

# identity<sup>®</sup>

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## **Reflective perspectives: Pawson meets Wren**

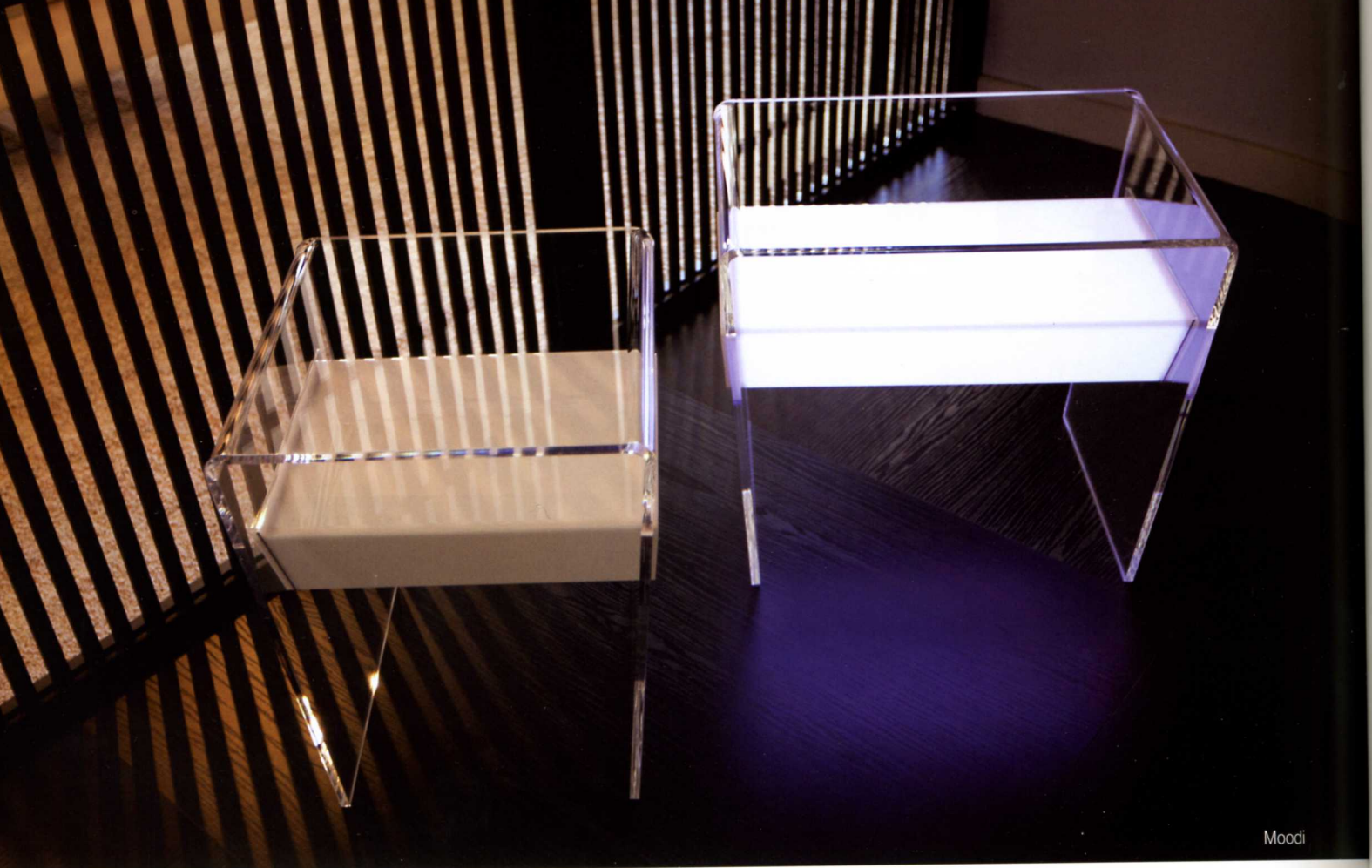
Pantry perfect: contempo-culinary desirables

On the job: spotlighting winning workspace solutions

Neuve niche: the return of Italian Luxury Interiors



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Moodi

## Goldie-luxe

Italian Luxury Interiors is all about objects that are rare, precious and made with skill, passion and – most importantly – time. The exhibition returns to the UAE to transport us back to the true meaning of luxury.

TEXT: SAMIA QAIYUM

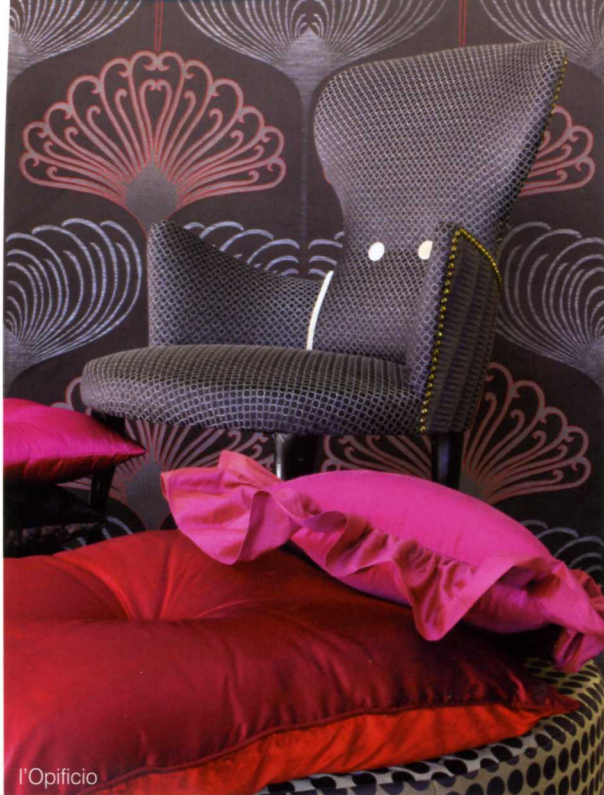
**Across the globe,** the term “Italian design” represents desirability and a certain way of living. Yet in the context of interiors, it may stand for cool and clean-lined modernity to one person, and the richness of traditional ornamentation to another. Both are entirely accurate, as much of contemporary Italian design stems from age-old crafts and techniques that have been passed down, refined and adapted through the generations. And this is the very essence of Italian Luxury Interiors.

The exhibition, organised by the Italian Trade Commission and under the patronage of the Italian Embassy, returns to the UAE from November 27-30 at the prestigious Madinat Jumeirah in Dubai. A follow-up to the successful debut event held in Abu Dhabi last year, the four-day event aims to showcase the rich heritage of Italian artistic production in its most important context – the home.

This year's edition will bring together more than a dozen carefully chosen companies working in areas as diverse as textiles and lighting, with materials as varied as ceramic, gold leaf, leather and iron. Skills such as hand-weaving, pottery and metalwork will be demonstrated through styles that range from the neo-baroque to a pared-down modernity. By their very nature, these products cannot be manufactured in large numbers and, as a result, the companies that make them range from very small artisan-workshops to more structured, yet still moderately sized companies.



Formitalia



L'Opificio



Omnitech



Tuttoattaccato

The exhibition will bring to light brands and products that, in many cases, have little international visibility at present or work only with highly specialised distributors. Expect to see over a dozen designers and manufacturers, including returning names such as Eurolampart, Selzioni Domus and Tuttattaccato. New exhibitors include Atunis, La Contessina, L'Opificio, Made a Mano, Moodi, Davide Medri, Omnitech and Tessitura Corte. All of the exhibiting companies share one, very deep connection: the inspiration for their products is derived from timeless Italian artisanal traditions – the techniques handed down through the centuries.

Just a few of the expected highlights include seminars led by renowned design figures Matteo De Lise, Sales & Marketing Director at Pininfarina Extra, and architect Francesco Lucchese, designer of the award-winning *Traslazione* folding chair created for Industrial Group Busnelli. The Aston Martin Interiors collection – entitled *Drive Me Home* – will make its regional debut at the exhibition. Produced and distributed exclusively by Formitalia Luxury Group in conjunction with Aston Martin, the sleek collection offers an integrated solution for home, office and corporate environments, completing the stylish range of hard and soft furnishings alongside a range of dynamic lighting. Fantini, whose team is also currently working on the Palazzo Versace Hotel in

Dubai, will also be present. World-renowned for their excellence in the use of the ancient technique of mosaic, the expertise of the Fantini family has been applied to some of the world's most iconic projects such as the Galleria Vittorio Emanuele in Milan, the Casa Caduarina in Miami and the Sheikh Zayed Mosque in Abu Dhabi.

The event has already drawn great interest from the region's trade buyers, as well as design consultants and architects. Italian Luxury Interiors' designers, from the Florence-based firm Artex, have curated pieces from each of the exhibitors, mixing and integrating them into a series of domestic room set-style installations that will be arranged in an open and flowing pattern. The absence of a standard exhibition-style grid structure aims to create compelling sight lines, as well as spaces for visitors to pause and discuss the work. With no set path to follow, they can instinctively slow down, contemplate and engage with both the objects and their makers. **ID**



Eurolampart