



ABET LAMINATI AT ARTISSIMA DESIGN

For the first time Artissima has an entire section completely dedicated to design, with the title Visualising Transformation. Workshops, meetings, discussion forums and an exhibition mounted in the prestigious rooms of Palazzo Birago in Turin are actually a special part of the project IN Residence, a lab meant for a dialogue between well-known designers and selected students.

Among the mountings especially conceived and created for the occasion, the UdA group from Turin has chosen the original laminates by Abet for its project: they were designed in the 1980s by Ettore Sottsass, founder of the cultural movement Memphis, and Alessandro Mendini. They managed to turn the laminate into a proper element with strong features and a great 'personality'.

Ten coloured and bright décor, serigraphs and digital prints, which are the result of the collaboration between the two famous Italian designers and ABET LAMINATI, cover a creation mainly made of modules.

Relying on the iconographic appreciation of the laminates by Abet, the UdA group, with the title Materia-Antimateria, offers a mounting whose minimalism conveys an emotion made of substance, surface and colour. Full and empty spaces and shapes coexist but, at the same time, they maintain their own identity.

VISUALISING TRANSFORMATION
PALAZZO BIRAGO | VIA CARLO ALBERTO, 16 | TORINO
7-14 November 2010
Every day 3pm - 7pm

