

C&C Milano, Corporate Mention

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**ART
& INTERIOR**
**DELIGHTFUL.
UNCONVENTIONAL DESIGN**

A journey that explores the way that new generations live and design their homes, which, more than ever before, fluctuates between past and present. A fast, fluid, hyper-connected, technological present, which, above all, is publicized by constant sharing on social media; a present where technology, design and light define contemporary living and its essential spaces.

Hence **DeLightFUL**, an original installation-route by **Ciarmoli Queda Studio** housed in Hall 15 at the Salone del Mobile. A domestic dimension featuring a new way of experiencing rooms, which are shaped according to people's requirements and contain design elements that fully satisfy their needs. Alongside a sincere pursuit of a harmonic balance between functionality and emotion, which characterizes the whole concept of EuroLuce, a new trend has emerged, namely people's need to choose furniture and living arrangements in accordance with their needs and desires, overcoming traditional divisions into functional areas. «Like in the Renaissance - explains **Simone Ciarmoli**, artistic director of the exhibition-event together with his partner **Miguel Queda** - man is at the center of everything, with one major difference: the

century in which we live has led us to speed up consumption and to create different needs. There is still no doubt that human beings have primordial needs and this is what our vision of contemporary design aims to respond to». Technology reigns supreme and has become a fundamental part of our lives - smart, fast, cool technology that simplifies and molds itself around our home environment.

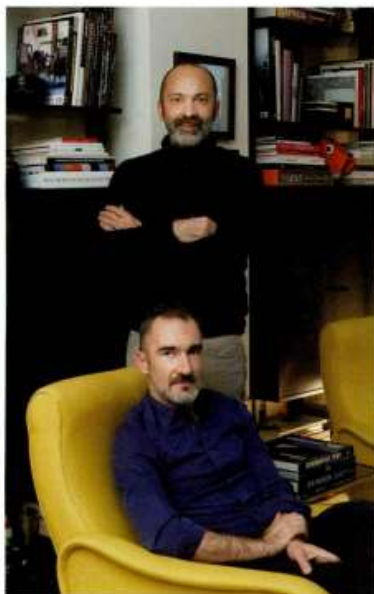
Light is no exception: it is a key element for rediscovering one of the avant-garde movements of the 20th century, which can be renamed "neo déco". Useful, beautiful objects with a precise function. «We are rediscovering a decoration trend that uses designer pieces, fabrics and objects to regain its strength - explains Ciarmoli - It can incorporate different styles, from luxury, in its commonly used sense, to minimal. We wanted to bring together past, present and future to define forms that have yet to be discovered in our domestic spaces. The common theme is art as an expression of the moment and, inspired by this concept, we wanted to outline a sophisticated neo déco trend that is sensitive to everyday needs.

A short film, directed and produced again this year by director **Matteo Garrone**, complements and enhances the sensory route. «Once again Matteo Garrone's work captivated and amazed us - explains the creative director - In our opinion, Garrone is currently the only Italian director with the creative power to interpret design. He treated objects in the same way as actors - he aimed for total symbiosis and he achieved it with that unique talent that still astounds people. His imagination embraces contemporary needs. Italy's beauty and surprises. Light, an important element. And while design characterizes an era's style, cinema expresses it with the power of filmed images».

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Many brands also starred in the exhibition, including **Alias, Artemide, Dedar, Flexform, Flou, FontanaArte, Giorgetti, Mdf Italia, Moroso and Poliform**... Their furnishing objects are representative of contemporary design and are unique pieces thanks to their unconventional combination of materials, fabrics, treatments and colors, and to the use of light as a theatrical element that can influence perception of space and evoke atmospheres. «It has been a different adventure - concludes Ciarmoli - Companies are outstanding spokesmen for Italian style. With different approaches, but all with a strong emphasis on quality. We were very honored to choose historical pieces mixed with highly contemporary designs and to reinterpret them in line with today's aesthetics. We even had unexpected success during the working phase: we received complements from the crew, which means that the message has been a success. An exhibition-journey that explores different environments, in which everything is geared around human beings».


SIMONE CIARMOLI & MIGUEL QUEDA

BRAND PARTNER

Interior: **Alias, Arper, Borsani, Brno De Vito, Tomen, C&C Milano, Casotti, De Padova, Dedar, Driade, Edra, Eclerzia, Flou, Flexform, Flou, Giorgetti, Glava Italia, Kartell, Lema, Living Design, Magis, Mdf Italia, Morisella, Morotti, Mulmen&C, Moroso, Poliform, Poliforma Fium, Rosendahl, Sella, Scherer&Crapetti, Tassoni Dileta Ze, Vetrone Entpol, Zanotta**

Lighting: **Artemide, Cin&Nix, Flou, FontanaArte, Foscarini, Karndahl, Luceplan, Marchetti Luce, Oliva, Piretti**

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