

# INTERNI

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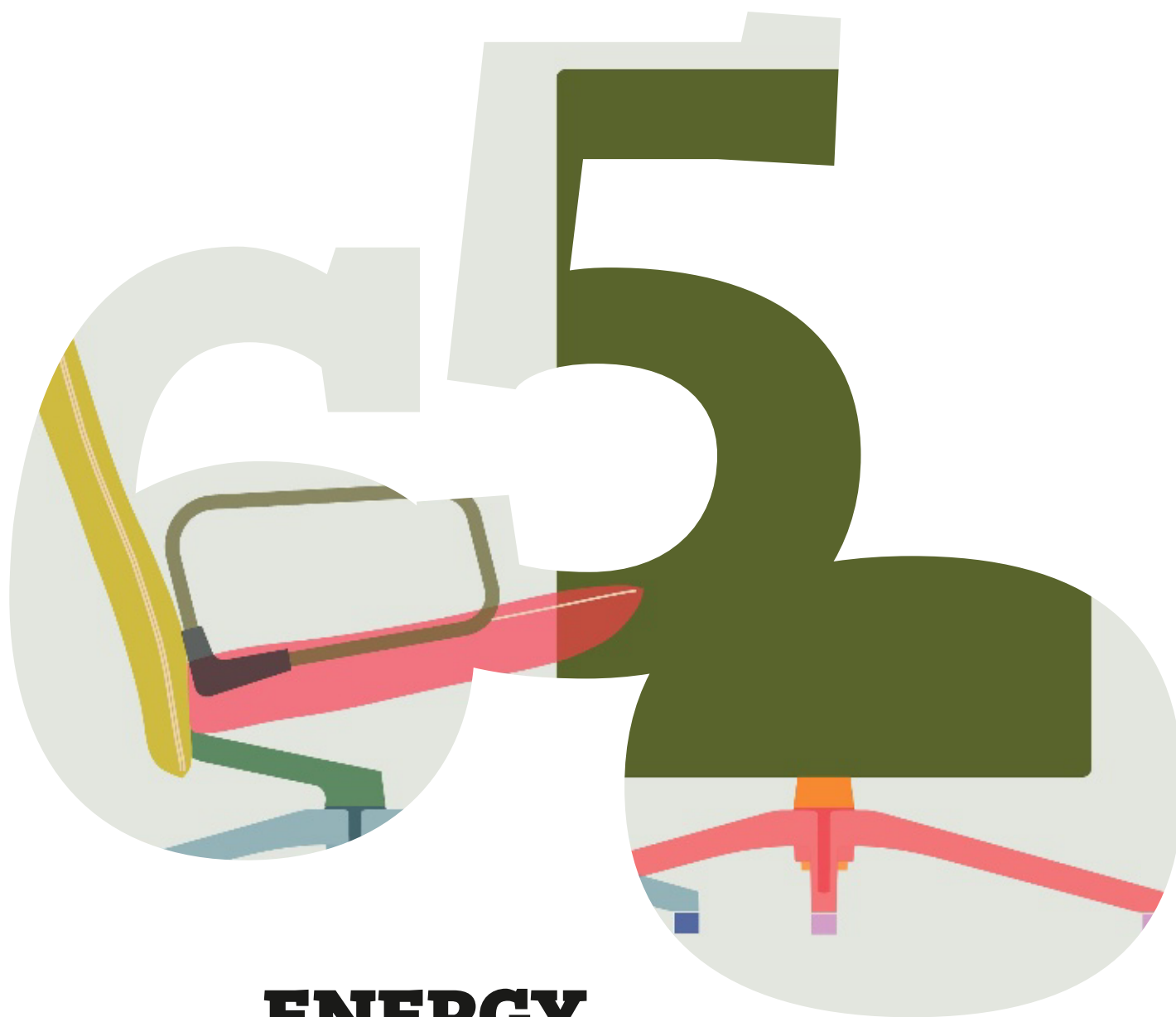
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**MONDADORI**

# NEW



## ENERGY FOR CREATIVITY



MILANO 2015  
1 MAY • 31 OCTOBER  
FEEDING THE PLANET  
ENERGY FOR LIFE



# ENERGY FOR CREATIVITY

13 APRILE/APRIL - 24 MAGGIO/MAY 2015

**INTERNI** e/*and* **ARNOLDO MONDADORI EDITORE** presentano/*present*

**UNIVERSITÀ DEGLI STUDI DI MILANO**

*via Festa Del Perdono 7, Milano*

**Orari apertura/Opening hours:** 13-19/04, h.10-24 • 20/04-24/05 h.10-22

## A DREAM FOR TOMORROW

### LOOKING TO THE PAST TO INVENT THE FUTURE

INSTALLAZIONI ORIGINALI E PROGETTI INEDITI DI ARCHITETTURA E DESIGN, COMPOSTI IN UN MOSAICO SORPRENDENTE, ANTICIPANO E INTERPRETANO IL FUTURO PROSSIMO.  
ORIGINAL INSTALLATIONS AND PROJECTS OF ARCHITECTURE AND DESIGN, ASSEMBLED IN A SURPRISING MOSAIC THAT FORECASTS AND INTERPRETS THE NEAR FUTURE.

#### ARCHITETTURE / ARCHITECTURES

##### **Cortile del 700**

ANNABEL KARIM KASSAR ARCHITECS & INTERIORS / HSC

##### **Cortile della Farmacia**

DANIEL LIBESKIND *con/with* LIBESKIND DESIGN / OIKOS

##### **Cortile d'Onore**

ANTONIO CITTERIO PATRICIA VIEL AND PARTNERS / COSENTINO Group

ALESSANDRO e/*and* FRANCESCO MENDINI / DEBORAH MILANO  
PIUARCH / MARAZZI

SPEECH TCHOBAN & KUZNETSOV *con/with* AGNIYA STERLIGOVA  
VELKO 2000

STEVE BLATZ e/*and* ANTONIO PIO SARACINO

MARZORATI RONCHETTI, VETRERIA BAZZANESE, ZORDAN

LUCA TRAZZI / VEUVE CLICQUOT

BERNARD KHOURY / MARGRAF

VALERIO MARIA FERRARI - VMCF ATELIER / BIOSEUTICA

WALTER MARIA DE SILVA / AUDI AG

##### **Hall Aula Magna**

MODELLO/Model of PADIGLIONE ZERO/ EXPO MILANO 2015

Mostra/Exhibition

UTOPIA CONCRETA. PADIGLIONE ITALIA EXPO MILANO 2015

Curatori/Curators M.MOLÈ E S.TRADATI, NEMESI&PARTNERS

ITALCEMENTI Group

#### DESIGN

##### **Cortile d'Onore**

PHILIPPE STARCK / TOG

RAFFAELLO GALIOTTO / MARMOMACC

e *con/and with* ANTOLINI, BUDRI, DECORMARMI,  
INTERMAC, LITHOS DESIGN, ODONE ANGELO, OMAG

##### **Hall Aula Magna**

KENGO KUMA & ASSOCIATES / TJM DESIGN

##### **Portali Scaloni d'Onore**

ALESSANDRO MICHELE / RICHARD GINORI

##### **Loggiato Ovest**

Mostra/Exhibition **DESIGNING CHINA – MOOD-OBJECT**

Curatore/Curator **YANG DONGJANG**

GUANGDONG HUASONG FURNITURE GROUP

##### **Portico Richini e/*and* Portico San Nazaro**

Mostra/Exhibition **ENERGIA BRASILEIRA / BRAZIL S/A**

Curatore/Curator **JOSÉ ROBERTO MOREIRA DO VALLE**

##### **Press Office**

MAC STOPA / BOLON

# INTERNI

**MONDADORI**



**Audi**



## Black Hole

UN PADIGLIONE A TORRE, APERTO VERSO IL CIELO,  
RACCHIUDE LA SAGOMA DI UN BUCO NERO  
CHE CATALIZZA L'ENERGIA E CONFORMA LO SPAZIO,  
CREANDO UN SUGGESTIVO LUOGO DI SOSTA

L'ENERGIA, NELL'INSTALLAZIONE BLACK HOLE IDEATA DALLA COPPIA DI ARCHITETTI STEVE BLATZ, AMERICANO, E ANTONIO PIO SARACINO, ITALIANO, È UNO SPAZIO VUOTO AL CENTRO DI UN PADIGLIONE CIRCOLARE: UN 'BUCO NERO' CHE CONVOGLIA LA LUCE ZENITALE A TERRA, RIVERSANDO-LA SUI VISITATORI CHE ENTRANO NELLA STRUTTURA PER UN MOMENTO DI SOSTA. IL PADIGLIONE A FORMA DI TORRE, REALIZZATO CON MARZORATI RONCHETTI, VETRERIA BAZZANESE E ZORDAN, È LA RAPPRESENTAZIONE SPAZIALE E METAFORICA DEL POTERE DELL'ENERGIA CREATIVA. IL BASAMENTO DEL PADIGLIONE OSPITA UNA SEDUTA IN LEGNO ED È RACCHIUSO DA UNA VETRATA INCISA. QUATTRO PILASTRI IN ACCIAIO SUPPORTANO UNA STRUTTURA DI TAVOLE LIGNEE ORIZZONTALI, FORATE AL CENTRO. LE TAVOLE SOVRAPPOSTE, HANNO I BORDI RIVESTITI IN ACCIAIO SPECCHIANT E VANNO A DEFINIRE LA SAGOMA INTERNA DEL BUCO NERO, ATTRAVERSO IL QUALE LA LUCE TRANSITA.

I progettisti Steve Blatz e Antonio Pio Saracino hanno entrambi base a New York e collaborano dal 2004. Hanno realizzato Black Hole con **Marzorati Ronchetti**, specializzato nella lavorazione di metalli nobili, **Vetreria Bazzanese**, azienda di riferimento per i progetti in vetro, e **Zordan**, che opera nel settore dell'arredo su misura in legno.

**Steve Blatz e Antonio Pio Saracino**



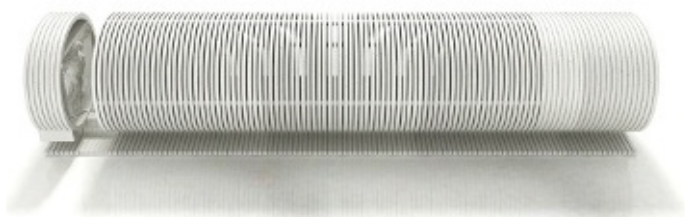


## P171. YELLOW TOWER

A TALL, SINUOUS METAL CAGE IN YELLOW REINVENTS THE FORMS OF CHAMPAGNE BOTTLES AND, AT THE SAME TIME, PAYS TRIBUTE TO THE INNOVATIVE SPIRIT OF BARBE-NICOLE PONSARDIN CLICQUOT

To create an excellent product and spread it around the world is an act of entrepreneurial creativity, done by outstanding exponents in all eras: for the installation Yellow Tower Luca Trazzi has been inspired by the figure of Barbe-Nicole Ponsardin Clicquot, the 'grande dame de la champagne', entrepreneur ante litteram who created a brand of tradition from scratch. The yellow tower, produced with Veuve Clicquot, is composed of calendared metal parts that reinvent the form of a champagne bottle; the structure with a height of 20 meters establishes a dialogue with the 17th-century portico of the Cortile d'Onore, where it is placed, and with the Torre Velasca seen on the horizon. Inside, the champagne bottles are protected inside a luminous wing, like the cavern-cellars in gypsum where the bottles age in Reims.

**Luca Trazzi** The architect and designer Luca Trazzi, with studios in Milan and Shanghai, has created a large yellow metal tower to celebrate the entrepreneurial spirit of Barbe-Nicole Ponsardin Clicquot. The Maison **Veuve Clicquot**, which produced the installation, was founded in 1772 in Reims and is still one of the leading producers of champagne.



## P173. VITRUVIUS IN QUARANTINE

AT THE ENDS OF A STONE TUNNEL COMPOSED OF CIRCULAR RINGS, THE STATUE OF VITRUVIAN MAN AND A VIDEO THAT REPRODUCES MOMENTS OF EVERYDAY LIFE OF A REFUGEE

A voyage through time and space: this is the path through the tunnel of stone composed of rings created by the Lebanese architect Bernard Khoury and made in collaboration with Margraf. The two extremities of the tunnel represent the starting and arrival points: at one end there is a statue of the Vitruvian Man, based on the famous figure by Leonardo inserted in the geometric forms of the square and the circle, immobile in its Renaissance perfection; at the other end, there is a video that shows the everyday gestures of an actor, a Syrian refugee, shot in a studio at Karantina in Beirut. In the tunnel separating the two images visitors enter and become a third element between two opposites, between the ancient solidity of the marble figure and the volatile, contemporary character of the video.

**Bernard Khoury** A Lebanese architect based in Beirut, Bernard Khoury presents, in the Cortile d'Onore, the installation Vitruvius in Quarantine, made with **Margraf**. The company based in Chiampo (Vicenza) quarries and works over 200 types of marble, operating on an international level with the most famous designers and studios.

## P175. FOLKLORE

A WOODEN STRUCTURE INSPIRED BY RENAISSANCE PALACES AND COVERED WITH A MYRIAD OF PORCELAIN PIECES UNDERLINES THE STRUCTURE OF THE PORTALS AND TRANSFORMS THEM INTO FESTIVE ARCHES

A perspective on Italian Renaissance art and a reminder of the folk tradition of festival carriages and floats: these are the suggestions evoked by the designer Alessandro Michele, creative director of Richard Ginori, for the creation of Folklore, the installation that covers and transforms the two portals of the Scaloni d'Onore into marvelous archways. In the project, done with the historic Florentine producer of porcelain for the table, the protagonist is the material itself, which in the form of plates, teapots, soup tureens, cups, handles, spouts and knobs covers the entire wooden structure. A noble form, based on the Renaissance, enhanced by the lighting: an explicit reference to the temporary creations used in popular festivals, moments of joyful celebration of collective energy and community identity.

**Alessandro Michele** The installation on the Portals of the Scaloni d'Onore was made with **Richard Ginori** and created by designer Alessandro Michele, creative director of the Italian high-quality porcelain tableware brand. Since January, Alessandro Michele is also the creative director of Gucci.

## P177. IRORI

A STRUCTURE IN BAMBOO AND STEEL, AROUND A HEARTH, REPRESENTS THE EVOLUTION OF THE KITCHEN IN A SHAPED SPACE ENCLOSED BY A COCOON OF VULCANIZED PAPER

Tradition and innovation meet in the installation Irori, created by the famous Japanese architect Kengo Kuma: he has focused on the ancient hearth (irori, in Japanese) built into the floor, used to warm the house and for cooking. The focal point of historic Japanese dwellings, in the installation by Kuma with TJM Design, becomes the nucleus of a new convivial space that is both kitchen and living area, a fulcrum of domestic energy. The furnishings system composed of steel tubes and bamboo can be creatively expanded or reduced, based on the needs of the family. The installation is enclosed, as if in a shell, in the hall of the Aula Magna, by a wrapper of vulcanized paper, strengthened by a special chemical treatment.

**Kengo Kuma & Associates** The Japanese architect, with his studio, has created the installation Irori, in collaboration with the Japanese company **TJM Design**, which with the brand **Kitchenhouse** produces high-profile component kitchens distributed in Japan and China. Lights by **Viabizzuno**.

## P179. BLACK HOLE

A TOWER PAVILION OPEN TO THE SKY ENCLOSES THE SILHOUETTE OF A BLACK HOLE THAT CATALYZES ENERGY AND SHAPES SPACE, CREATING AN EVOCATIVE PLACE IN WHICH TO LINGER

Energy, in the installation Black Hole by the architectural duo of Steve Blatz, american, and Antonio Pio Saracino, italian, is an empty space at the center of a circular pavilion: a 'black hole' that conveys overhead light to the ground, pouring it onto visitors who enter the structure for a moment of relaxation. The tower pavilion made with Marzorati Ronchetti, Vetreria Bazzanese and Zordan is the spatial and metaphorical representation of the power of creative energy. The base of the pavilion contains a wooden seat and is enclosed by engraved glass. Four steel pillars support a structure of horizontal wooden boards perforated at the center. The overlaid boards have edges faced in reflecting steel, forming the internal profile of the black hole, through which the light passes.

**Steve Blatz and Antonio Pio Saracino**

The designers Steve Blatz and Antonio Pio Saracino are both based in New York, and have worked together since 2004. They have made Black Hole with **Marzorati Ronchetti**, specializing in the working of fine metals, **Vetreria**

**Bazzanese**, a company of reference for projects in glass, and **Zordan**, which operates in the sector of custom wooden furnishings.

## P181. DIGITAL LITHIC DESIGN

SEVEN WORKS IN MARBLE WITH SURPRISING FORMS TO REVEAL TECHNOLOGICAL EXCELLENCE, CAPACITY TO TRANSFORM AND CREATIVITY IN THE ITALIAN STONE MATERIALS SECTOR

Thanks to an age-old tradition and advanced technological know-how, Italy is a world leader in the production and crafting of marble: in this creative and productive setting, the installation Digital Lithic Design offers a collection of marble works made with machinery of the latest generation. Its creator, in collaboration with Marmomacc, is the designer Raffaello Galiotto, also the maker of the seven works produced with seven sector companies: Litocorno with Antolini, the series Catenata, Corallo, Corona, Madrepura, Porifera, Serpentina with Budri, Quadriolo with Decormarmi, Bicefalo with Intermac, Retina with Lithos Design, Crio with Odone Angelo, Carapace with Omag. To demonstrate how technology, oriented by creativity and applied to marble, generates unusual expressive and constructive possibilities.

**Raffaello Galiotto** Specializing in the design of objects and collections in marble and stone, the designer from Vicenza Raffaello Galiotto has created Digital Lithic Design in collaboration with **Marmomacc**, the event of Veronafiere on the stone sector, which in the fall of 2015 will reach its 50th edition, and with **Antolini**, **Budri**, **Decormarmi**, **Intermac**, **Lithos Design**, **Odone Angelo**, **Omag**

## P183. OPERAFOOD/VISUAL MUSIC FACILITIES THEATER

THE MODEL OF A NEW SPATIAL CONCEPT FOR MUSICAL THEATER, IN THE FORM OF AN ASCENDING SPIRAL THAT CONNECTS AUDIENCE AND STAGE, EMERGING FROM THE FRAME OF A LARGE RED BOX

The experience developed by the architect Valerio Maria Ferrari in the field of

