



PRESS RELEASE

SALONE DEL MOBILE

MILAN, 18TH – 23RD APRIL, 2023

**THE HISTORY OF GLASS:
FIAM TELLS THE CONTEMPORARY LIVING**

Fiam Italia has been furnishing home environments with elegance and artisanal craftsmanship for 50 years, nurturing its delicate yet incisive, dreamy yet extremely material soul by merging contemporaneity and tradition to create furniture that express the exceptional aesthetics research, the technology and the passion of the current historical reality.

The Fiftieth Anniversary is a very important milestone embodied in the iconic product Onda Pouf, which marked the origin of the first collection by the Brand allowing people to seat on glass for the first time ever. For the occasion Onda Pouf will be embedded in a silver casket in the stand as a real jewel. Moreover, the company will celebrate its history through a beneficial initiative that will start during the Salone del Mobile and culminate with a charity dinner in Villa Miralfiore. Indeed, in stand it will be possible to purchase Mini Onda Pouf and contribute to the fundraising for the reconstruction of the nursery school in the Sforzacosta neighbourhood of Macerata.

Explored and conceived in all its shapes, expressions, deepness and infinity of meanings, glass is always the main protagonist. In a renewed, ever evolving context, this material is synonymous with material fusions where diversities are emphasized and become distinguishing marks worthy of note. With the MOOD project, in fact, the Marche-based company does not merely produce fascinating design pieces, but real subjects that inhabit spaces instead, designed to be compatible with an idea of contemporary and cosy home. An important cure of ambiances whose elements come together while atmospheres combine in a diversified manner, with strong, incisive tones or soft, whispered ones that are finally declined in three styles: Pure, Modern, Sophisticated. Dressed in two Moods, namely Soft Modern and Soft Pure, an absolute novelty of 2023, the architectures presented at this edition of the Salone will be enveloping and comfortable, enhanced by charming and warm colors. A complete and delicatd proposal aimed to give value to the living and dining areas which is the outcome of Fiam's fifty years experience and the aesthetic and stylistic research of the designers, expected to develop unique and captivating design proposals.

Arik Levy redefines the way of interacting with space with the **Silica** mirrors, a universe of infinite and unexpected reflections. Emotions, sensations and suggestions express themselves and explode thanks to the contrast between the pure surface and the surrounding ambience where intertwined lines and amorphous textures fragment light, enhancing the image reflected.



Marry me is the declaration of love that expresses the deep intimacy between glass and light, where precision, delicacy and profundness take turns to embrace this elegant encounter. **Davide Oppizzi** wanted to keep a certain distance between these elements so as to confer to circular glass all its volume and structure. In this lamp, in fact, the metal clamp, that is the joint located in the middle of the glass surface, has a key role: as a ring with its diamond, united in an elegant choreography, glass and light touch each other and merge in the precious and refined finish inherited from the world of jewelry.

“I like to think of the library as a showcase of passions and happy memories” states **Simone Bonanni** who has designed with Fiam **Remind**, an evocative soul of memories, expressions of humanity and representations of the ego. A bookcase conceived as a floor-ceiling modular system that brings out the image of oneself, a piece of furniture able to go beyond the mere functional aspect and that appropriates a new light thanks to glass, breaking away from the domestic scenario to achieve a starring role. Sharp parallel lines follow each other and the vertical uprights are intersected by crosses at right angle: then the fused glass shelves make their appearance in the structure lightening it and giving movement to the entire composition.

Studio Klass signs the design of **Flaminio**, born from the desire to enhance the delicacy and harmony of the object protagonist of some of the most important moments of our life, symbol of conviviality, relation and humanity. Homage to the homonymous stadium in Rome designed by Pier Luigi Nervi, this table is a play of contrasts between solids and voids, between sophisticated workmanship and veneered structure. Inspired by the lightness of the Engineer’s works, it is composed by a glass top supported and surrounded by a frame that, thanks to its original section, divides the top itself from the base in a pure and delicate material balance resulting from the fluidity of glass and the solidity of wood. A perfect combination that makes Flaminio the ideal furnishing element to enrich and exhalt the ambience it is placed in.

Industrial precision and artisan care create a new balance in **Shift**, giving life to new expressions of glass with unique threedimensional decorative patterns, celebrating Fiam’s technical expertise in glass fusing and **Francesca Lanzavecchia’s** creative flair. A new collection of plastic and mono-material mirrors, that comes from the union of orthogonal lines and blunt surfaces. Glass creations that are simultaneously rigorous and dynamic, compact and elastic, perfectly balanced by a frame dramatised by vertical grooves.

Last but not least, the collaboration between **Marcel Wanders studio** and Fiam returns to the Salone del Mobile 2023 with an extension of the **Cristaline** collection, with new coffee tables and consoles. Synonym with grace and eternal beauty this collection is the mouthpiece of the artisan skill of the Marche-based company, impressing on the glass surface a perfect synthesis between geometry and nature, in an organic harmony that accommodates and exhalts its aspects. A delicate and poetic pattern inspired by the charm of a floral bouquet characterized by eternal engravings of ethereal blossoms, incorporeal yet material at the same time.



FIAM CELEBRATES ITS 50TH ANNIVERSARY WITH ONDA POUF HELPING ITS TERRITORY: THE MARCHE REGION

Fiam reaches a new milestone: 50 years of history of design impressed in the suggestive magic of glass. A journey through time to retrace the milestones that contributed to the birth, development and success of a family-owned, innovative and highly creative company. In fact, the origin of Fiam Italia's collections lies in a product that is still recognized as a symbol of elegance, simplicity and avant-garde technique: the Onda Pouf. Created by Vittorio Livi's inspiration, this complementary object designed to sit in front of glass bending ovens, as become an Made in Italy icon, being the first piece of furniture that allows people to sit on glass.

Onda was an inspiration for its creator, who decided to create an entire collection of furnishing elements made of curved glass in 1973. Hence Fiam Italia was born in this way.

Half a century has passed since that risky but brilliant intuition. Nonetheless, Onda Pouf is still an authentic and meaningful object, an icon coming from the past to be a beacon for the future of the company and of the high-temperature glassmaking technique. This is why it is reintroduced in the current Fiam collection with a limited edition of 50 pieces, marked with an indelible logo in pure gold, numbered and personally signed by its author Vittorio Livi.

50 unique pieces have been produced to celebrate FIAM Italia's 50th anniversary and to support the rebuilding project of an elementary school located in the popular district of Sforzacosta in Macerata, one of the areas devastated by the earthquakes in central Italy in 2016. This initiative has been supported and promoted thanks to the help and the dedication of Andrea Bocelli Foundation and Fondazione Mediolanum, and further supported by a charity dinner in the beautiful frame of Villa Miralfiore, Pesaro.

The fundraising is a tangible and shared symbol of the values and attention of Fiam and its partners to an area which still needs help. In fact, the Marche-based company has always supported and valued local communities, which have often gone through difficult times. Hence the desire to rebuild a primary school, an area dedicated to children from 0 to 6 years and to their future: a space for study, educational training and creative development. This is an intense urban redevelopment project conceived by the Andrea Bocelli Foundation through the establishment of an educational Hub.

In addition, a limited edition of 100 miniatures of Mini Onda Pouf in 1:5 scale will also be available for free sale in Fiam's stand at the Salone del Mobile, contributing and supporting the construction of the Educational Hub in the Sforzacosta neighborhood of Macerata, a center that is hence destined to become a focal point as well as a center of regeneration of the social and urban fabric, offering new opportunities for learning, meeting and sharing for students and families.



TECHNICAL SHEET

SALONE DEL MOBILE 2023

SILICA

ARIK LEVY

Free-standing or hanging mirror with 6 mm-thick high-temperature fused and back-silvered glass frame, with texture achieved from a handcrafted decoration. 5 mm-thick flat mirror. Painted metal rear frame. It can be hung horizontally or vertically.

Square mirror

L 100 cm – P 6 cm – H 100 cm

L 200 cm – P 6 cm – H 200 cm

Rectangular mirror

L 100 cm – P 6 cm – H 200 cm

L 155 cm – P 6 cm – H 240 cm



TECHNICAL SHEET

SALONE DEL MOBILE 2023

MARRY ME

DAVIDE OPPIZZI

Suspension lamp for indoor use with Mid-Bronze finish aluminum ring structure and opal white plastic diffuser. LED light source integrated within the structure. Decorative diffuser made of 6mm-thick high temperature fused glass in extralight, smoked or bronze finish, available in 2 texture variants: "organic " or "geometric".

Single lamp with Ø 25 cm round rosette:

L 38 cm – P 52 cm – H 110 cm

Composition of two lamps with L 70 cm linear rosette:

L 88 cm – P 72 cm – H 110 cm

Composition of 2 lamps with Ø 40 cm round rosette:

L 63 cm – P 72 cm – H 110 cm

Composition of 3 lamps with Ø 50 cm round rosette:

L 65 cm – P 64 cm – H 140 cm

Composition of 4 lamps with Ø 50 cm round rosette:

L 66 cm – P 66 cm – H 200 cm



TECHNICAL SHEET

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REMIND

SIMONE BONANNI

Modular library in glass, aluminium and wood, available in ceiling-mounted (freestanding) or wall-mounted configuration. Structure composed of vertical and crossing uprights made of black anodized aluminum. Vertical uprights in solid wood molding. 60- or 100-cm shelves made of 8-mm high temperature fused glass in extralight, smoked or bronze finish. 100-cm storage elements with wooden frame and drop-down doors in 6-mm extralight, smoked or bronze curved glass. The supports for positioning shelves and storage units are attached to the uprights with a pressure system and can be positioned at the desired height.

Shelves

L 60 - P 39 - H 3 cm

L 100 – P 39 - H 3 cm

Container Unit

L 100 x P 36 x H 46 cm

Dimensional constraints

Wall-mounting systems

Standard heights: H 260 cm – H 311 cm.

Custom heights: H max 311 cm.

Ceiling mounting systems

Custom heights only: H max 315 cm.



TECHNICAL SHEET

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FLAMINIO

STUDIO KLASS

Table with 12 mm fused and tempered glass top, back-painted with with metallic paints. Solid wood structure available in Tobacco or heat-treated black finish.

L 240 cm – P 110 cm – H 75 cm

L 270 cm – P 110 cm – H 75 cm

L 300 cm – P 110 cm – H 75 cm



TECHNICAL SHEET

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SHIFT

FRANCESCA LANZAVECCHIA

Free-standing or hanging mirror with frame composed of two glass elements: a part in 6 mm-thick high-temperature fused glass in transparent or bronze finish; a part in 6 mm-thick flat glass in smoked or bronze finish. 5 mm-thick flat mirror. Rear frame, in painted metal. It can be hung horizontally or vertically.

L 87 cm – P 5 cm – H 182 cm

L 111 cm – P 5 cm – H 114 cm

L 112 cm – P 5 cm – H 112 cm



TECHNICAL SHEET

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CRISTALINE

MARCEL WANDERS STUDIO

Console with 15 mm fused and tempered extralight glass top, available in transparent or back-painted finishes with metallic paints. Top also available in marble. Metal base available in opaque Titanium or in Black Glossy Nickel finishes.

L 130 cm – P 48 cm – H 75 cm

L 147 cm – P 48 cm – H 75 cm

CRISTALINE

MARCEL WANDERS STUDIO

Coffee table with 10 mm fused and tempered glass top, available in transparent or back-painted finishes with metallic paints. Top also available in marble. Metal base available in opaque Titanium or in Black Glossy Nickel finishes.

ø 50 cm – H 50 cm

ø 80 cm – H 40 cm

ø 110 cm – H 30 cm

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