

**“Naturalmente Scelti”, a collection of stories
The first time of iBarzaghi at ‘Fuorisalone’ (design week)
Brera Design District (from 8th to 13th April 2014)**

From 8th to 13th April 2014 it will be possible to preview and admire ‘Charles’, ‘Mies’, ‘Otto’, ‘Capitello’ and ‘Giardino d’inverno’, the five zones of the iBarzaghi collection in the ‘BAD Brera Art & Design’ area, located at 4/6 Formentini Street (inner courtyard). iBarzaghi is a prestigious company that it is located in Brianza, near Milan and will be making its debut during the Milan Design Week.

All pieces of the collection, signed by the study *ildoppiosegno*, have been designed to improve the status of wood and the typical working used in Brianza resulting from the extraordinary manual dexterity of its old craftsmen, but not separated from the use of the most modern industrial machines.

By using again the iconography of the traditional furniture made in Brianza, but looking at it with a contemporary language, its essence has been enhanced defining the shape as a mere consequence of its function.

The technical details have been brought out, the skeleton of chairs and tables have become the focal point and the true beauty of the entire collection composed of five zones or ‘stories’ (a beloved definition by designers), because there is always a story behind every project adding to the Company history.

Joints and the match points of the different furniture components are the main features, because you can understand immediately that these are masters of greatness. The collection highlights the strong points of craftsmanship, that it is to say the ability to find a perfect solution for all technical problems involved in the production of furniture, tables or chairs.

The star attraction of this collection is black walnut wood or hickory (scientific name ‘Juglans Nigra’), a variety of walnut wood native to North America, but widespread also in Europe. Being among the finest and most resistant essences worldwide, **the black walnut wood has been always used by the greatest master artisans** on the Italian territory to make high-quality furniture. The decision not to use lacquers or special varnishes is the logical consequence of the project revolving around the ‘naturally chosen’ theme, a leitmotiv of the entire collection. Natural materials and shapes coming out from this research into Brianza roots, but looking ahead and at an international scenery.

iBarzaghi

**‘Fuorisalone’ (design week): at BAD Brera Art & Design
situated at 4/6 Formentini Street - inner courtyard**

Opening hours: from 10:00 a.m. to 10:00 p.m.

Friday on 11th April: from 10:00 a.m. to 12:00 p.m. - Opening Party

Sunday on 13th April: from 11:00 a.m. to 07:00 p.m.

Press Preview: Tuesday on 8th April: from 10:00 a.m. to 06:00 p.m.

All journalists who take part in the Press Preview will receive a unique piece specially created for the event-by iBarzaghi in collaboration with EGO° CHOCOLAT MILANO.

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iBarzaghi

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The five detailed stories: 'Charles', 'Mies', 'Otto', 'Capitello' and 'Giardino d'inverno'

Design: Monica Ferrigno e Carlo Dameno, ildoppiosegno

Charles

'Charles' is the most classic iBarzaghi line which embraces the tradition of furniture made in Brianza that found their inspirational muse of black walnut wood. One of the most important parts of the traditional furniture produced in Lombardy is represented by joints, i.e. the different furniture parts with joints, points which later became the project focus of the collection. Charles is a pure cabinet-making: apart from the black walnut the wooden joints have been emphasized and enhanced by the ebony insertion, another precious wood used to bring out the fixed points with a darker stain. The same shapes obtained appear to be a clasp of two hands concluding an agreement. An ancient tradition which had a great influence and can be found in the most famous Charles Eames's furniture, to whom this line was dedicated.



Mies

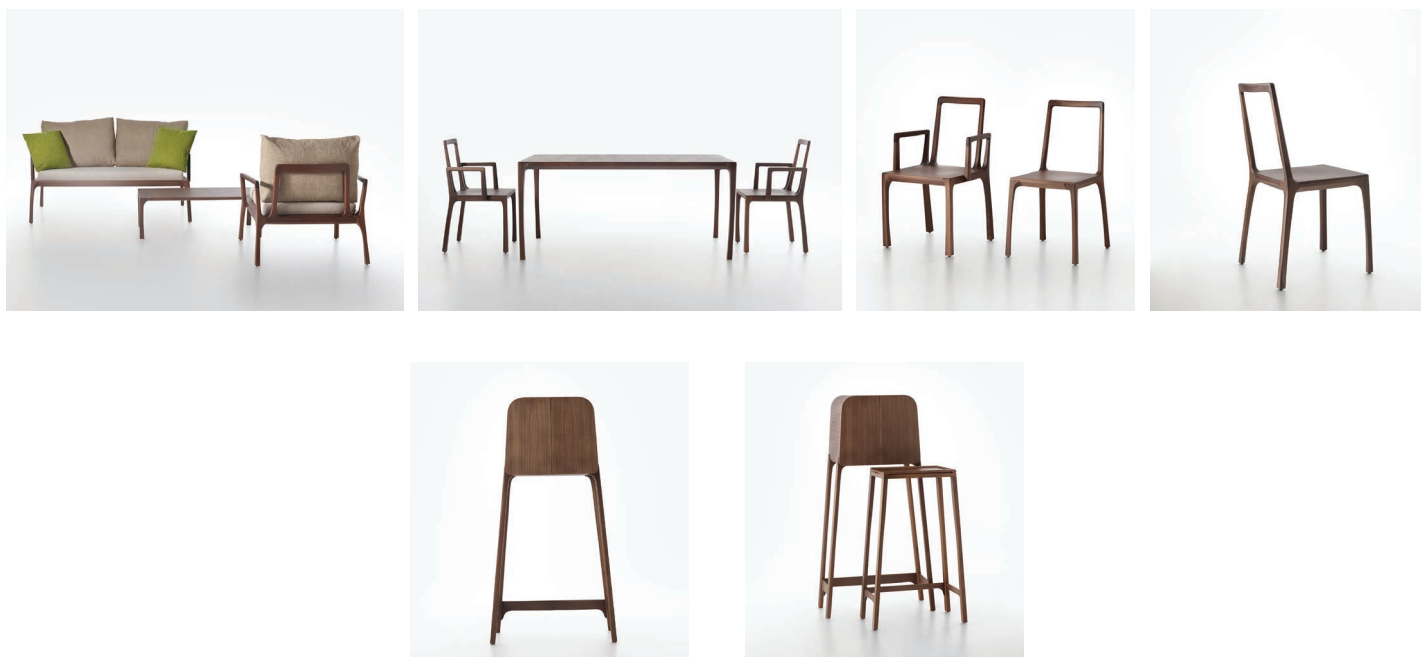
'Mies' construes a more present-day, moderate, elegant and versatile lifestyle. The backrest appears to be an open frame from which you can lean out and look out, a proscenium where everyone will be able to imagine and create a whole day at will. "Less is more": take away means leave some room for the imagination of a Steiner view of life which is well symbolized by the simple shapes of Waldorf dolls, whose aesthetical feature (essential small points instead of eyes and a mouth) allows the child to imagine the toy appearance, by changing its expression according to one's taste, wishes and mood.

'Happy Hour' also belongs to the Mies collection which originated as home bar furniture. It represents a product line based on retro style, but the top, which once had a height of 75 cm, has now reached the height of a bar counter, i.e. 110 cm. This furniture made of black walnut wood is composed of two doors, a wooden internal shelf and a folding table which can be used to prepare aperitifs. A single hybrid shape which looks like a ziggurat and hides inside two products, i.e. both a piece of furniture and a table that can be perfectly used for a 'happy hour'.

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Mies



Otto

‘Otto’ is the mouthpiece of a minimalistic chic style with interesting declinations beyond the home environment. The clear-cut and essential lines take inspiration from the joint as an archetypal shape. From the origination of a tree branch comes another one which, in turn, multiplies. A double origin rooted in the joint nature from which the inspiration comes to life that translates this idea into a shape. The legs of tables and chairs of the collection seem to originate from a single point and then they are separated and find a perfect balance. In addition there is a bar counter model with an oval table and high chairs with aluminium footrests offered, ideal for living in different environments, such as the kitchen, the office and Ho.Re.Ca, that it is to say Hotels, Restaurants and Café spaces.



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Capitello

'Capitello' originated as a transverse product line, because it is adapted to indoor and outdoor environments and it is, for example, fitted into a veranda. This section takes its inspiration from grandmothers old tables which were decorated with floral motifs or ended in a weave of baroque lines that it becomes here a decoration game from its extrusion turning into a table and benches. The refined lines are enriched from this pleasing feature that it becomes the leitmotiv of this collection.



Giardino d'inverno

This environment was created as a designers' divertissement that produced a unique and special piece for present-day environments: 'Gemelline', i.e. the twin seats which are separated, but they were made to be held together. They are two comfortable upholstered seats with backrests and an arm-rest made of black walnut wood. They can be kept separated, but joined one next to the other turn into a fuller and more harmonious new shape. They seem to explain the relationship established between the designers and the Company: two realities with their own background that came together, or maybe they came together to design, from which all the stories started. Gemelline represents a step into the future, a preview of a new story which is yet to be told.



‘Wood sculptors’ in Brianza since 1965

Brianza has always been considered as one of the main districts for the production of high-quality furniture and this specifically can be traced to a high creative potential of the production system and to the high technical-professional skills present in the territory. There are a lot of local companies which offer their trademark on the marketplace. However, other companies have workers who collaborate with big names in the international design, who have shops and show rooms spread all over the world. One of these is certainly the iBarzaghi company. Set up in 1965 in Verano Brianza by the brothers Natale and Mario Barzaghi who have always worked as contractors for the biggest companies operating in the Italian furniture sector. The company was called M&nb and specialized in the production of solid wood chairs. From the nineties it widened its activities to include the design and manufacturing of furnishing accessories, such as tables, side-tables, beds and console tables. Today the brand is managed by a new generation: Emanuele G. and Lorenzo, Natale’s sons, who undertook entrepreneurial modernization and took the plunge, that is to say they stood eventually as prominent figures and created the iBarzaghi brand and a product line made of black walnut wood, a precious material always considered a must for a high-quality furniture. Relying on their expertise in woodworking, but aware of the fact that today it is essential to integrate them with a high-level design, they come to the design world, by recruiting designers who can support them in the pathway that combines planning character with a ‘culture of doing things’



The chair sound

When a chair is ready to be used, iBarzaghi take it, look at it and throw it to the ground. It is no wonder, because this is the only way for a master artisan to distinguish whether a chair is finely made or not. In this way it is possible to immediately ascertain the quality of a gluing process.

‘The chair must sing’, that it is to say it must resonate out through a solid sound, as it were a unique piece. The gluing process is a matter of time and modern companies who make use of technologies to speed up the gluing process may risk undermining its quality and durability. From 1965 the family Barzaghi has always strictly observed the times and procedures necessary to make every piece skilfully. Times will be marked by the man’s hand and by material requirements that, in turn, should be patiently moulded to take on new shapes. Artisan times versus industrial schedule, two elements to which the family Barzaghi never gives up and are part of its great cultural heritage and factual wealth

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Director's Cut: *ildoppiosegno*

iBarzaghi's desire to modernize and to offer themselves as protagonists for the first time in the international design context led them to apply to the firm *ildoppiosegno* for artistic direction and the launch of their first furniture collection. The general project is that to launch the Company into the international arena, but without forgetting its roots, on the contrary by adding value to them through targeted activities where the close relation between the Company and the territory is highlighted.



ildoppiosegno

Ildoppiosegno was founded by Monica Ferrigno and Carlo Dameno in 2007 inside the former paper-mill of Verona situated within the area of 'Parco Sud' (South Park) in Milan. Its name underlines the two different founders' souls and at the same time the firm's dual vocation that from one side appeals to the basic research and creation of a new product concept, and on the other side to its application in the design field and in all creative design contexts.

Ildoppiosegno supports companies operating in different sectors of industrial design, ranging from the product conception to its production and engineering. From the search and development of a concept for any possible new products and their position in the market.

Among their customers: Piazza, Arpea, New Holland, Jimmy Choo, Status, Baotian Lighting, Live-it, IED Madrid, United Pets, Mp Bergamo, Bayer, iBarzaghi, University of Reggio Emilia on behalf of Magneti Marelli, Fiat, Indesit, Emmegi, etc.

Web: www.ildoppiosegno.com

Blog: www.ildoppiosegno.org

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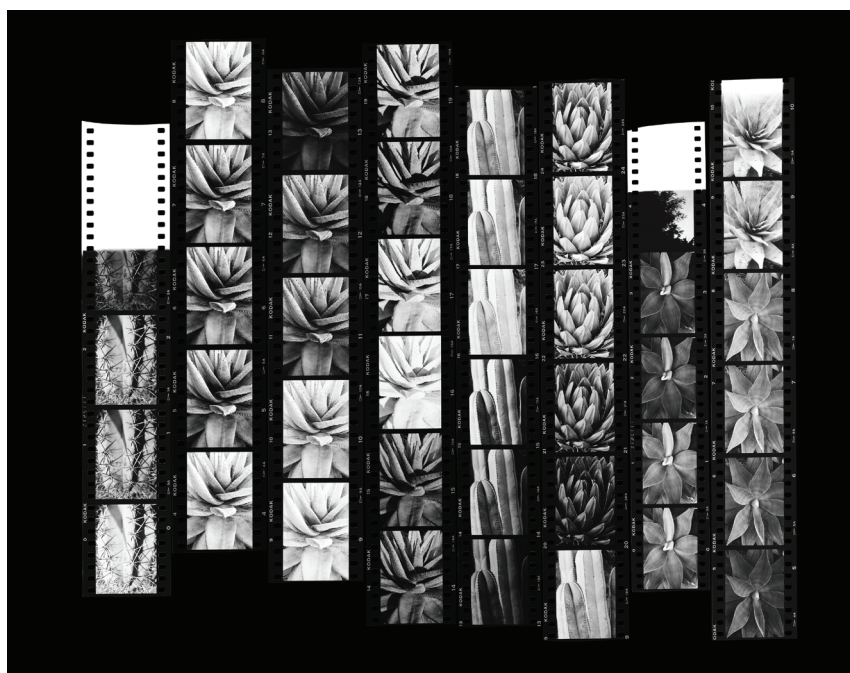
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WallPepper for iBarzaghi

WallPepper signature refined interior decoration of the space iBarzaghi set up at Fuorisalone (design week) 2014. Starting from the assumption that art is not to represent something new, but to represent with news, WallPepper is set up as a team of professionals who interprets the image, press and gives life to works by internationally recognized artists.

WallPepper combines the desire for authorial images use of new technologies, combining the art for large surfaces to the concept of replicability and creating wallpapers copyright that transform the work in environment.

Web: www.wallpepper.it



Maria Vittoria Backhaus pictures for WallPepper

EGO° CHOCOLAT MILANO for iBarzaghi

A special thank to EGO° CHOCOLAT MILANO, sweet sponsor of the chocolate creation on the “walnut and evo oil theme” specifically produced for iBarzaghi during the Milano Design Week.



EGO° CHOCOLAT

MILANO

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