



Made in Italy

## PRESS RELEASE

### SALONE DEL MOBILE

MILAN, 04 - 09 APRIL 2017

## FIAM ITALIA: A CONTINUAL DIALOGUE BETWEEN MATERIALS AND MATTER

Fiam presents a sophisticated, contemporary furnishing project where shapes are organic and lines are bold for a strong identity, but with understated elegance.

A play on contrasts to highlight the expressive ability of materials, through the combination of glass, fused at high temperatures, which reveals, in the details, the fine workmanship of a strictly “Made in Italy” production process. The glossy sheen of glass is offset by the soft tones of wood and the sombre colours of Ecomalta, a pliable and versatile material that is hard-wearing and ecological, and once again reflects the values of excellence and the highly professional work ethic which are the hallmarks of Fiam products.

Colours, geometries, tactile sensations and visual perceptions are intertwined, complementing the nature of different, pure, quality materials in a creative mix which combines opacity and transparency, smoothness and angularity, luxury and rigour.

A proposal for contemporary living which, as a whole, creates harmonious proportions and a balance of lines and volumes. An inspiration that draws on memory to project itself into the future through the aesthetics of a glorious tradition and the modern interpretation of the nature of the materials, for an increasingly cosmopolitan home.

The spirit of a building in continuous evolution is the foundation of a new creative proposal developed on the different artistic take by the designers who have contributed to Fiam in creating designer and avant-garde products to fulfil new demands and new lifestyles.

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Reinventing something ordinary with an ironic twist has always been central to the work of **Marcel Wanders** who, with the collection of **Pop** and **Lollipop** mirrors, explores and tests the limits of combining craftsmanship and the techniques of processing glass and mirrors, creating illusions and surprising the onlooker.

The Pop mirrors, created in three different shapes and sizes, transform the hardness and smoothness of the mirror into a soft, almost fabric-like surface. Thanks to the distinct curved pattern, the edges create a multitude of reflections which transform the frame from a closed element into an open surface with infinite possibilities.

The Lollipop mirror also reinterprets the standard idea of a hand-held mirror, an object that started out on a dressing table and has been revamped by Wanders, who has transformed it from its traditional dimensions to one that is two metres tall. What remains of the mirror, that required the user to bring it close to observe herself, is the iconic, memorable shape which conjures up elements of something familiar and images from fairy tales. Lollipop stamps a strong, bold statement on the living area which is heightened by its imposing size and the stylised patterns on the mirror's surface.

A blending of opposites, on the other hand, is the feeling conveyed by the **Magma** table, designed by **Patrick Jouin**.

Glass is moulded onto the oak frame which reflects the unusual aesthetic look in the construction details. As a whole, it conjures up a fascinating, magical atmosphere in which the intricate details and sophisticated colour combinations reveal the true reason for the exclusive nature of this table.

The top is in coloured glass which, thanks to the complex process of fusion at high temperatures, recreates mesmerising graphic effects, reminiscent of the earth's flowing magma, based on visual images and sensory perceptions.

The immense care taken over the balance of proportions and shapes is revealed in the essence of these two materials, in the dialogue between sophisticated surfaces and exclusive finishes to produce an object designed for an international market which will fit into even the most challenging living spaces.

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The combination of surfaces and materials which, although they may seem incompatible at first glance, create a balance which enhances the design and becomes the key feature around which the **Rime** tables by **Bartoli Design** have been developed.

The collection of fixed and extendable tables features an extra-clear glass base, a simple shape which, with its ethereal, yet compact form appears like a block of ice with an ever-changing surface, that is both transparent and opaque.

The glass of the base which takes on a rippled, smooth and dynamic appearance, thanks to fusion at high temperatures, is combined with the table top, a sheet of minimalistic, smooth, back-painted glass, to create an overall look that is reminiscent of the iconic solidity of an altar table.

The more “textured” variation of the table top finishes also adds substance to this juxtaposition, creating another reference to one of the recurring themes of the Fiam collection this year: the use of Ecomalta. The opaque texture given to the coating, strictly applied by hand, creates an interesting play on light which invites you to take a closer look.

The formal innovation that generates brand new compositional possibilities is the essence of the collection of the **Lands** coffee tables and side tables by **Studio Klass**.

The inspiration is from aerial views of rural landscapes, featuring different shapes and colours, based on the type of cultivation where the seemingly haphazard layout of the land creates fascinating compositions of colour and shapes.

Starting from these similarities with nature, the tables are produced in different sizes and heights, designed to be grouped or positioned as required, either individually or in combinations, to create islands.

Based on their shape and size, they feature either two or three bases in blown glass, with tops in back-painted glass or stone, both of which are edged in copper.

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## TECHNICAL SHEET

### SALONE DEL MOBILE 2017

#### POP

#### MARCEL WANDERS

Wall mirror in 6 mm high temperature fused glass, back-silvered, 5 mm flat mirror. Rear frame in painted metal. It can be hung horizontally or vertically.

Rectangular mirror

L 216          W 5          H 116

Rounded mirror

Ø 148          W 5

Shaped mirror

L 169          W 5          H 109

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## TECHNICAL SHEET

**SALONE DEL MOBILE 2017**

**LOLLIPOP**

**MARCEL WANDERS**

Wall mirror in 8 mm-thick fused and back-silvered glass, 5 mm-thick flat mirror.

Shaped mirror

L 90            W 10            H 200

Shaped mirror with accessories

L 90            W 10            H 200

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## TECHNICAL SHEET

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#### MAGMA

#### PATRICK JOUIN

Table with 15 mm extralight fused glass top, available in smoke grey, blue or amber finish. Oak structure available in natural or grey finish.

L 220            W 106            H 75

L 260            W 110            H 75

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## TECHNICAL SHEET

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#### RIME

#### BARTOLI DESIGN

Fix or extendible table with 15 mm glass top and 12 mm glass extensions, available in various finishes: white, black or grey back-painted etched extralight glass; transparent glass hand-finished with Ecomalta for a textured effect, available in various colours: ivory, dove-grey, black slate. 15 mm extralight fused glass base.

#### Fix table

L 130          W 130          H 75

L 146          W 146          H 75

#### Extendible table

L 130/230      W 130          H 75

L 146/236      W 146          H 75

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## TECHNICAL SHEET

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#### LANDS

#### STUDIO KLASS

Collection of coffee tables consisting of 6 mm, black back-painted extralight glass top or in 6 mm stoneware available in various colours. The top is set on a structured panel edged with a painted band, with a satin copper finish. Hand-blown glass base, available in smoked or amber finish.

#### Rectangular table

L 90            W 45            H 30/40

L 130          W 35            H 30/40

#### Rounded table

Ø 90            H 30

Ø 120          H 30/40

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