

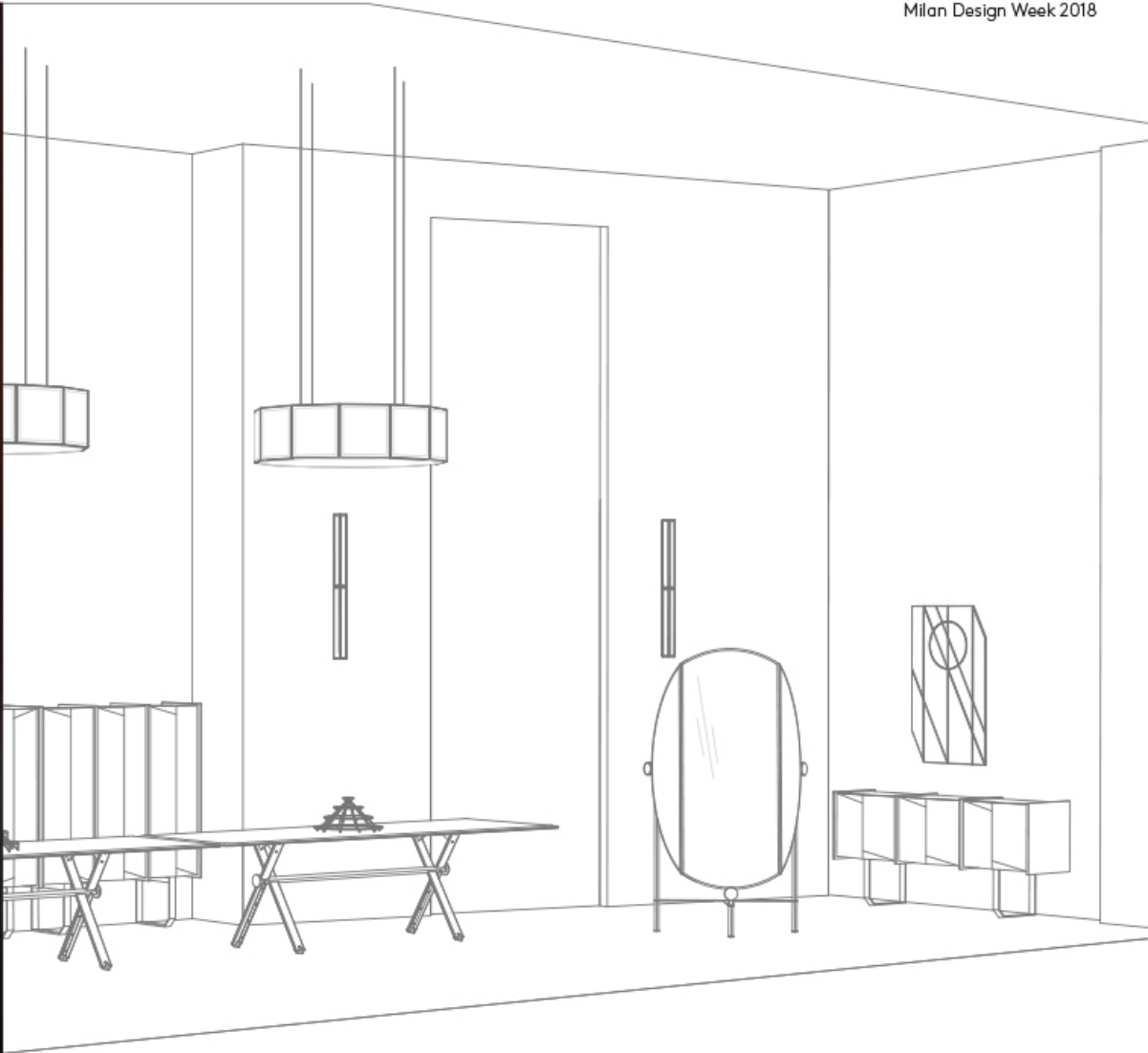
soffa

design | fashion | people | travel | food | science



LUCE SOLIDA

text: Kristyna Svobodova
photo: Filippo Bamberghi
and company archives



AT THIS YEAR'S MILAN DESIGN WEEK, SOFFA WILL SHINE NEXT TO GALLOTTI&RADICE, THE ITALIAN FAMILY COMPANY THAT HAS BEEN PRODUCING HANDMADE GLASS OBJECTS FOR MORE THAN SIXTY YEARS. IN GLASSMAKING ARTISTIC CREATIVITY INTERTWINES WITH TECHNICAL PRECISION, AND THIS IS REFLECTED IN THE COMPANY'S INSTALLATION FOR MILAN DESIGN WEEK. THE INSTALLATION WAS DEVELOPED BY THE ITALIAN DESIGNER PIETRO RUSSO WHO IS RENOWNED FOR WORK THAT COMBINES CREATIVITY WITH PRECISION CRAFT. AS THE MEDIA PARTNER FOR THE INSTALLATION, SOFFA WAS ALLOWED BEHIND THE SCENES TO WITNESS ITS CREATION. JOIN US FOR A SNEAK PREVIEW OF WHAT TO EXPECT!



PREVIOUS SPREAD: Luce Solida will feature a collection of closely related designer objects that will draw visitors into the dreamy world of imagination. On display will be the Diedro sideboard, designed for Gallotti&Radice by Pietro Russo, as well as the Flabello mirror from the designer duo Lanzavecchia+Wal.

LEFT: The designer allowed us a peek at the design process and gave us a preview of Luce Solida. Honeycomb panels are one of Russo's favourite materials and feature in the Gallotti&Radice installation.



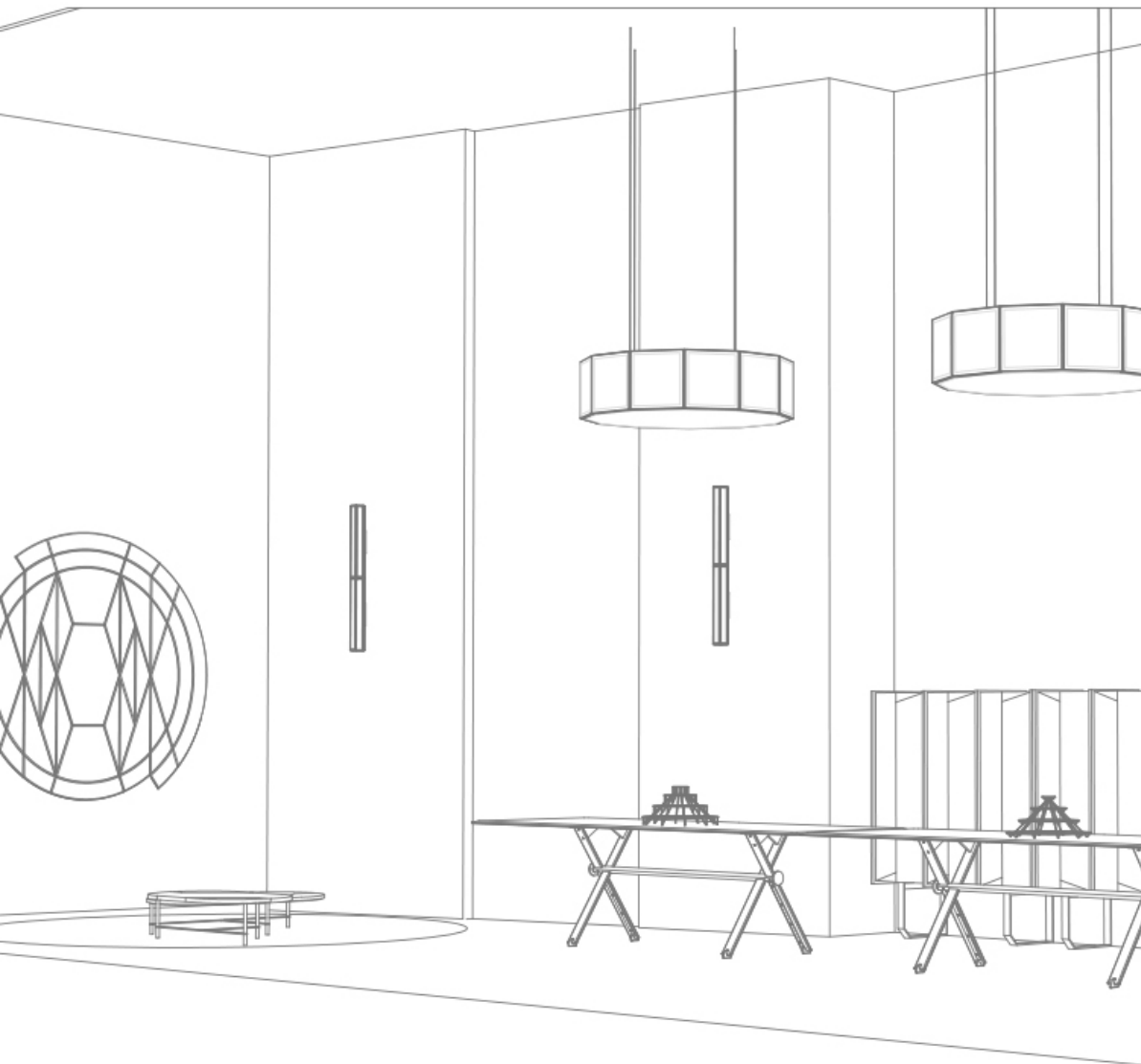
The designer Pietro Russo has collaborated with various names in the world of design, from brands like Alessi and Benetton to Kartell and Fritz Hansen. His projects are united by his unwavering passion for traditional craft and custom-made production. Influenced by his past study of scenography and work in film, Russo places each object into its designated space with careful consideration of its unique story. Connected by a common thread, the individual pieces unite to reveal the designer's grand vision. This often results in installations that speak their own language and engage in a dialogue with the surrounding reality. Russo's visionary thinking embraces the traditional crafts that have inspired his career so far. His ideas, however futuristic, are always carried out with ultimate precision, and this is one of the reasons why Russo has lent his name to a long-term collaboration with the Gallotti&Radice brand.

The small Italian company was born out of a pure passion for glass. It started with limited production of mostly mirrors and lighting, with each piece created individually to allow for the highest level of finishing detail possible. From the beginning, Gallotti&Radice was committed to creating new, innovative designs that honoured traditional glassmaking processes and techniques. This commitment has stayed with the company for over sixty years, and it has helped to fulfil the founders' vision of a family firm that would span generations and thrive on a reputation of innovation authenticity.

Luce Solida, the company's installation for this year's Milan Design Week, emerged out of a desire to create an innovative design that would be futuristic yet honour the brand's origins. Pietro Russo had a profound understanding of the company's wish and embraced it with his highly distinctive approach. The result is an interactive, artistic installation at the company's new showroom on Milan's Via Cavallotti, a short distance from Piazza del Duomo. In Luce Solida, Russo's creative play with space, light and shadow is intended to evoke a feeling of poetic disorientation in which visitors experience movement to the accompaniment of sound effects. Russo approached the installation as both a designer and a scenographer, drawing attention to the forms of the various objects and their placement in space, as well as their collective influence on our perception of art and design. 'I want my work to tell a story,' affirms the designer. Together with Gallotti&Radice, we are thrilled to be a part of it. ■

**Take a trip to Milan and visit the Luce Solida installation.
17-22 April 2018 by appointment only, Via Cavallotti 16, Milan**

To learn more, visit www.lucesolidaevent.com, www.gallottiradice.it and www.pietrorusso.com.



THIS SPREAD: Pietro Russo has worked for domestic and international clients and for many years was based in Berlin. But his work always brings him back to his Italian roots and traditional craft. The full-colour illustration of his installation, which will feature the products he has designed for Gallotti&Radice, demonstrates Russo's poetic play with light and shadow.



THIS PAGE: Studio Pietro Russo created Daffodil – a mirror and light in one – whose form recalls the shape of the gentle spring flower.



Gallotti&Radice

Designed and handcrafted in Italy,
for contemporary living.

photography | Matteo Imbriani



Audrey, sofa | Chanel, coffee table | Cookies, coffee table | Lou, pouf

Salone del Mobile
Hall 5 Stand C 12

Fuori Salone
Luce Solida concept by Pietro Russo | via Cavallotti 16, Milano