

I-MADE

ITALIAN MANUFACTURE ART & DESIGN EXHIBITION

**INAGURAL EDITION OF I-MADE WELCOMES RENOWNED
ARCHITECTS AND DESIGNERS TO SHARE THE STAGE**
*New Satellite Exhibition of Decorative Accessories and
Design Objets also Announced*

19 – 22 SEPTEMBER 2019
SAATCHI GALLERY, LONDON



I-MADE and INTERNI Magazine present 'The Renewed Quality of Made in Italy Design' talk with speakers (L-R): Aldo Cibic, Richard Woods, Claudio Lazzarini and Carl Pickering. Moderated by Deyan Sudjic.

September, 2019 – Next week during London Design Festival, I-MADE will open the doors of London's prestigious Saatchi Gallery and welcome guests to its first ever edition. With over 50 exhibitors presenting the very best in Italian design and manufacture, and a number of curated satellite shows, it is a must-see in the festival's newest district, Chelsea Design District.

Art Director of I-MADE, Giulio Cappellini, will pay homage to the illustrious history of Italian seating design with **'Take a Seat'**, a specially designed exhibition of chairs. A collection of smaller home accessories and design objects from Italy's leading brands will also be presented in a precious showcase entitled **'Souvenir d'Italia'**.

Supporting I-MADE's inaugural edition is an incredible line up of international talents who will mark the occasion by taking to the stage throughout Friday 20th and Saturday 21st September for a series of curated design talks; each drawing on Italian design expertise and the enduring legacy of Italian craftsmanship. I-MADE's official media partner INTERNI Magazine will present a panel discussion that discusses the synergies between Italian and British design while I-MADE's official e-commerce partner Artemest will host a talk that delves into craftsmanship and the growing power of digital design platforms.

DESIGN TALKS

I-MADE 2019 presents a special programme of talks and round table discussions exploring the expertise of esteemed Italian artisans, architects, entrepreneurs, and designers.



*I-MADE presents 'The Industry of Design in Italy' talk with speakers (L-R):
Patricia Urquiola, Patrizia Moroso, Giulia Molteni, Roberto Gavazzi and Giulio Cappellini*

The Industry of Design in Italy

Friday 20 September | 10AM

I-MADE's first design talk will be a panel discussion led by renowned talents in the fields of design and architecture who will explore the history, future and current state of the Italian design industry. Using their own experiences as brand leaders and collaborators, the speakers will address how Italian design has evolved and what lies ahead.

Speakers:

PATRICIA URQUIOLA, architect and designer

PATRIZIA MOROSO, creative director Moroso

GIULIA MOLTENI, head of marketing & communications Molteni&C|Dada

ROBERTO GAVAZZI, CEO Boffi|DePadova

GIULIO CAPPELLINI, designer and I-MADE curator

A Global Context: Italian Manufacturing, Design and Education

In collaboration with Istituto Marangoni

Friday 20 September | 12PM

In partnership with the esteemed Istituto Marangoni, I-MADE will host a conversation that explores the impact of a truly global design education on the design and manufacturing industries and the implications for international design programmes in an increasingly fractured geo-political context.

Speakers:

MARK ANDERSON, Director of Education, Istituto Marangoni Milan Design

TÉRENCE COTON, designer and Istituto Marangoni Alumni Ambassador

Moderated by **GIULIO CAPPELLINI** designer and I-MADE curator

The Renewed Quality of Made in Italy Design

In collaboration with INTERNI Magazine

Friday 20 September | 6PM

I-MADE's official media partner, INTERNI Magazine will celebrate Italian design with a panel discussion dedicated to exploring the excellence of 'Made in Italy' and the expertise of Italian craftsmanship and manufacturing techniques. Moderated by Deyan Sudjic, Director of London's Design Museum, this stellar line-up of Italian and British design icons will discuss the way design, art and architecture diverge to create contemporary urban spaces as well as address how design principles can be applied to values such as sustainability, innovation and bespoke craftsmanship.

Speakers:

ALDO CIBIC architect and founder of Cibic Workshop

CLAUDIO LAZZARINI and **CARL PICKERING**, founders Lazzarini Pickering Architetti

RICHARD WOODS, artist

Moderated by **DEYAN SUDJIC** director of the Design Museum, London

Welcomed by **GILDA BOJARDI** editor-in-chief INTERNI

and **GIULIO CAPPELLINI** designer and I-MADE curator



I-MADE and Artemest present 'Luxury interior Trends, Craftmanship & Co-Creation' with speakers (L-R): Marco Credendino, Brian Brennan, Giulia Zanetto, Charu Gandhi. Moderated by Becky Sunshine.

Luxury Interior Trends, Craftmanship & Co-Creation

In collaboration with Artemest

Saturday 21 September | 3PM

I-MADE's official e-commerce partner Artemest, will host the final discussion of the talks programme, a conversation examining the increasing demand for one-of-a-kind and limited edition products in the luxury market and the value that co-creation has to the consumer in generating creativity and empowerment. The talk will also delve into Artemest's business model and the customisation service offered by the marketplace itself for both b2c clients and trade members.

Speakers:

MARCO CREDENDINO, co-founder and CEO Artemest

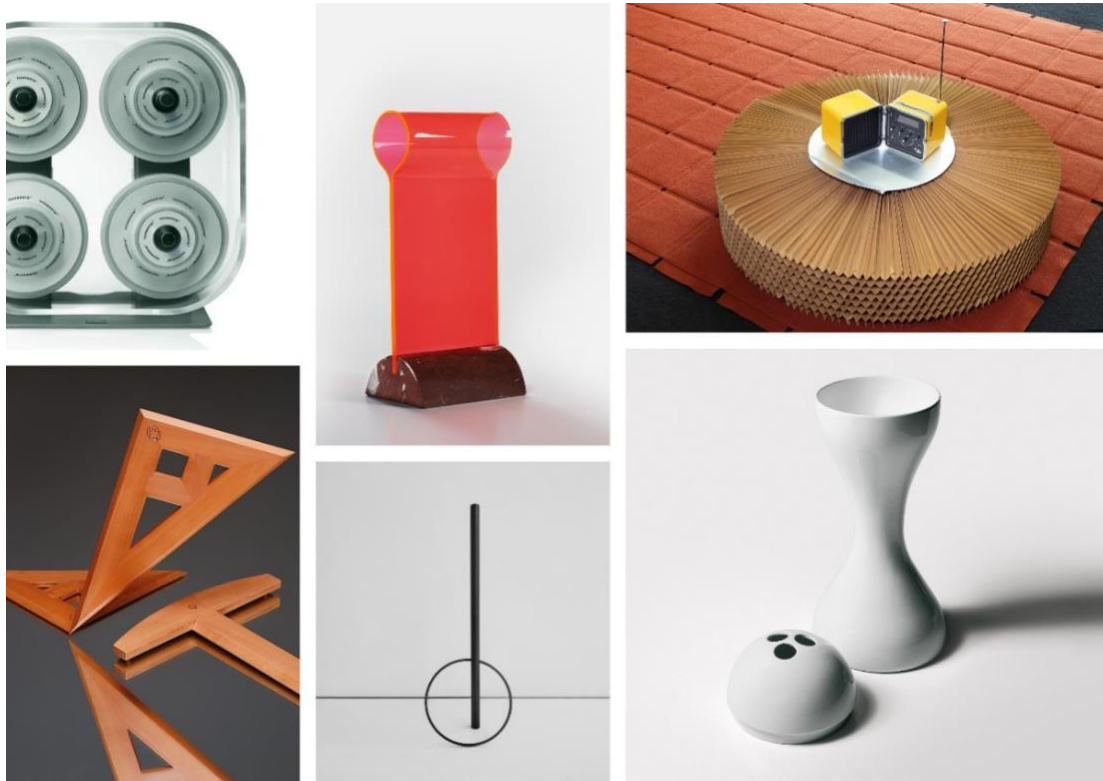
BRIAN BRENNAN, head of trade Artemest

GIULIA ZANETTO, marketing & communication manager Zanetto Argenti

CHARU GANDHI, director Elicyon

Moderated by **BECKY SUNSHINE**, design, interiors & lifestyle editor

For the full schedule of up-to-date talks, please visit www.i-made.co.uk/what's-on.



Selection of "Souvenir d'Italia" exhibited accessories (L-R): Technogym, Wellness Rack; Poltronova, Ofelia by Superstudio; Brionvega, Radio Cubo TS522D+S; Bottega Ghianda, Squadretta; HenryTimi, HTLT 901 limited edition by Leonardo Talarico; Cappellini, Newson Vase by Marc Newson.

SOUVENIR D'ITALIA

Souvenir d'Italia is designed to showcase the excellence of Italian design objet, accessories and handcrafted items. While Italy's furniture manufacturers are revered and recognised globally, often overlooked are the smaller icons such as the plastic Radio by Marco Zanuso for Brionvega, Giorgetti's lectern in wax-polished pear wood, beautiful trays by Gae Aulenti for Bottega Ghianda or silver objects by Franco Albini and Franca Helg for San Lorenzo. Alongside historical icons there will be contemporary objects such as the white ceramic vase by Marc Newson for Cappellini and scenic items by Driade and Poltronova. Leonardo Talarico will also debut a limited-edition piece designed for HenryTimi.

"It's fascinating to see how architects and designers approach things differently when working on a smaller scale with similar materials. The Souvenir d'Italia exhibition explores this facet and highlights the contemporaneity of passion and research." - **Giulio Cappellini**

At I-MADE, Giulio Cappellini will also present a collaboration with **Victoria Arduino** – manufacturer of fine Italian professional espresso machines. The brand will launch a special version of the Eagle One coffee machine, customised by Cappellini who has chosen special colours and innovative materials for his design. Giulio Cappellini and Victoria Arduino will showcase the new launch with a special presentation at Saatchi Gallery on **Thursday 19th September at 11.30AM.**

PARTNERS AT I-MADE

I-MADE is delighted to announce partnerships with the following esteemed Italian media, institutions and companies:

Artemest	Moleskine
Campari	San Pellegrino
DesignBest	Tommat Caffè
INTERNI Magazine	Viola Premium Beer
Istituto Marangoni	Zuani Winery
Italian Chamber of Commerce and Industry in the UK	

www.i-made.co.uk

@imade_design

#IMADElondon

I-MADE 2019 EXHIBITORS

Alias	Driade	Sanlorenzo Yacht
Alivar	Emu	San Lorenzo Argenti
Amura	Ethimo	Sicis
Anonima Castelli	Flexform	Technogym
Antique Mirror	Florim	Teckell
Arrmet	Giorgetti	Tonelli Design
Arte nel Design	HenryTimi	UniFor
Artemest	Icône Luce	Victoria Arduino
Barbara Abaterusso	ImperfettoLab	- Nuova Simonelli
Bottega Ghianda	Istituto Marangoni	Zanetto Argenti
Brionvega	Limonta	
CaCo3	Living Divani	
Calligaris	Luceplan	
Cantarutti	Martinelli Luce	
Cappellini	MDF Italia	
Cassina	M2KR design	
cc-tapis	Molteni&C	
Ceccotti Collezioni	Moroso	
Ceramica Flaminia	Poliform	
Dedar	Poltrona Frau	
De Padova	Poltronova	
Design Italy	Porro	

TAKE A SEAT EXHIBITION

Anonima Castelli	MDF Italia
Cappellini	Molteni&C
Cassina	Moroso
Ceccotti Collezioni	Poliform
Ceramica Flaminia	Poltrona Frau
De Padova	Poltronova
Driade	Porro
Flexform	Technogym
Giorgetti	UniFor
Living Divani	

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 Ceramica Flaminia, Icone Luce, Superstudio and an ambassador of the famed Istituto Marangoni.

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