortona 35, Milano
9-14 April 2013



“Torino & Piemonte design attitude” take the limelight at Design Revolution

April 2013 – Product design, design of Furniture and Furnishings and Fashion design are the areas proposed by 12 Piemonte-based designers at NHOV, the reference venue of Design Revolution, an international exhibition held in Milan, from 9 to 14 April, in parallel with the Salone del Mobile (Furniture Show). The participation is managed by Piemonte Agency within the framework of “Piemonte Creative Industries”, a project providing international buyers a preferential channel to meet top-class designers or companies manufacturing goods with a high design content from Torino-Piemonte. The project is funded by Regione Piemonte and the Chambers of Commerce of Turin, Verbania and Biella.

The location selected for the Piemonte collective is one of the historic venues of the Milan design week: the Nhow Hotel, in the Milan district of Tortona, which is home to creativity and “Fuorisalone” events. This is where Piemonte exhibitors, under the claim Torino & Piemonte Design Attitude, will have 100 square metres to showcase their latest creations, including Fashion design items such as those proposed by Alessandra Scarfo, Jamais Sans Toi and Falabrac, complementary Furnishings styled by Mabele and Andrea Scarpellini (in laser cut and bent sheet steel), screens and light fixtures produced by means of innovative technologies by Caino Design, eco-sustainable Furniture designed by Capellino Design, urban Furnishings created by architects Lana + Savettiere, interior design objects proposed by Luca Pegolo, Fun bathroom products offered by Zenhui Design, Furniture (including armchairs and sofas) crafted by Atelier Caruso with precious fabrics, up to Keramos, a cabinet in ceramic and wood, designed by Adriano Design and produced in limited edition by La Castellamonte.

The innovative projects on display have been created through the use of technologies borrowed from Piemonte’s industrial tradition, such as sheet steel laser cutting and rapid prototyping techniques. These products are born out of a close collaboration between handicraft and industrial realities and young designers engaging in a fruitful interaction with well-known artists from the international design scenario.

At the Milan “Fuorisalone”, Piemonte gives voice to a major flywheel of the economic growth of the region, which has played a significant role in shaping its history and identity. The ability to create new forms that become part of people’s daily lives is an inherent trait in Torino’s manufacturing and cultural fabric, and the products conceived and made in the region have become Made-in-Italy icons all over the world.

Piemonte’s “design system” has grown in recent years in terms of both firms and added value: the latest data indicate that the region is home to over 850 companies and professional studios, whose overall turnover is estimated to total 13 billion €.



Design in Piemonte - 2012 survey by the Torino Chamber of Commerce

The overall turnover from design-oriented activities in the course of 2011 is estimated to total just under 13 billion €, up about 6% over the value recorded by the study conducted in 2007 (770 units).

The focus of design activities is about 60% on product, followed by graphics and communication (the primary activities according to 29% of the respondents), fashion/textiles (10%) and transportation (9%).

Based on the data obtained from the sample, 66% of the respondents reside in the province of Torino (compared with 49% in 2007) and the remaining 34% operate in the other provinces.

The Torino area confirms and strengthens its pivotal role in the region's design-oriented economy, which is also borne out by other indicators, e.g., the percentage of people employed in this sector (56% of them work in the Turin area), turnover (67% comes from this area) and the diversified range of application sectors.

The organisation model reflects the growth of the culture of design within the companies, which have come to realise the importance of having a "design head". Such a choice makes it possible to raise a company's production standards and ensures a better chance to entertain professional relationships with external designers for short- and long-term collaboration projects.

Italy is the foremost reference markets (selected by 51% of the respondents). 15% of the interviewees said they focused on Piemonte and 8% on the province of Torino, and a sizeable share of attention also went to the European market (31%). Fashion and transportation design were the sectors revealing the greatest tendency toward internationalisation.

Piemonte Creative Industries

Piemonte Creative Industries is a project funded by Regione Piemonte and the Chambers of Commerce of Turin, Verbania ad Biella, and managed by Piemonte Agency, with the aim to foster the interaction between international companies and Piemonte's creative industries – design-related and high-end – supply chain.

The initiative is part of the Internationalisation Plan of Regione Piemonte and Unioncamere Piemonte and is co-funded by the national Development and Cohesion Fund.





DESIGNERS @ FUORISALONE 2013

Alessandra ScarPò Design
Andrea Scarpellini Design
Atelier Caruso 1861
Caino Design
Capellino Design
Falabrac
Jamais Sans Toi
La Castellamonte
Lana+Savettiere Architetti
Mabele
Materiaitalia bu Luca Pegolo
SoupUp®
Torino Tisettanta

Alessandra Scarfò Design

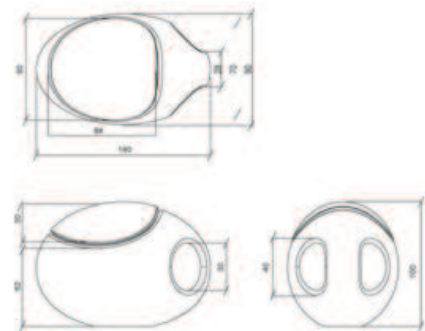
www.alessandrascarfodesign.com



Alessandra Scarfò is a young designer who operates in the contemporary international scenario. Her work boasts several projects ranging over Fashion products, interior design, exhibit constructions and interactive installations. Her multiple skills in each and every field show a cross-disciplinary approach in her designing, starting from contemporary design models and focusing on sustainability.

Her research study on design is committed to examining new materials and aimed at pursuing customized solutions and the quality in details. In 2010 Alessandra Scarfò proposed her collection "Merci di culto", constituted by self-funded objects. Her objects are for sale in shops across Turin, Rivoli (To), Ivrea (To), Como, Milan, Rome, Florence, Modena, Bologna, Antwerp (Belgium), Braunschweig (Germany), Paris (France) and the museum stores of Mole Antonelliana (Turin), Egyptian Museum (Turin), Guggenheim (in Venice), Maxxi (Rome), Mart (Rovereto) Triennale (Milan), GAM in Rome, La Rinascente - Design Supermarket in Milan.

She design custom collection for Skira Editore (Degas exhibit in Turin), Egyptian Museum, Fiat (Geneva 2013).



Andrea Scarpellini design

www.andreascarpellini.it



Andrea Scarpellini was born in Cuneo. From 1996 to 2003 he studied and graduated in Car Design at I.A.A.D. of Turin, he obtained professional degrees in Film Animation, Graphics and Communications, Master at the Italian School of Design in Padova. In 1996 he Founded Studio Imago.

He work For TV animation productions: Lupo Alberto, La Pimpa, La Gabbianella e il Gatto. From 1999 he devoted himself to industrial design, working until 2002 at the office of the Architect Pino Spagnolo designing For many important International brands.

In 2003 he began his career as a Freelance working with various studios and companies in any creative field: Design, Graphic, Illustration, Art. Recently started to produce their own projects collaborating with skilled craftsmen like VIBEL DESIGN (Italian craft enterprises in Turin) and Favouring materials such as wood and metal with particular attention to the issue of ECO sustainability.

Design Studio is engaged in design research in the fields of Art, Product, Furniture, Home, Transportation. It also deals with advertising graphics ad image communication.

Recently launched a self-production of household items and furniture distributed under its own brand. The firm works with Italian craft enterprises of excellence with which he can create custom furniture and all kinds of objects of art and design.



Atelier Caruso 1861

www.andreacarusodesign.it



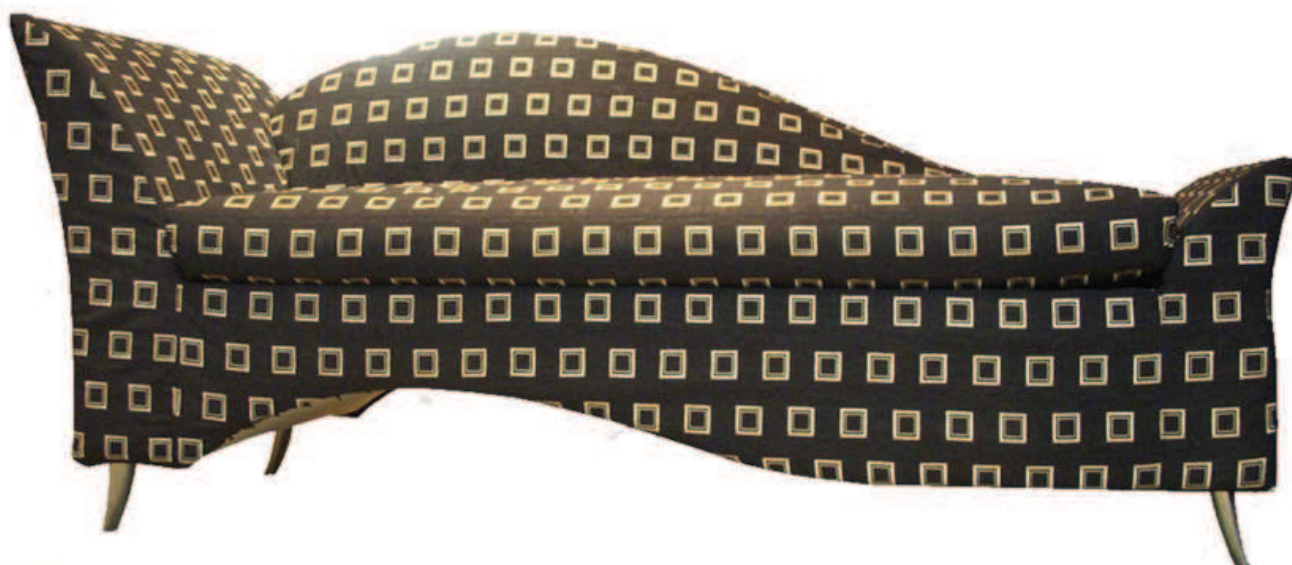
Atelier Caruso 1861 is a workshop for upholstery, curtains and fabrics.

Based in the heart of Torino, North Italy, Atelier customizes high end products as well as offering their own Design Sofa Collection.

Caruso combines avant-garde with tradition, modern technology with artisan craft, to create refined interiors with timeless elegance and bright contemporary look, tailored to the demand of both private and business customers.

This year at Fuorisalone 2013 Atelier present two products from their Design Collection by Andrea Caruso, head Designer whose vision is a brilliant elegance with strong visual impact.

All Atelier Caruso's creations are unique, designed and crafted in Italy, exclusively manufactured for each individual customer and finished with different design fabrics, from the world's leading textile companies, to suit its environment and surrounds.



Caino Design

www.cainodesign.com



The Caino Design brand was created in 2011 to take on the challenge of designing new products for the interior design market with the know-how acquired in years of processing metals for industrial applications.

Combining creativity, innovation and an international vision, Caino Design's debut at London's 100% Design in September 2011 with its MePas - stainless steel decorative panels - was a success both with professionals and the public.

Caino Design's 'product oriented' approach, always searching for new sources of inspiration, and a number of collaborations with young as well as more experienced designers have set a course of research resulting in the current range of unique metal products appreciated worldwide.

MePas (decorative panels), MeLEDs (lighting systems) and MeSeps (folding screens) are the result of an evolving process set in motion just two years ago: the Caino project is still in its infancy and has a lot more to offer.



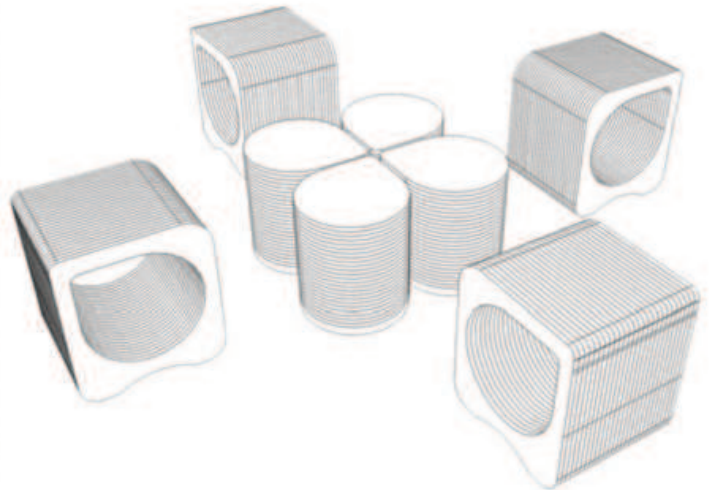
Capellino Design

www.capellinodesign.it



Capellino Design is a group of young architects who operate in Italy and abroad. The company offers unique and customized solutions to everything from small object design, to moving, to interior design, to large-scale exhibition spaces and exhibition stands. The different solutions that we offer are characterized by a touch of innovation, which is not only originality, but a freshness of idea, which is realized through conscious choices. Sustainable design and speed of execution: these are our goals, made possible thanks to our ability to collaborate with specialized craftsmen, through whom we can experiment, create, and implement any idea.

The result is a line of eco-friendly cardboard furniture that come from attention to the current issues on environment and recycling. The products are made using the same processing technique but the composition of the different layers creates objects of different designs which highlight the potentials and peculiarities of the material. Cardboard is shaped to make you sit in the various types of chair, it becomes lamp creating light patterns, takes shape with the furnishings for the office, to encompass within their waves also tv.



Falabrac

www.Falabrac.it



Falabrac® is a new Italian trademark dealing with the creation, making and manufacturing of design jewels.

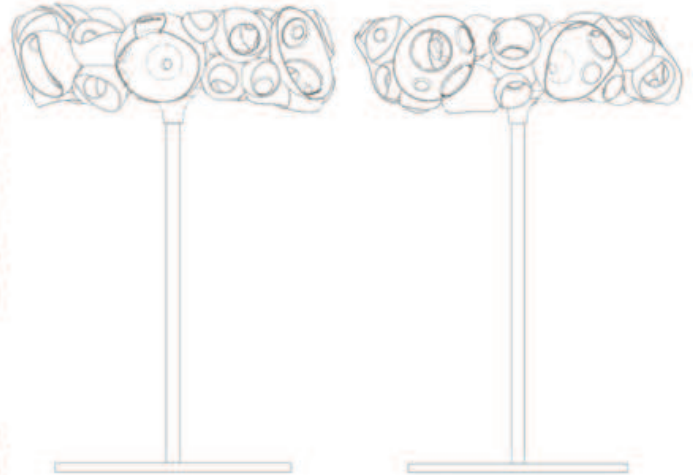
The creative team is composed by designers with disparate skills, from digital modeling to rapid manufacturing, from interior design to architecture. The different cultural and professional backgrounds found a meeting place in experimentation: the project that sprang concerns the creation of design jewellery and furnishing, experimental in shapes and materials.

Architecture as a muse

Falabrac® team draws inspiration from nature in its multiple forms, even if it often conceives its projects as small buildings: shapes, colors, textures and proportions give origin to futuristic pieces of architecture.

The era of "digital craft"

Falabrac® products are the result of a combination between creativeness and the latest technologic tools that make surprising shapes real and wearable. As a matter of fact, the use of 3D printing technologies is seen as a tool that makes possible the creative expression and not as something which overwhelms and bends the idea to its own mathematical algorithms.



Jaimais Sans Toi

www.jamaissanstoi.it



Jamais Sans Toi (JST), the brainchild of two sisters, Valentina and Camilla Gallo, was founded in January, 2012. Valentina received a degree in sculpture from the Academy of Fine Arts in Turin, and a few years later a degree in ceramic restoration. Camilla is an actress and voice dubs.

For several years she has been cultivating her inspirations to design and create jewels. Recently Camilla received a degree in gold jewelry design. In these days the two sisters work together in their laboratories exchanging design ideas.

What they have been loving to do together for years has become a concrete reality, the result of their harmony and love of all that is beautiful.

Day after day new creations of ceramic jewelry are designed, hand shaped using white clay and then fired, glazed and fired again as necessary.

Through the unique language of the clay and the colors, the intense dialogue between ceramic, leather and metal, Camilla and Valentina find the way to originally express themselves in their art.

JST's jewels are entirely handmade using the world's oldest techniques joined with a modern study of shapes, volumes and colors. The results are unique pieces with glamour, luminosity and timeless beauty. JST's creations are systems of spheres which can be worn in different ways according to the look the wearer wants to achieve. JST's accessories are distributed through several stores and are exhibited at shows for contemporary jewelry.



La Castellamonte

www.lacastellamonte.it

www.stackstoves.com



Silvana Neri and Roberto Perino have given life to "La Castellamonte", working together since the middle of the eighties. Today, their brand produces charming and technologically advanced stoves, able to tell the Castellamonte stove tradition and its evolution.

"La Castellamonte" stoves furnish and warm up the house and they especially reveals themselves as art manufactures, produced with care, expertise and handicraft skills. So, in Silvana and Roberto's Factory in Castellamonte, unique stoves come to life, and they are defined by the most various shapes and colours and conceived to be efficient, safe and attractive.



Lana + Savettiere architetti

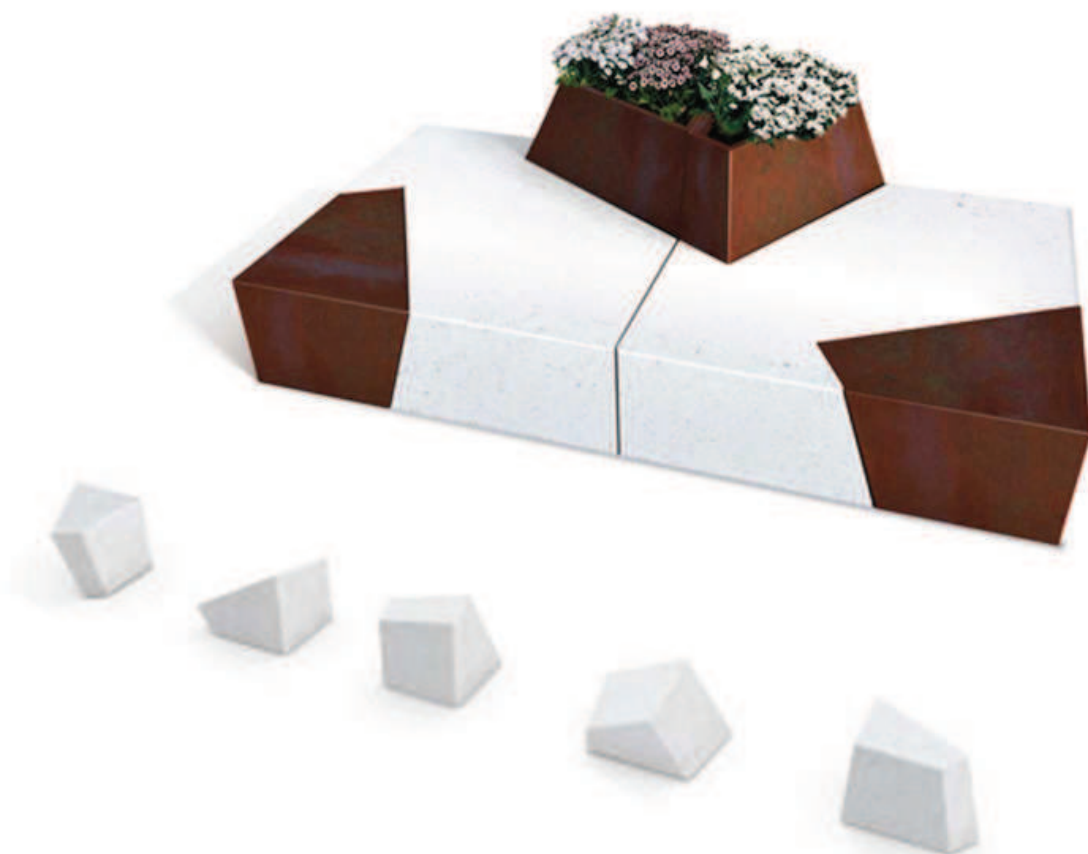
www.lana-savettiere.com



Marco Lana and Alberto Savettiere are two Italian architects who live and work in Turin. Their aim is to join different working experiences to give customers a complete project based on a multipurpose approach.

Their projects sweep from architecture to interior design, from graphic to exhibition, from industrial design to the creation of unique and custom-made objects.

The continuous research of new tendencies all over the world and experimentation are the base elements to combine in their works originality, harmony, functional capacity and production easiness.



Mabele
www.mabele.it



Torino, 70s, the Ma-BO was Founded as a small metal workshop.

Since the beginning the company has been Focusing on high quality products and customer service. In the mid-90s, the new Family generation joined the company with a strong aspiration to innovate on technology allowing the creation of new high quality products through laser cutting and multi-metals machining.

The high quality of the products and a total control of the production processes with the introduction of design and management software, allowed the company to further consolidate its position, becoming a market leader.

In 2009, Paolo Bosca, the company owner, decided to dedicate his business experience, technology and know-how to a new project called Mabele. The result was a new division in which the metal takes on a new life. Matter and mind begin to work together and merge technology with manual skills.

Mabele project aims to contaminate the traditional rules of interior design unveiling new spaces in everyday life through the spontaneous collaboration of a young group of architects and designers, who have the opportunity to see their ideas realized.



Materiaitalia by Luca Pegolo

www.lucapegolo.it



materiaitalia is a container created and coordinated by Luca Pegolo in which partner companies highly specialized in manufacturing of a specific material, having industrial process and know-how from craft origin, could experience new cooperations, technology sharing and approaching alternative materials knowing that the other partner companies are classified among the excellence of made in Italy in their sector.

The result of these cooperations enriches the catalogue materiaitalia, which has a no-limit web shop with the possibility of buying exclusive pieces or limited edition at a cost that just e-commerce distribution makes possible.



SoapUp® by Zenhui Design Studio

www.soapup.it



SoapUp® is an ITALIAN idea patented.

It is a common object: a soap holder.

The uniqueness of the object consists in the fact that SoapUp® holds the soap above the sink.

It surprises you by its simplicity: a new concept designed for all.

Rechargeable, adjustable, always finds its place: on the tap or on its useful stainless steel bracket.

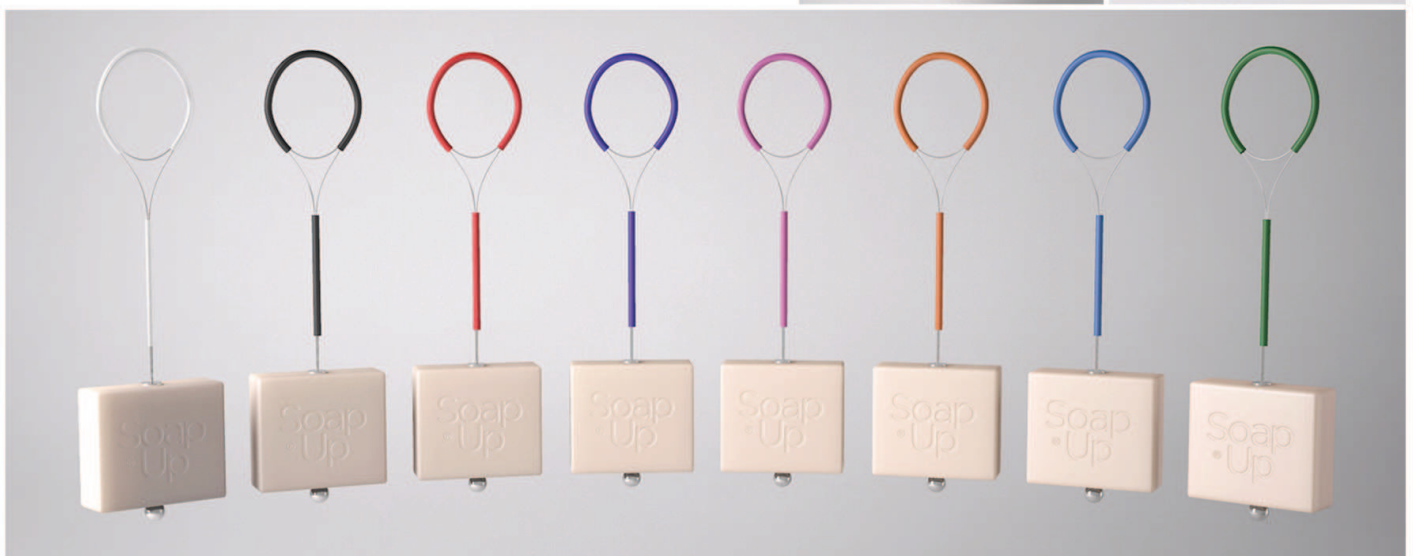
The advantages of SoapUp® are obvious:

It's a product 100% made in Italy. We use only selected and quality soaps, making sure that the soap is always available,

It keeps the soap dry giving it a long life. No mess and no waste.

You can adapt it to every environment: you can use it in the bathroom and it will be indispensable in the kitchen.

SoapUp® is a "Waste Free!" object, is the new environmentally friendly. It comes from the consciousness that washing hands can be a revolutionary act...



Torino Tisettanta

www.tisettanta.it

www.archilandstudio.com



Tisettanta was Founded in 1970 in Northern Italy in the town of Giussano, located between the bustling Fashion capital of Milan and the tranquil lakeside city of Como. Over the years, the company has grown in terms of products and capacity due to the strategic acquisition of other Furniture companies which enable Tisettanta to offer complete home Furnishings. Quality, as in the past, still remains an intrinsic characteristic to all our products, many of which have been designed by renowned architects such as Antonio Citterio, Paolo Piva and Marco Zanuso. Tisettanta products are divided into four distinct brands :

1 **Tisettanta** - Systems such as wardrobes and shelving units.

2 **Halifax** - Free standing Furniture such as tables and chairs, sofas and armchairs, consoles, coffee tables, beds and night complements and accessories.

3 **Elam** - Kitchen Furniture.

In 1986, the Tisettanta Contract Division became operative as a specialist in the supply of Furniture for hotels, housing developments and common areas. Our Contract Division is well prepared to assist our customers with plans and drawings for all our products, be they standard or custom made.



The following three points characterise the essence of the company and are fundamental in determining our continuous success :

- Dedication - to quality while keeping a close eye on prices.

- Innovation - with regards to design and research of raw materials and production technology.

- Flexibility - throughout all levels from production to our technical and commercial structures which are prepared and more than willing to provide customised service and products



information



CENTRO ESTERO INTERNAZIONALIZZAZIONE
PIEMONTE *Agency for Investments, Export and Tourism*
Promoted by Regione Piemonte and Chambers of Commerce

corso Regio Parco 27
10152 Torino - Italy
tel. +39 011 6700511
fax +39 011 6965456
www.centroestero.org

main partners



CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO E AGRICOLTURA
DI TORINO



CAMERA DI COMMERCIO INDUSTRIA ARTIGIANATO E AGRICOLTURA



Camera di Commercio
Biella



REGIONE
PIEMONTE

Initiative co-financed by the Development and Cohesion Fund.

www.regione.piemonte.it/fsc/internazionalizzazione