

Milan Design Week with Fabio Novembre

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Milan Design Week with Fabio Novembre From "Lido Sammontana" to Lea Ceramiche, the rockstar architect and designer talks about the "state of grace" pushing him to take on new design challenges and expand his creative horizons By Caterina Lunghi 01/04/2019 Federica Belli per Benetton Fabio Novembre, a design prodigy of the 90's, first left his mark across Milan with bold interiors for fashion boutiques, restaurants, hotels, and nightclubs like Café Atlantique and Shu. Born and raised in Lecce, the young creative moved to Milan after graduating high school, where he enrolled to study architecture at the Politecnico di Milano. There, embracing the countless new opportunities and possibilities of a big city, Novembre carved out his very own playground. Between one project and the next, the designer quickly made a name for himself in the city of chic, working his way up to a position as Creative Director for Bisazza in 2000 - a role he flourished in for over three years. Among his clients, Fabio Novembre counts B&B, Cappellini, Riva 1920, Fusital, displays for Tommy Hilfiger, Super Heroes for Pepsi, Una Hotel in Florence, Lavazza, and many more. In 2014, he was asked to design the iconic Casa Milan, headquarters for the AC Milan Football Club, which sits at the city's gates as an emblem to one of the nation's biggest squads. In his work, Novembre flaunts a humanistic aesthetic, evident in pieces like the Nemo chairs for Driade, the Jolly Roger for Gufram, Him & Her for Casamania, and the Muse lamps for Venini. Recently named Creative Director for Driade and Scientific Director of the Domus Academy as of late 2018, he is also a Scientific Committee member at the Triennale Museum. Let's start with Milan Design Week, which just around the corner. What will you be presenting? There'll be many new projects. I'm actually surprised myself because I typically try to moderate my work, but recently I feel like I'm in this state of grace; accepting all these new and diverse challenges was almost inevitable. Courtesy Image The new outdoor collection for Sammontana, Ice Dream!, looks like a lot of fun. It will be presented at the Magna Pars Hotel with a live reproduction of a beach, Lido Sammontana. I've always been a summer kind of person myself. But honestly, the collaboration with Sammontana has allowed me to unite two themes that are particularly important for me: environmental sustainability and leisure time. We'll be realizing furniture prototypes that aim to impress with an aesthetic reviving ethical themes. That which is beautiful should also be good, today more than ever! Can you explain this concept of "beautiful and good"? The aesthetic of the collection stems from one of my theoretic obsessions: transforming vortexes into flows and plain energy into a vital boost. The forms of objects are thus shaped into vortexes and the process triggers a sustainable, cyclical flow: inspiration for the confections of ice cream that will be reborn in beachside furnishings including lounge chairs and small tables, all in Bio, recycled, and recyclable plastic. And to make them, 3D printing is the best solution for the limited and experimental run that we'll be testing with Sammontana. Courtesy Photo And we'll also find you in Via Durini with Lea