



THE EXCEPTIONAL PRINCESS OF MILAN DESIGN WEEK

Rigor and precision dominate Swiss design

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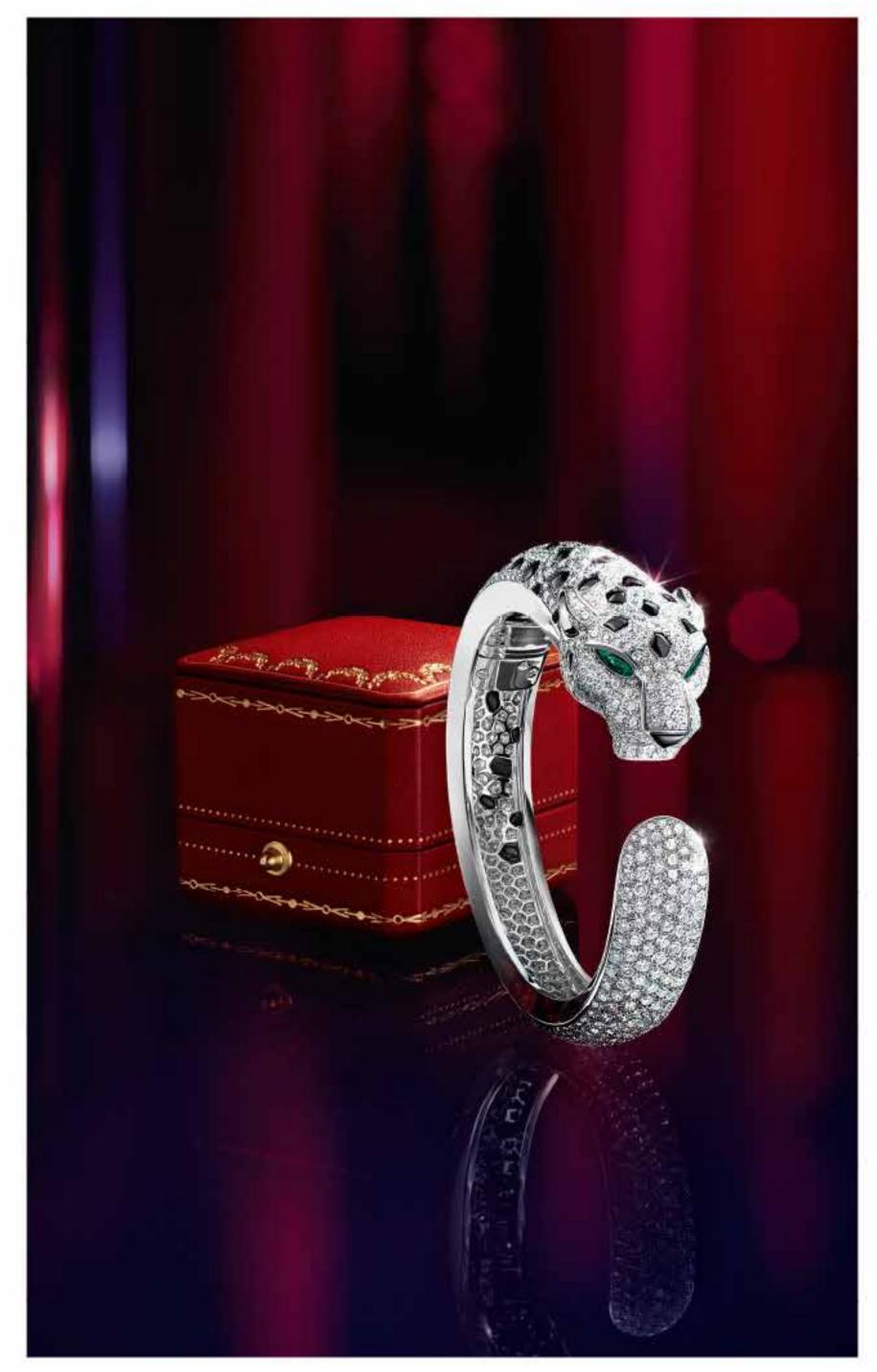








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At this time of the year, just as spring is blossoming, Milan starts to buzz with creative types. And while it is easy to pick out the artists from among the crowds, it is more challenging to detect that touch of nonconformism, that eccentric negligence of appearance that the painter, sculptor, and musician possess. There is, in fact, an undercurrent of elegance and dandyism that reigns supreme, and these are architects and designers. Their arrival only means one thing: Milan Design Week has begun. The most important event in the world of its kind, the Week attracts thousands of design enthusiasts, consumers, and professionals.

The exhibition is held at the edge of the metropolis in the city's trade show district while side events are held at the Fuorisalone (outside salon) in the city proper. The irony is that the focus of Design Week in Fuorisalone: historic buildings, shops, universities, and even deconsecrated churches, which become a sort of film set where the creative power of designers and architects is unleashed in full force.



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WEALTH MANAGEMENT



This year, Switzerland was among those present at the Fuorisalone with its own section. One of the brands represented was Atelier OI, founded in La Neuveville (CH) by Aurel Aebi, Armand Louis, and Patrick Reymond. An intimate rapport with the material, trans-disciplinarity, and team spirit are their watchwords. They design for Artemide, B&B Italia, Bulgari, Danese, Foscarini, Moroso, Pringle of Scotland, Röthlisberger, USM, Victorinox, Louis Vuitton, Rimowa, and others. We asked the artists what makes Italian design stand out, especially when compared to that of the Swiss. With great candour they told us, "Maybe there is more of a sense of joyfulness in Italian creativity."





Captions

Swiss schools are also in the forefront, forging the creative minds of tomorrow. In fact, ECAL, one of the world's top ten universities of art and design, now directed by Alexis Georgacopoulos, was also there. Among other things, ECAL's Delirious Home won the 2014 Milan Design Award. The director, most suited to answer the question of what distinguishes the creativity of the Swiss from that

of the Italians, stated: "These are two highly creative countries with design traditions and knowhow. Italy may have that extra touch of style, but Switzerland is rather renowned for its rigor and precision." Because, in fact, Georgacopoulos adds, "creativity, precision, and rigor are typical Swiss values and our school entirely subscribes to these."



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LIFESTYLE & TRAVEL



HOME & STYLE



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The HEAD – Geneva School of Art and Design – was also present at the Fuorisalone. It was located in a magnificent space in the heart of the Brera Design District in the Mimmo Scogliamiglio art gallery. The gallery has been transformed into a futuristic apartment that extends over two levels and invites visitors to discover twelve projects conceived as ludic antidotes to a world filled with screens.





Captions

Elite, one of the leading companies in the field of high-quality bed frames and mattresses, was also in Milan. An historic company founded in 1895 by the master saddler upholsterer from Aubonne, Jules-Henri Caillet, management is now entrusted to Francois Pugliese, who also enthusiastically cooperates with the Bern University of Applied Sciences (BFH) to capitalize on ideas from fresh minds.



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Caption



more open than this space was pre-renovation. On the right this photo — taken from the south side of the lobby area— a Madison Square Garden store. To orient yourself: In the back of this photo is the box office, and the ramp that leads to the turnstiles is to the left of the ticket windows. Beyond thos doors is an area called Chase Square, which is more open that

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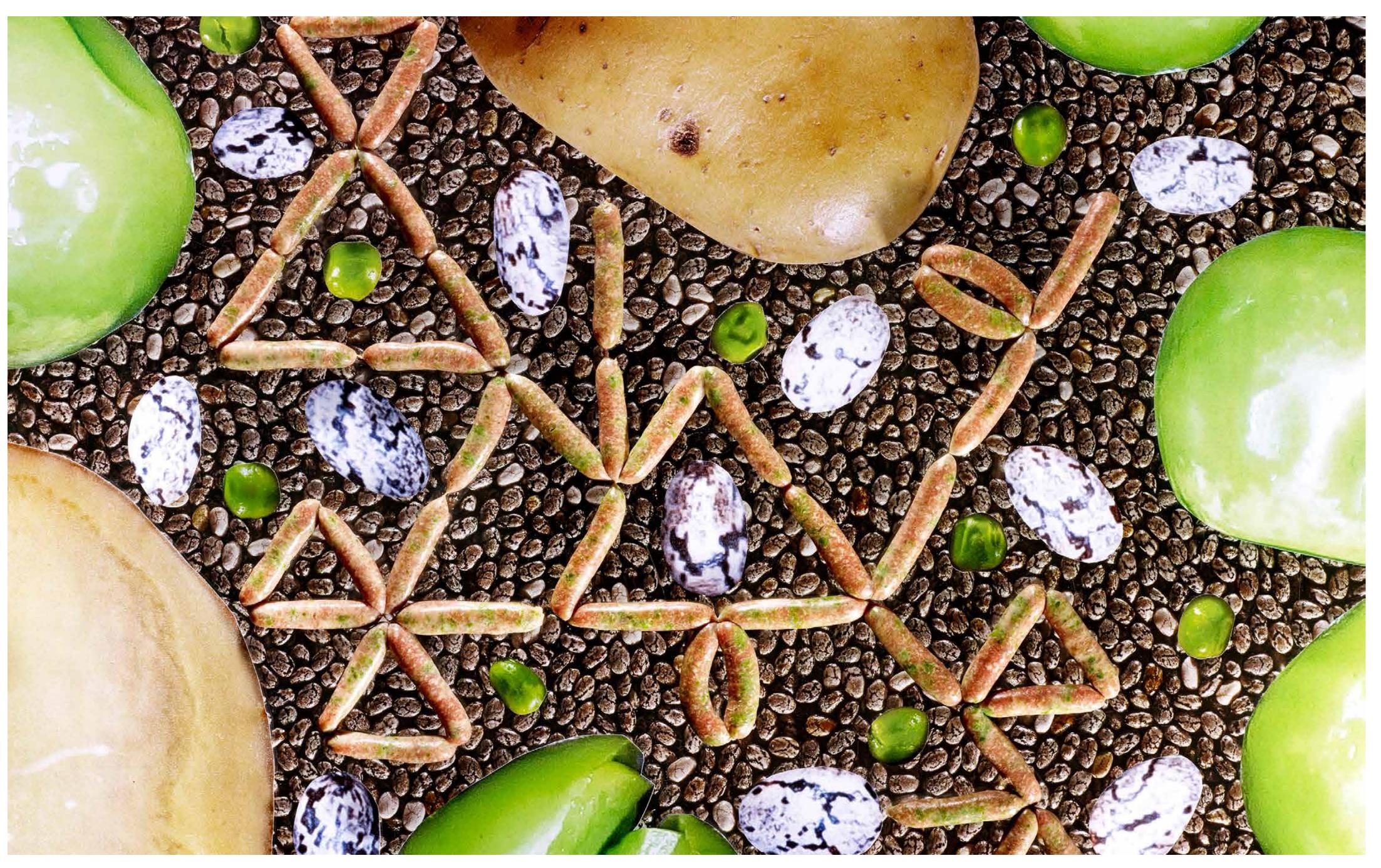


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Caption

Last but not least, the brand Geberit and Pozzi-Ginori did not fail to attend. Since 1874 Geberit has represented the pioneer of sanitary technologies and flushing systems. In 2015 Geberit acquired the Finland-based bath and toilet firm Sanitec as well as Pozzi-Ginori, the Italian brand of the group. Pozzi-Ginori represents the history of Italian art and design in bathroom ceramics and its origins date back to 1735 in Florence. At Geberit



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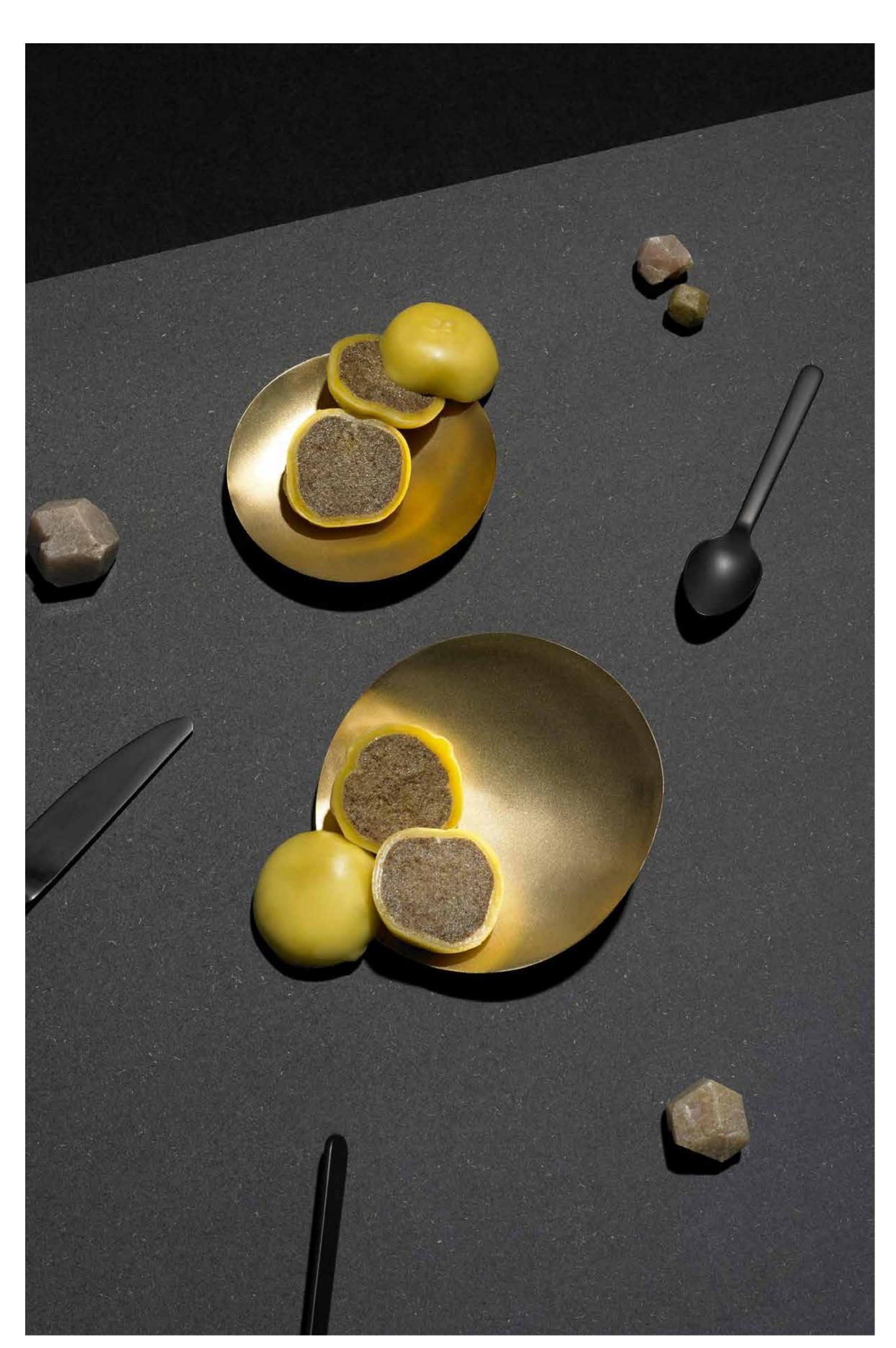


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they also shared with us that Swissness stands for "the daily research for improvement, refinement, and optimization of all the company processes, the quality of products and services, answering the evolving needs of our customers, and focusing on simplicity, timelessness, and elegance." In that way, they continue, "we are able to offer products that are a perfect balance between elegant design and outstanding function, answering the needs for cleanliness, comfort, and usability, which are all concrete benefits for our customers."



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