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h+ presents

**\_\_onwards\_\_**

**bespoke philosophy**

**straightforward tecniques**

**noble materials**

an exhibition by

Leftover / Secondome /Exnovo / Francesco Faccin / Zazielab

Francesco Meda/ Mingardo /Berto / Design-Apart / Menotti Specchia

A cura di Raffaella Guidobono e Claudia Pignatale

**MILANO FUORISALONE 2014**

**BRERA DESIGN DISTRICT**

h+ / via Varese 12 / Milano

**PRESS PREVIEW TUESDAY 8 APRIL H 3:00pm-8:00pm**

OPENING PARTY TUESDAY 8 APRIL **H 6:00pm-10:00pm**

ON DISPLAY 9-13 APRIL H.10:30-7:30 pm

**DESIGN NIGHT BRERA DESIGN DISTRICT FRIDAY 11TH APRIL**

**OPENING UNTIL 10.30 PM**

**PRESS OFFICE:**

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[**onwards01.wordpress.com**](http://www.onwards01.wordpress.com)



**ONWARDS**

FUORISALONE 2014 / BRERA DESIGN DISTRICT

**h+**

VIA VARESE 12, MILANO

**h+** invites you to the joint exhibition Onwards exploring traditional and straightforward techniques that unveils contemporary design with a strong vocation to craftsmanship, Noble materials such as Wood, Glass, Copper, Brass, Iron, Zinc, Textiles and Leather become the protagonists together with 3D printing.

The project, curated by Raffaella Guidobono and Claudia Pignatale, gathers the profiles of 7 design firms partaking the same philosophy of short chain and self-produced furniture - **Leftover, Secondome, Berto Salotti, Mingardo Exnovo, Menotti** - giving voice to the production designed by **Lanzavecchia+Wai, Alfred von Escher, Parisotto+Formenton, Matteo Cibic, Francesco Faccin, Gio Tirotto, Francesco Meda, Faton Gjoni, a/r studio, Emmanuel Babled, Studio Charlie, Zazielab, Revesz+Tatangelo, Luca Nichetto con Joe Graceffa e Lera Moiseeva**.

A selection of Italian bespoke producers and their furnishings mixes handcraftsmanship and 3D printing. The works on display are designed, tested and manufactured in Italy showing a small but significant example of Made in Italy design excellence, as a result of manufacturing experience with strong identity and quality control, knowledge and tradition, blending field testing with innovation.

h+ is a company which deals with the conceiving and the production of cultural marketing projects for companies and institutions. h+ works on the creation of strategic and original bonds among different worlds and personalities, establishing virtuous relationships between the companies and their customers. The aim is to achieve communication targets combining creativity and “market values”.

**Onwards** is a partnership project with **Design-Apart**.

**At 5:30 PM** on 9-10-11 April Monica AG Scanu presents 3 talks about manufacturing and design with Stefano Micelli, Claudia Pignatale, Filippo Berto, Marco Bettiol, Francesca Lanzavecchia and Fabio Ciciani among others.

**ONWARDS - THE EXHIBITION**

**Leftover** by Alfred von Escher presents a new Console Pickup series. In the h+ garden the site-specific staircase 5 mt high, leads to upstairs terrace with an installation of 20 tables and coffee-tables. The structure is airy and light, 18 mm marine plywood, inspired by the woven bamboo towers by Mike and Doug Stam, but also by the rudimentary scaffolding, used in Sicily building constructions until the late '80s.

**Secondome** presents 4 new collection of Glasses Domes, Titled by Emmanuel Babled, a limited edition in glass and wax-lost golden brass. Uzito (Weight in Swahili language) designed by Matteo Cibic and the candleholder collection by young designer Faton Gjoni from Kosovo. And last but not least the Circus collection by Lanzavecchia+Wai.

**Exnovo,** presents a collection of lamps in 3D printing that mixes technology and tradition, making exclusive design pieces unrealizable with conventional manufacturing processes, but consistent with the esthetic canons. The .Exnovo works present themselves as testimonials of a factory which is still the pride and the hallmark in our territory.

In 2013 **Mingardo** launched his own brand and the limited editions Designer | Faber to combine his passion for craftsmanship and design of home furniture and accessories. Metals play the main role in contemporary objects with an eye on details and finishings. AD e design Parisotto+Formenton, with A/R studio and O. Revesz.

**Francesco Faccin** presents a real wheelbarrow, a work truck human powered to transport any kind of material. *Carry on* has a simple and clean shape: made of wood and metal, available in many colors. It works exactly for the use it was made for, and not only for that. Leaving space to the imagination, it can be transformed into an eclectic and curious storage, placed in both outdoor and indoor. Produced by Officinanove, young and creative company born in Liguria boasts expertise in metalworking, technology and design, available in 190 color shades from the RAL.

**Francesco Meda** presents "Layers", a series of tables made of tubular structures that support surfaces of birch plywood covered in leather. Thanks to the use of CNC machinery the leather is cut following curvilinear geometries and is subsequently paired with precision. This process allows the creative freedom to generate surfaces with infinite patterns and shapes.

The **#sofa4manhattan** is a project by **Berto** and **Design-Apart**: a collective realization of a sofa designed for NYC and made during a crowdcrafting workshop in the Living-Showroom hosted by Design-Apart, New York.

The realization of the #sofa4manhattan project was made in 3 steps: workshop in the Living Showroom Loft of the New York edition of Design-Apart with 10 international designers; development of the winning design, made in the Berto laboratory; crowdcrafting session in New York open to all. The winner design was of Lera Moiseeva, Joe Graceffa and was coordinated by Luca Nichetto.

**Menotti Specchia** presents 5 new concepts with high technological and design content. Paolo Cappello, Studiocharlie and Gio Tirotto reinterpret the parquet through projects with great aesthetic effect, all developed thanks to a constant and continuous exchange between idea and production. From the raw material to the finished product, Menotti Specchia takes care of wood right in the factory, throughout all the production process, interchanging industrial manufacturing, hand work and appropriate periods of rest.

**Zazielab** presents a collection of chairs and seats whose abstract patterns on cloth have a palette poudre: burgundy, mustard, lavender in contrast to the brilliant crimson, vermilion, ocher. The unbleached fabrics such as flax, hemp and cotton are hand-dyed. Each piece is unique.

**ONWARDS - PARTNERS**

**Leftover** bespoke furniture comes from recycled wooden stocks, with a resin or textile top-finishing in a soft color palette, any size. The Swiss Designer Alfred von Escher and Raffaella Guidobono run studio427 in Palermo with a polyvalent idea of Interior and Social design. The multiethnic **Leftover** project conveys multipurpose creativity, custom-made furniture and a travelling Carpentry with Workshops about Printmaking and Food included.

**Secondome** is a design gallery in Rome dedicated to new designers and their innovative projects, founded and directed in 2006 by Claudia Pignatale. The mission of Secondome is to create and offer collections of objects with a pure and innovative design spirit, and the Made in Italy big value.

**Berto** is an artisan company, founded in 1974 by the brothers Fioravante and Carlo Berto. They offer an exclusive collection of modern and classic sofas, sofa beds and beds. The whole collection is available from their catalogue or can be custom made to order: in comfort, in detail even down to the last centimeter. For years now, Berto talks about the territory and the work of the master artisan on the internet: [#divanoXmanagua](http://www.bertosalotti.it/divanoxmanagua) and the  [#sofa4manhattan](http://blog.bertosalotti.it/index.php/iniziativa-di-co-creazione-sofa4manhattan-chi-sono-i-protagonisti-del-progetto/)are just a few examples of what developed from the first corporate blogs in the industry.

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**Exnovo,** presents a collection of lamps in 3d printing that combines the technology and creating exclusive designer creations impossible to achieve with conventional manufacturing processes, but consistent with the standards of beauty and its classical canons. The creations. Exnovo present themselves as promoters of a factory that is still a source of pride and a hallmark for our territories

From 1926 **Menotti Specchia** redesigns Wood, from the floor up. The matter of the classical collections joins together with the Innovative and Research collections – Menotti Lab – all derived from a synergic cooperation between company and architects. Since 2005 the company has created for its Architect/ Interior Designer/ Final Customer XiLab®, an accurate Research and Development Workshop able to experiment innovative design solutions, unique in the market.

**Design-Apart** brings tailor-made design all over the world. A team of craftsmen which mix advanced technology with tradition and produce taylor-made and limited edition furniture and objects, available online. Design-Apart showrooms are platforms where the staff lives and works in the kitchen, inviting chefs, architects and clients to organize workshops and exhibitions.

**ONWARDS - TALKS**

**Onwards Talks**

**Curated by Monica AG Scanu**

9 – 11 April 2014 **H 5:15pm**

Three brief meetings with contemporary design scenario’s main protagonists: enlightened business men, thinkers, curators and designers hosted by **Onwards**-to talk about excellent experiences from unique points of view. A quick journey through significant changes into design and Made in Italy, as well as manufacturing handcrafted and new Italian products’ marketing models, manual know-how and 3D printing extraordinary outcomes.

**TALKS AND WORKSHOPS PROGRAM (ITALIAN LANGUAGE)**

**Talk 1 - Tra manifattura artigiana e design**

*Wednesday 9 April 2014*

**Filippo Berto**, owner, Berto Salotti

**Marco Bettiol**, economist at Università di Padova

**Luca Nichetto**, designer

**Enrica Cavarzan - Zaven**, designer

**Monica AG Scanu**, architect/host

**Talk 2 – Il nuovo design: modelli e protagonisti**

*Thursday 10 April 2014*

**Domitilla Dardi**, design historian

**Stefano Micelli**, author of *Futuro artigiano*

**Diego Paccagnella**, founder and art director Design-Apart

**Giò Tirotto**, designer

**Monica AG Scanu**, architect/host

**Talk 3 – Design tra tradizione e innovazione**

*Friday 11 April 2014*

**Chiara Alessi**, author of *Dopo gli anni Zero. Il nuovo design italiano*

**Fabio Ciciani**, owner, Exnòvo

**Francesca Lanzavecchia**, designer

**Claudia Pignatale**, founder and art director Secondome

**Monica AG Scanu**, architect/host

**Workshop 1 – Breakfast kids kit (limited seats to book: info@studio427.it)**

Sunday 13 april 2014 10:00-12:00 am

Francesco Faccin, Designer

Alfred von Escher, Designer/ Owner Leftover / studio427

Raffaella Guidobono, Host / Founder Leftover / studio427

**Workshop 2 – Serigraphy (limited seats to book: info@studio427.it)**

Sunday 13 april 2014 3:00-5:00pm

Francesco Faccin, designer

Alfred von Escher, designer / Owner Leftover / studio427

Raffaella Guidobono, Founder Leftover / studio427

Press Release: <https://www.dropbox.com/sh/qaws6xcwle25322/qvGBHKc6ga>