

divisione contract



- > Porte hotel certificate da EI 30' a REI 120' insonorizzate fino a 45dB
- > Arredi hotel in oltre 20 finiture coordinate
- > Mobili per il bagno

> UN MONDO DA APRIRE

ZANINI 
www.zaniniitalia.com

FRAMES INTERVIEW MICHELA MUNTEAN di Monica Zani

SWISS KRONO www.swisskrono.ch

SWISS KRONO GROUP UNA FAVOLA CONTEMPORANEA!

SWISS KRONO GROUP, A CONTEMPORARY FAIRY TALE!



After two successful years, **SWISS KRONO** is once again at the Fuorisalone, and will participate with the whole group, **SWISS KRONO GROUP**.

A very important presence, coordinated by Italy Sales Director **Michela Muntean**, who placed all her experience in the creation of this unique event. The Swiss multinational company enters the who's who of international design players.

Michela Muntean - For the 2017 Fuorisalone, we invaded the city with our SWISS REX, dinosaurs entirely constructed with

SWISSCDF panels. It was a great deal of fun and we are very satisfied of the success we have had. In that edition we were already focussing on engagement.

We were encountering, for the first time, the Italian marketplace and we did so with a not traditionally commercial event. In a way, this was a "christening". We enjoyed it and the following year we participated with an even more iconic installation. We wanted to confirm our presence in the long run: we're here to stay. From this feeling came the idea of "moving" a mountain, the SWISS KRONO Matterhorn, into Piazza Venticinque Aprile, in the heart of Brera.

This year, a further challenge is in the presence of the whole group. As far as I'm concerned, this is particularly important since, in a way, it underscores the strategy in which I firmly believed, and it defines, once more, our commitment to the Italian marketplace. For 2019 we thought of creating a conversation on a subject which our company is very keen on, by way of a popular fairy tale, **Pinocchio**. We talk about how we have developed ever more ethical and sustainable production methods, aspects that have always been at the core of the group, trying to raise awareness among visitors' awareness on the topic.



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Frames Swiss Krono

EVENTS

LAMBRATE DESIGN DISTRICT



LAMBRATE DESIGN DISTRICT - MILAN DESIGN WEEK 2019

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For the **Milan Design Week 2019**, **Lambrate Design District** promotes sustainability, creativity and trade through numerous events, exhibitions and installations spread over more than 13,000 square meters of exhibition space. For the seventh consecutive year, at the iconic location of via Massimiano 6 / via Sbodio 9, will take place Din - Design In, a collective exhibition organized by Promotedesign.it that will give voice to the projects of more than 100 designers, companies and schools of design, including the G. d'Annunzio University of Chieti-Pescara. The "Beyond the Wall" installation by the artist **Erika Calesini** will live on the façade of the shed that will host Din - Design In. In Via Conte Rosso 34 - corner Via Ventura will take place a series of workshops on sustainability and upcycling to support the launch of Trash2Treasure, an online platform aimed at connecting companies - or those who produce waste - with creatives, such as designers, who they are able to give new life to what would otherwise be a waste. The project stems from the collaboration between Cosnova GmbH, a German make-up manufacturer, and the Latvian Age5 design agency. **SWISS KRONO GROUP** will rely on Pinocchio to tell the **BE SUSTAINABLE** project to raise awareness on the issue of ethical and eco-sustainable production. The project, which has obtained the patronage of the City of Milan and the National Carlo Collodi Foundation, is proposed as a "widespread exhibition that will touch three places of Fuorisalone and just at the Donno Space in Via Conte Rosso, Cabreggio Caroppi studio will recreate the belly of the whale. Habits design studio, the industrial shed in via Oslavia 17, will be the home of Braun at the Fuorisalone 2019, an absolute

novelty that will contain an interactive historical exhibition on the brand, with unpublished projections. An exhibition of reflections on the new domestic lifestyles with projects carried out in the last 3 years in the Smart Design laboratory - School of Design Polytechnic of Milan and a show cooking event with tasting of experimental products. L'Electrauto di via Ventura, location that gives the symbolic route to the exhibition path of the District, will host S (WE) design, a cluster of Swedish designers in which a representation of innovative brands will aim to unveil a still unexplored Sweden through product design, fashion and jewelry. HOTEL REGENERATION social space | social life | social time, designed by Simone will return, for the second year, in the spaces of OfficinaVentura 14 and will be tinged with social media. Hospitality, smart technology, and cutting-edge design come together to create a happening of great expressive and content value in which the environments that usually make up the hotel take on unexpected shapes, based on the changing needs of contemporary man. Carimati, a historic company from Bergamo specialized in the Contract sector, will celebrate its centenary in 2019 with a special installation in Via Ventura 6, which will be carried out in collaboration with Poli.Design - Polytechnic of Milan. The project will develop a hospitality environment designed to meet the expectations of an increasingly demanding and connected user. NCS Color Center Italia will show how color, applied to different surfaces and objects, is not influenced by the difference in materials and manufacturing processes and therefore can be applied and applied to any project in various sectors.



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Events Lambrate Design District