



„DREAMWORLDS BECOME REALITY“

Domagoj Mrsic, owner of the agency Sayonara Visual Concepts, reports from the Salone Internazionale del Mobile 2013 in Milan.

After my arrival, Milan, one of the most important fashion metropolises in Europe, not only impressed with its streetstyles, which are a real eye candy for every fashion blogger, but also with the noticeable, creative energy which was in the air during this week. In the context of Salone 2013 the international focus was once again on Milan. Visual worlds and impressions were offered there, which will sustainably inspire me as well as numerous other visitors of the Salone 2013. The internationally renowned trade fair once more invited their guests to dive into dreamworlds, which became reality.

On the fairground some of the designs reminded me of heavenly gardens and flower fields. Most of the exhibition stands revealed that this season the colour green will be a real trend. Plants and trees in realistic shapes could be seen at several booths. In many places they could be seen in stylised and geometrical forms, too. Surfaces made of natural materials were in the focus. Nature as multifaceted source of inspiration und most important asset of mankind. The natural design convinced by its refreshing character,

which not only highlighted showrooms and store concepts but also presented living ambience, interior and exterior architecture in a new inspiring light. Next to the often used combination of wood with other materials, a lot of innovative materials and surfaces invited to new haptic expeditions. The mix of different styles and materials creates new sources of inspiration, which open new creative ways.

There was also a noticeable trend towards brown and black leather in the design of seating furniture and objects. Marble, which was a big theme in the design of the 1980s, has found its way back into the world of design in the most precious implementations and forms. This year, the dominating shapes were the trapezium and the diamond, as well as some other geometric forms, which were used differently by several designers, like for example Tom Dixon. All in all it became clear, that a lot of artists tried to reinterpret classic stylistic eras.

All around the historic city of Milan, in the district Brera, the latest designs were discussed while drinking some

Aperitivo. There were a lot of events, which did not only include the established design houses, but also offered a perfect forum for several young designers from all around the world, to present their innovative design concepts.

Also at the edge of the historic city many events were organised. The mannequin producer ABC-mannequins for example gave interesting insights into the art of hair- and makeup-styling of stylised mannequins in their atelier at Corso Como. La Rosa presented their new mannequins series, consisting of an interesting symbiosis of wood and synthetic, in an impressive way in one of the upper floors of the newly built Diamond Towers and in cooperation with manufacturer of design furniture USM. Also Dutch company Moooi and their creative director Marcel Wanders impressed with exceptional designs of their seating furniture and lamps, which also cited the colours and shapes of the 50s, 60s and 70s. Moooi staged themselves in a former factory building in Zona Tortona supported by the high gloss mannequins of the premium producer Hans Boodt and by some large

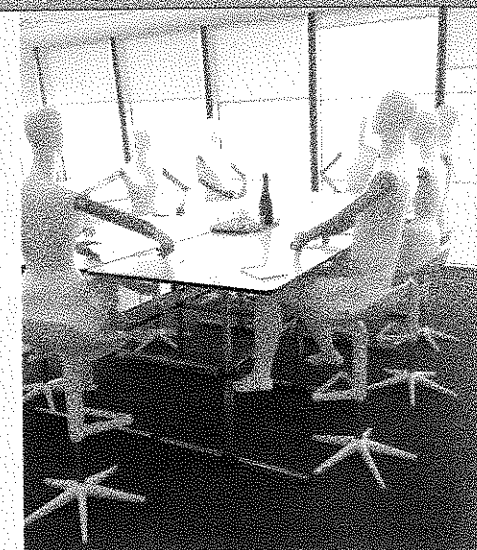
sized wall paintings, which reminded of the old masters of different epochs.

The manufacturer of designer lamps Quasar, from the Netherlands, imposed with its unique and modern designs. My personal favourite was the Rontonton-series, which reminded me of traditional oriental design despite its modern patterns and shapes. (see Short Cuts page 30/31)

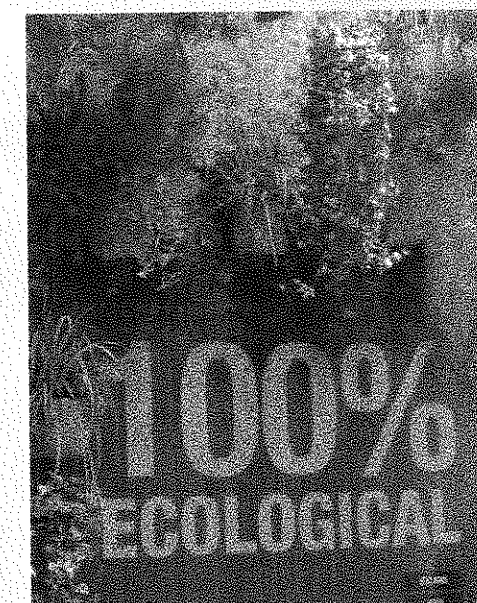
The fashion label Diesel did not rely on wearable things at their booth but convinced the visitors with pieces of furniture and design objects by Moroso, which were characterised by a curved elegance and a classical, timeless as well as "weird" design. Also at Diesel the trend became obvious towards the Design of the 50s, 60s, and 70s, which has already emerged during the last three years. This trend could be especially seen at wing chairs and standard lamps.

Salone Internazionale del Mobile 2013 – traditional, past stylistic eras were continued, without copying or repeating classical design. In an inventive way the styles were mixed, broken and reconciled. The traditional finesse of established styles met new materials, colours and innovative concepts. The symbiosis of art, commerce, and great events had a lasting impression on me not only in a visual way. In my opinion this year's Salone was one of the most innovative trade fairs of the branch. Despite the fact that the host country is crisis-torn, the Salone is still able to set important trends and plays an

essential part in developing them. I am sure, that Salone 2013 was not only for me more than a trendsetting event. It will sustainably inspire my work this season. So I hope that even next year dreamworlds will again find their way into reality.



La Rosa



Moooi



Diesel

