

I-MADE

19-22 SEPT 2019 SAATCHI GALLERY LONDON

INAUGURAL EDITION OF I-MADE TO LAUNCH AT SAATCHI GALLERY DURING LONDON DESIGN FESTIVAL

19-22 SEPTEMBER 2019

- *London's first exhibition solely dedicated to Italian design and manufacturing*
- *Curated by renowned Italian designer Giulio Cappellini*
- *Special programme of talks and workshops with esteemed Italian designers and architects across the four days of the exhibition*



Saatchi Gallery London - image courtesy of Saatchi Gallery

London, 2nd July - This year's London Design Festival sees the launch of the inaugural edition of **I-MADE** (Italian Manufacture, Art and Design Exhibition). Curated by renowned designer Giulio Cappellini and housed in Chelsea's iconic Saatchi Gallery, I-MADE is London's first exhibition solely dedicated to Italian design and manufacture.

"We are excited to launch a platform in London that brings together, and celebrates, the very best of Italian design, proudly showcasing the design culture and heritage that Italy is known

for in a city that has such a strong design culture of its own. Together with I-MADE founder and CEO, Francesco Giasullo, we're delighted to be hosting our inaugural edition at the Saatchi Gallery during the London Design Festival - this allows us to share the story of Italian design with a global audience in one of the capital's most prestigious venues." Elena Foschi, Director of I-MADE

EXHIBITOR HIGHLIGHTS

A true celebration of Italian innovation and craftsmanship, I-MADE will bring together some of the biggest and most influential names in Italian design and display iconic works like pieces of art within the Saatchi Gallery.

Cappellini will bring a collection by Japanese design studio, Nendo to I-MADE and also here the Thinking Man's Chair by English designer Jasper Morrison. The Thinking Man's Chair was first discovered by Giulio Cappellini at an exhibition in London in 1987, leading to a long collaboration between Morrison and the brand.

Living Divani joins I-MADE to celebrate the brand's fiftieth anniversary and mark thirty years of collaboration with Art Director, Piero Lissoni. The family-owned company will present Lissoni's statement Frog Lounge Chair at the exhibition. Another milestone will be celebrated at I-MADE as **Poltronova** commemorates the fiftieth anniversary of the production of the Mies armchair by Archizoom; the chair was designed in 1969 as a tribute to the great architect Mies van der Rohe who died that same year.

Contemporary Italian furniture brand **Moroso** will present its latest collaborations including the new Gogan sofa by Patricia Urquiola and Johannes Torpe's whimsical Heartbreaker sofa and Precious chairs which were inspired by Torpe's own relationships and heartbreak.

Other confirmed exhibitors include award-winning lighting brand **Luceplan** who will bring a collection of suspended pendants and floor lamps to the show.



From L-R: , Mesh pendant by Francisco Gomez Paz for Luceplan, Johannes Torpe's Heartbreaker Sofa for Moroso, the Frog lounge by Piero Lissoni for Living Divani

Alongside these classic furniture brands, **Ceramica Flaminia** will showcase the company's leading-edge technology and artisan approach to manufacturing high-end products for the bathroom. Since 2004, Giulio Cappellini has worked with Ceramica Flaminia introducing them to some of the world's most respected contemporary designers. These collaborations and Cappellini's own designs for the brand will be shown during I-MADE.

With the aim to promote Italian design on a global scale, I-MADE has partnered with online marketplace **Artemest** as the exhibition's official e-commerce partner. Championing premium Italian furniture and home decor, Artemest offers a platform to over 700 of the country's finest artisans and designers and will highlight some of these original works at this year's show.

TAKE A SEAT - SATELLITE EXHIBITION CURATED BY GIULIO CAPPELLINI

To complement the main exhibition, Giulio Cappellini has curated a satellite showcase that pays homage to those who have shaped the history of seating design. *Take a Seat* will feature classic furniture designs from brands such as **Ceccotti Collezioni, De Padova, Driade, Flexform, Giorgetti, MDF Italia, Molteni&C, Poltrona Frau, Unifor** and many others.

“I-MADE explores not only beautiful, but functional and innovative designs that have shaped the Italian manufacturing landscape and continue to influence design on a global level. ‘Take a Seat’ will delve into this further, looking at the humble chair - how this has become an iconic piece for so many designers and brands, and scrutinizing the basic principles of its design and functionality.” Giulio Cappellini - Curator and Art Director, I-MADE



Sketch of I-MADE satellite exhibition Take a Seat by curator Giulio Cappellini

I-MADE DESIGN TALKS PROGRAMME

Alongside its exhibitor programme, I-MADE will host a series of design talks and round table discussions over the course of the four days drawing on the expertise of esteemed Italian artisans, architects, entrepreneurs, and designers.

www.i-made.co.uk

@imade_design

#IMADElondon

NOTES TO EDITORS

LOCATION

Saatchi Gallery
Duke of York's HQ
King's Rd
London SW3 4RY

SCHEDULE OF EVENTS

Press and Trade Preview
(open only to registered press, trade visitors, and invited VIPS)
Thursday 19 September: 10:00 - 20:00
Apply for registration [here](#)

Public Show Days
Friday 20 September: 10:00 - 20:00
Saturday 21 September: 10:00 - 20:00
Sunday 22 September: 10:00 - 18:00

ABOUT I-MADE

The first exhibition in London to be dedicated to Italian design and curated by the renowned architect Giulio Cappellini, I-MADE will bring together exceptional design, quality and inspiration from Italy. The exhibition will not only present Italian innovation and craftsmanship but the passion and tradition of iconic Italian brands and designers. There will also be a series of design talks and workshops with esteemed Italian designers and architects that complements the main exhibition at Chelsea's iconic Saatchi Gallery.

ABOUT GIULIO CAPPELLINI

Trained as an architect in Milan, Giulio Cappellini is an emblematic figure in the international design panorama. Cappellini's work covers a vast array of furnishing elements. Among the most loved are the Mill sofa, inspired by the contemporary needs of the Millennials, the iconic Bong and Gong tables, the Break table series and the cabinet units in the Luxor range.

Through his most ambitious project, his company, Cappellini has become a bona fide trendsetter, such that he has become universally recognized as a talent scout for young professionals. Cappellini is also Art Director of brands Flaminia, Icone Luce, Superstudio and an ambassador of the famed Istituto Marangoni.

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