



THE FACADE OF THE PREMISES OF ISTITUTO MARANGONI MILANO DESIGN IN VIA CERVA 24, WITH THE BANNERS OF INTERNI DESIGNER'S WEEK AND THE ENTRANCE PORTALS WITH TEXTILES PRODUCED BY **KVADRAT** FOR THE DESIGN OF THE EVENT, CURATED BY GIULIO CAPPELLINI AND LEONARDO TALARICO.

Last fall the **Istituto Marangoni Milano Design** served as the headquarters of **Interni Designer's Week**. The design by **Giulio Cappellini** and **Leonardo Talarico** prompted reflection with the authors on the new necessary **phygital** dimension of the project: from **interior design** to **events**

A MEETING POINT AUGMENTED

Looking AROUND

PROJECTS

1. THE ENTRANCE HALL WITH TWO NEW PRODUCTS FROM **CAPPELLINI**, THE LUD'O ARMCHAIR BY PATRICIA URQUIOLA AND THE LITOS SOFA BY SEBASTIAN HERKNER. THEY ARE PAIRED WITH THE JULI PLASTIC TABLES BY WERNER AISSLINGER AND THE ICONIC REVOLVING CABINET BY SHIRO KURAMATA, ALSO FROM CAPPELLINI.



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2. GIULIO CAPPELLINI, ART DIRECTOR OF ISTITUTO MARANGONI MILANO DESIGN **3.** MASSIMO ZANATTA, DIRECTOR OF ISTITUTO MARANGONI MILANO DESIGN **4.** THE VIDEO WALL ROOM WITH SEATING FROM THE NEW TABA COLLECTION BY ALFREDO HABERLI AND NET TABLES BY BENJAMIN HUBERT, BOTH FOR **MOROSO**.



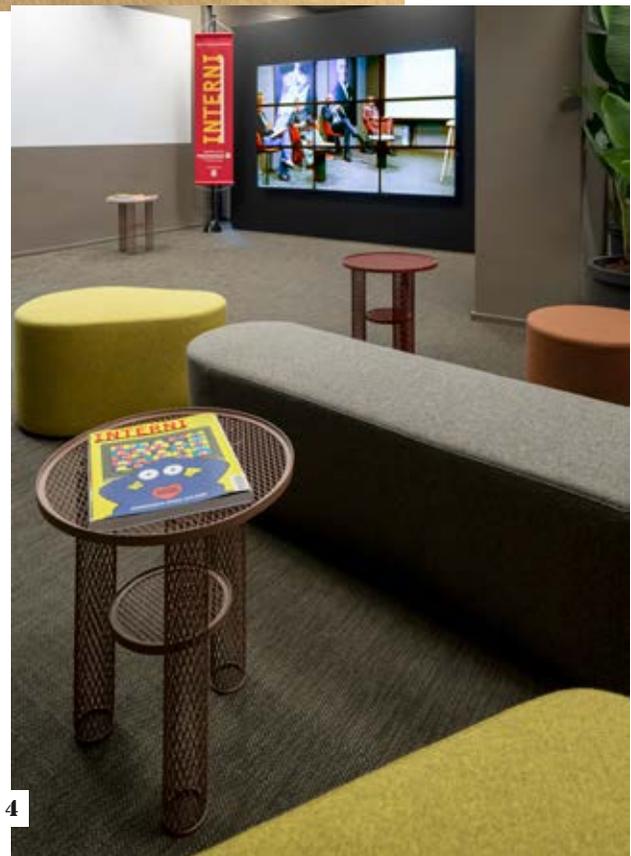
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The school is the supreme focus of knowledge, exchange and meeting. A role reaffirmed by the institute in Via Cerva that hosted the rich program of talks organized by Interni for Designer's Week (28/9-10/10 2020), with an effective hybrid formula combining physical presence and digital communication. Safety, proxemics and representation were design themes that Giulio Cappellini and Leonardo Talarico could hardly ignore in developing the concept of the installation. Talarico explains: "Interni Designer's Week was the first moment to rekindle the creative spirit of Milan after the health

emergency. We liked the idea of sending a strong message, both to the guests who visited the physical space and those who experienced it virtually by following the talks." Cappellini continues: "Digital communication has entered our way of being and working, the online and offline worlds are becoming seamlessly merged. From this standpoint, the place from which we connect with the exterior, whether it is home, office or school, becomes a kind of stage, because it is the space that represents us. At



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Marangoni, not only the stage for talks but above all the lounges have become theater. Furnishings that perform their function no longer suffice. You have to create an image that makes its presence felt. And this leads to a new concept of the interior. The choice of colors is carefully gauged to convey an idea of openness and vitality. It's an interesting exercise. Today you have to create objects that are lighter, more flexible, more rounded, to convey a positive vision and fulfil new needs, but above all



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1. THE TALK ROOM FURNISHED WITH DALIA SWIVEL ARMCHAIRS BY MARCEL WANDERS FOR CAPPELLINI AND GRU LAMPS FROM **ICONE LUCE** DESIGNED BY MARCO PAGNONCELLI.
2. INSTALLATION OF THE COFFEE MACHINES FROM **VICTORIA ARDUINO** IN THE NEW VERSIONS DESIGNED BY GIULIO CAPPELLINI, WHO ALSO CURATED THE DESIGN OF THE CAFETERIA.
3. VIEW OF THE TERRACE, WITH HUSK ARMCHAIRS BY MARC THORPE FOR MOROSO.



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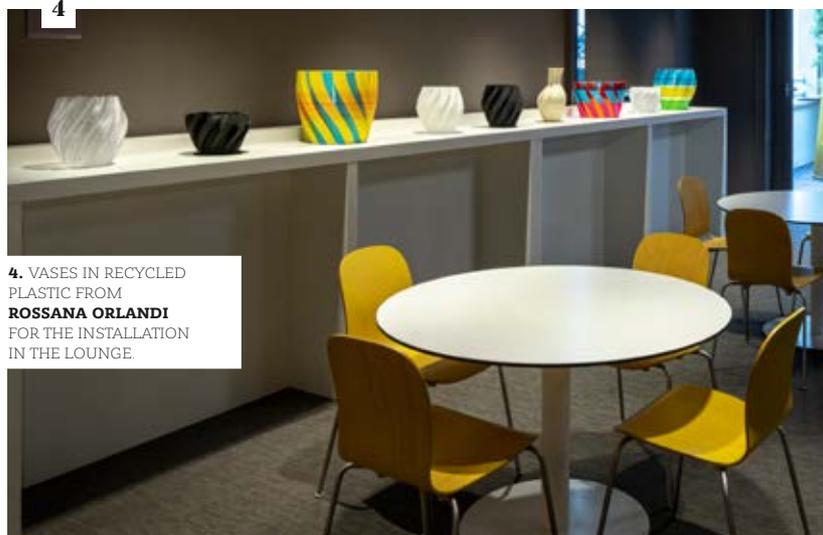
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with an eye towards the future, which today – given the times – means being quick off the mark and moving all together.”

Apart from the ambiance, temporary by definition, for Giulio Cappellini what remains of Interni Designer's Week is the added value of the experience, “perfectly aligned with Marangoni's mission. The students had the chance to

get in touch with Italian excellence – the people, artifacts and ideas discussed in the talks.” Talarico concludes: “Designing today means finding innovative methods and solutions. One of these is to work on new places for dialogue and discussion, where even distant interlocutors are involved. This is the message of Interni Meeting Point.” ■ K.C. (photos by Paolo Consaga and Ludovica Mangini)

we have to create an unusual landscape.” And the one designed for Marangoni, echoes Talarico, is based primarily on color: “The tones of yellows, oranges and reds, as evoking the sun, dynamism and creativity, were used for both the outdoor setting and the interiors for talks, interviews, and the videos, merging with the warm and welcoming ambiance of the school. The idea was to involve some of the major players in Italian and international design with different core businesses, from Kvadrat for the textiles to Icone Luce for the lighting, Cappellini and Moroso for the furniture and Rossana Orlandi for the limited editions. Always excellent, but above all these are brands



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4. VASES IN RECYCLED PLASTIC FROM **ROSSANA ORLANDI** FOR THE INSTALLATION IN THE LOUNGE.