

# I-MADE

ITALIAN MANUFACTURE ART & DESIGN EXHIBITION

## I-MADE ANNOUNCES FULL EXHIBITOR LIST FOR DEBUT LONDON EDITION

19 – 22 SEPTEMBER 2019  
SAATCHI GALLERY, LONDON



*Henry Timi – Arco Table which will be presented during I-MADE*

**August 2019** – I-MADE is the first exhibition in London solely dedicated to Italian design. Curated by renowned architect and designer Giulio Cappellini and housed in Chelsea's iconic Saatchi Gallery, the exhibition will not only present Italian innovation and craftsmanship but draw on the passion and traditions of iconic Italian brands and designers that are shaping the industry today.

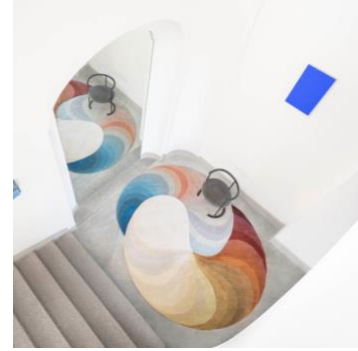
*“We consider London the creative capital of the world and what better time to debut I-MADE than during the London Design Festival. We see I-MADE as a bridge between artisans, designers, producers and those visiting the city and want to use it as a platform to educate a global audience about Italian design, manufacture and craftsmanship.”* **Elena Foschi** - Director, I-MADE



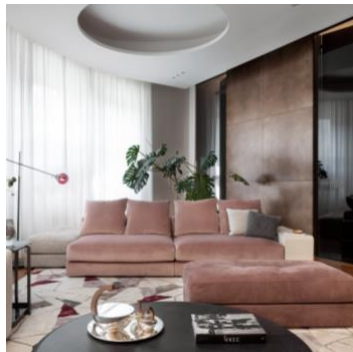
*Florim*



*Alivar*



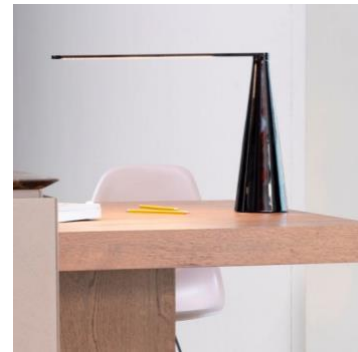
*cc-tapis*



*Giorgetti*



*Molteni&C*



*Martinelli Luce*

## **EXHIBITOR HIGHLIGHTS**

I-MADE brings together 50 exhibitors from all corners of Italy; from some of the most influential names in the world of design to emerging artisans. Each will display their works like pieces of art across the wondrous Saatchi Gallery during the annual London Design Festival.

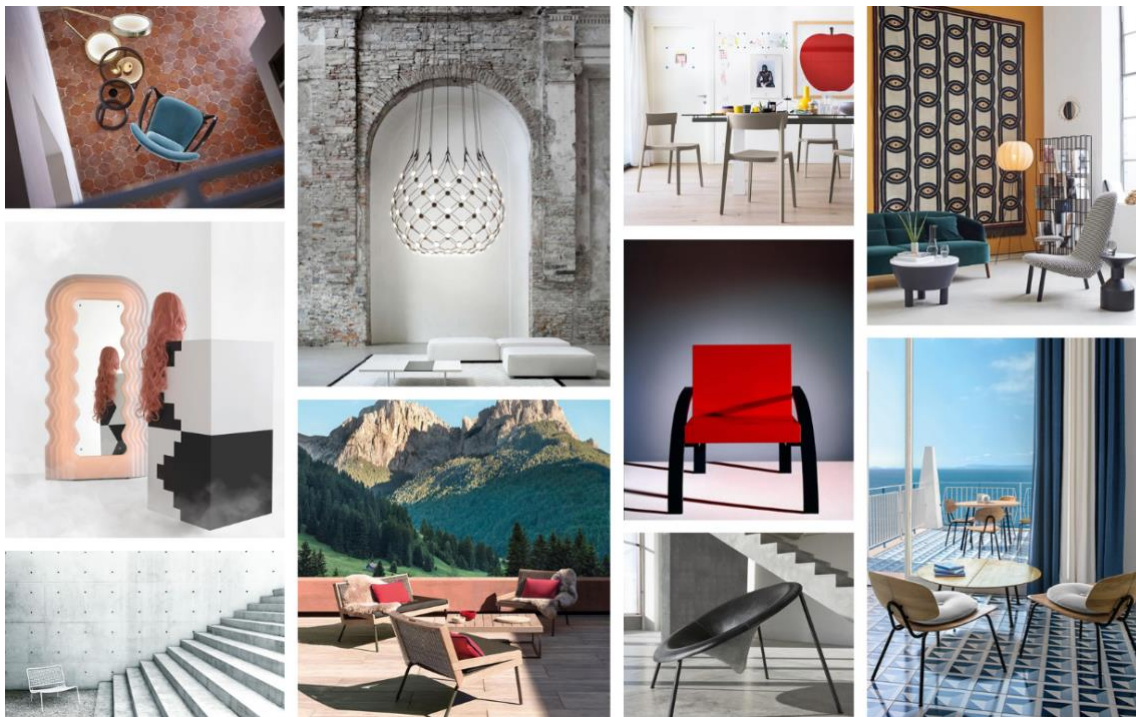
New to I-MADE’s exhibitor list is **Florim**; a 50-year old porcelain surface manufacturer inspired by an innate passion for beauty and design, and family-run company **Porro** known for its clean, contemporary home furniture solutions with new works by Piero Lissoni. Luxury furniture brand **Henry Timi** will showcase its latest designs for the kitchen and bathroom including a collection of tables centred on the theme of harmony, and Milanese silverware brand **San Lorenzo** will serve its luxurious collection of cookware by celebrated designer Tobia Scarpa. **CC-Tapis** will present a vibrant selection of contemporary hand-knotted rugs whilst 125-year-old textile company **Limonta** will showcase its vast range of fabrics expertly designed to complement any interior.

Progetti Fashion Chairs will be part of **Giorgetti's** presentation whilst **Molteni&C** will display its D.153.1 armchair based on original drawings by Milanese master Gio Ponti. **Tonelli**, famous for its exquisitely welded glass furnishings will showcase three works including Luca Papini's Liber bookcase, Giulio Mancini's T5 dining table and Giovanni Tommaso Garattoni's VU modular wall mirror; all of which triumph the brand's astonishing techniques.

Championing every aspect of Italian design, I-MADE also welcomes **Technogym** to the Saatchi Gallery integrating wellness and exercise into the home with its 'personal' line of desirable design-led equipment by Antonio Citterio. **Sicis** famous for its mosaic collections will also exhibit a variety of products, and **Calligaris** - leaders in living and dining furniture - will pay tribute to one of its classics, the Ines chair by Busetti Garuti Redaelli.

### ILLUMINATING I-MADE

Among these iconic furniture pieces will be innovative light displays by leaders in the field of lighting design, **Luceplan** and **Martinelli Luce**. Lighting manufacturer Martinelli Luce will highlight its award-winning designs; industrial task lamp Elica by Brian Sironi and Gae Aulenti's mid-century modernist classic Pipistrello, whilst **Luceplan** will put on a theatrical display with its impressive Mesh collection designed by Francisco Gomez Paz. Visitors can enjoy sculptural works by experimental brands, **Imperfetto Lab** and **M2KR Design**; artist Myriam Kuehne Rauner of M2KR Design has created a strong and monumental collection inspired by the Bauhaus which will be shown in conjunction with her brushed gold Art Deco style Shine table lamp.



*Selection of I-MADE exhibitors*

## MILESTONES AT I-MADE

During this year's London Design Festival, I-MADE will celebrate its first ever edition while a number of its exhibitors mark milestone anniversaries.

Leader of premium Italian furniture **Poltrona Frau** praises the 10th year of its iconic Archibald armchair designed by Jean-Marie Massaud and will celebrate the milestone at I-MADE during the festival.

**MDF Italia** uses the event to highlight two tenth anniversaries; the innovative Tense table by Piergiorgio Michele Cazzaniga, and Flow collection by Jean Marie Massaud with the introduction of new sizes, materials and finishes. For over a century, design brand **Castelli 1877** has been a symbol of 'Made in Italy' and this September, uses I-MADE as a platform to underline its heritage and announce its next chapter.

**Living Divani** marks 50 years of business by sharing a selection of its finest works including Piero Lissoni's Frog Chair masterpiece. And not stopping at furniture, I-MADE celebrates 100 years of the legendary Negroni by welcoming **Campari** to the show. To honour the occasion, the spirits brand will be offering visitors a serve of shorts or spritz over the course of the four days.



*Driade: Frate table by Enzo Mari and Costes chair by Philippe Starck*

## **TAKE A SEAT - SATELLITE EXHIBITION CURATED BY GIULIO CAPPELLINI**

I-MADE curator and art director Giulio Cappellini pays homage to the iconic Italian brands who have shaped the history of seating design with his specially curated satellite exhibition, 'Take A Seat'. Highlighting the eclecticism of Italian design, the line-up of chairs will include a selection of classic and contemporary models by **Ceccotti Collezioni, De Padova, Driade, Flexform, Giorgetti, MDF Italia, Molteni&C, Poltrona Frau** and **UniFor**.

*"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. We will showcase creations by the most important architects and designers in Italy; Antonio Citterio, Piero Lissoni, Vico Magistretti, Gio Ponti, Aldo Rossi – as well as works by international designers working with Italian brands; Jasper Morrison, Nendo, Patricia Urquiola, Jean Marie Massaud and Marc Newson."* **Giulio Cappellini** - Curator and Art Director, I-MADE

## **I-MADE DESIGN TALKS PROGRAMME**

To complement the main exhibition, I-MADE will host a series of design talks and round table discussions with esteemed Italian designers, architects, artisans and entrepreneurs.

Kicking-off I-MADE's talks programme on Friday 20th September is **INTERNI** with the discussion 'The Renewed Quality of Made in Italy Design' moderated by **Deyan Sudjic** director of London's Design Museum. Speakers include **Aldo Cibic** architect and founder of Cibic Workshop, **Claudio Lazzarini** and **Carl Pickering** of Lazzarini Pickering Architects and artist **Richard Woods**.

I-MADE also welcomes Architect and Designer **Patricia Urquiola**, Moroso Creative Director **Patrizia Moroso**, Molteni&C|Dada Head of Marketing and Communication **Giulia Molteni** and Boffi|De Padova CEO **Roberto Gavazzi** for a talk centred on industry design. Later in the day Mark Anderson, Director of Education at private Italian school of fashion and design, **Istituto Marangoni**, and Tèrence Coton, Designer and Istituto Marangoni Alumni Ambassador will take to the stage to discuss Italian manufacturing, design and education in a global context. All will be joined by **Giulio Cappellini**.

I-MADE e-commerce partner **Artemest** will occupy the conference hall on Saturday 21st September with a talk focused on luxury interior trends, craftsmanship and co-creation. During the talk, the panellists will address the increasing importance of customisation and Artemest's business model.

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

## I-MADE 2019 EXHIBITORS

Alias  
Alivar  
Amura  
Anonima Castelli  
Antique Mirror  
Arrmet  
Arte nel Design  
Artemest  
Barbara Abaterusso  
CaCo3  
Calligaris  
Cantarutti  
Cappellini  
cc-tapis  
Ceccotti Collezioni  
Ceramica Flaminia  
De Padova  
Design Italy  
Driade  
Emu  
Ethimo  
Flexform

Florim  
Giorgetti  
Henry Timi  
Icône Luce  
ImperfettoLab  
Istituto Marangoni  
Limonta  
Living Divani  
Luceplan  
Martinelli Luce  
MDF Italia  
M2KR design  
Molteni&C  
Moroso  
Poliform  
Poltrona Frau  
Poltronova  
Porro  
San Lorenzo Argenti  
Sicis  
Technogym  
Teckell

Tonelli Design  
UniFor  
Victoria Arduino  
- Nuova Simonelli  
Zanetto Argenti

## TAKE A SEAT EXHIBITION

Anonima Castelli  
Cappellini  
Ceccotti Collezioni  
Ceramica Flaminia  
De Padova  
Driade  
Flexform  
Giorgetti  
Living Divani

MDF Italia  
Molteni&C  
Moroso  
Poliform  
Poltrona Frau  
Poltronova  
Porro  
Technogym  
UniFor

[www.i-made.co.uk](http://www.i-made.co.uk)

@imade\_design

#IMADElondon

## NOTES TO EDITORS

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### 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.

## **PRESS CONTACT**

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