

Milan Week of Design 2009

The architect Roberto Semprini presents ArtHouse installation



Roberto Semprini – ArtHouse

Torneria, Via Tortona 32 – first floor, Milan

from 22 to 27 April, 10.00am - 10.00pm

cocktail: 23 April, 07.00pm - 11.00pm

press preview: 21 April, 03.00pm - 07.00pm

During the vibrant Milanese design event 2009, the architect Roberto Semprini presents in collaboration with Effeitalia, Arte and Omexco, *ArtHouse*, a large loft, where the beauty of sophisticated materials floats in the air like suspended paintings, while the design objects turn into domestic sculptures, scenic elements of a new house-museum.

In creating *ArtHouse*, Roberto Semprini takes inspiration from three major masters of architecture and art: Frank Lloyd Wright, Mies van der Rohe and Piet Mondrian.

In 1917, Wright did claim he wanted to merge art with architecture, turning the house into a real artwork. This was the source of inspiration for Semprini's *ArtHouse*, where every single detail, even objects, finishes and materials are given a new meaning in order to create a great work of art.

The plan of Semprini's *ArtHouse* is based on Mondrian's 1914 painting "The Sea", where the horizon and the sea merge and the light reflects off water, defining the dimensional levels. Taking inspiration from this painting, the *ArtHouse*'s plan lacks the traditional space references of interior architecture, giving life to a fluid and dynamic space.

The free space organization enables Semprini to refer to a concept already described by Mies van der Rohe: "furnishing objects are three-dimensional sculptures within the environment that can be admired walking around them".

Roberto Semprini's *ArtHouse* will be created in collaboration with the main partner **Effeitalia**, whose new wallpaper collections **Arte** and **Omexco** turn into suspended paintings, becoming the real protagonists of the interior.

They transform into an ideal scenery for objects designed by Roberto Semprini, produced by companies like **Edra**, **Edilco**, **Hellos**, **Il Laboratorio dell'Imperfetto**, **Mastella**, **Morfeus**, **Talenti**, **TM Italia Cucine**, **Palazzetti**, **Pedrali e Variazioni**.

Visitors can admire and walk around the objects, complements and furnishings by further sponsors of *ArtHouse* installation like **All+**, **Paola Orsoni** and **Sagni**. In addition to wallpaper, other product lines, usually used as floor coverings, manufactured by **Gardenia Orchidea**, **Venerom** and **Area Pavimenti** will be displayed as suspended paintings.

For editorial requests, please see contact information below.

Roberto Semprini – www.robortosemprini.it

Roberto Semprini was born in Rimini in 1959. He studies architecture in Florence where he graduates in 1986.

In 1987 he enters the design group “Bolidismo” expressing design in a symbolic and synthetic way of a concept of electronic speed.

Having moved to Milan, Semprini starts his collaboration as a freelance writer for design magazines like *Modo*, *L'Atelier* (Paris) and *ARDI* (Barcelona).

In 1989, Edra launches Semprini's design “Tatlin”, a spiral-shaped couch inspired to the tower by the homonymous author, awarded in 1993 in Dusseldorf as one of the winners of the prestigious TOP TEN prize.

His “Manta” coffee table, designed for Fiam, receives the Young & Design award in 1994.

Semprini's designs are part of the permanent collection of the Montreal Museum of Decorative Arts in Canada and of the New Museum of Design in London.

In 2000 he moves to Rimini where he inaugurates the space “RM 12 Art&Design”, an art gallery and practice for design and interior architecture.

Since 2006, the studio realizes installations of great visual impact, regarding new trends for public and domestic environments, exhibited as cultural events during international trade fairs like *Sia Rimini*, *Fuori Salone* in Milano and *Abitare il Tempo* in Verona.

In 2007 he is invited by Seoul Living design Fair (Korea) to display “The Italo/Corean House”.

He has collaborated with numerous design companies like Fiam, Moroso, Alivar, Rede Guzzini, Edra, Ciacci, R.S.V.P., Arredaesse, Sisis, Slide, Trivellini, Contempo, Ciacci Kreaty, Larms, Spaus, Ad Hoc, M.B., Gruppo Trend, Frighetto, etc.

He has held seminars and conferences at ISIA of Florence, at Politecnico of Milan, at the University for Economics and Commerce of Macerata, at the Scuola Superiore di Progettazione dell'Università degli Studi in Bologna, at I.E.D. Milan, at I.A.V. in Orleans and at Elisava School in Barcelona.

Today, Roberto Semprini is lecturer at the design course of Accademia di Belle Arti di Brera in Milan.

Main Partners: Effeitalia with Arte and Omexco

Effeitalia – www.effeitalia.it



Wall coverings, carpets, technical flooring and furniture fabrics, all characterised by their polished style and high quality, able to create ageless and long-lasting visual accents. Major product news are Arte and Omexco wall coverings of unique elegance.

Arte – www.arte-international.com



Since its foundation in 1981, Arte is a main player for wall coverings thanks to its high quality products. The Arte brand is synonymous of innovative solutions, able to set trends through its elegant, surprising and avant-garde creativity.

Omexco – www.omexco.be



Omexco is a global player for wall coverings since its foundation in 1976. An internal department is continuously dedicated to research into new and original design, in order to create distinctive products with particular, multi-sensorial surfaces as to the tradition of Omexco.

Participating companies

All+ – www.allplus.eu



All+ manufactures in- and outdoor aluminium furnishings. Know-how and research combine with creativity and contemporary forms to create complements and systems matching the urban furniture for transition areas, cultural and entertainment places.

Area Pavimenti – www.areapavimenti.com



High range flooring systems with a wide range of materials – from wood to resilient, from laminate to carpets – ideal for residential and commercial environments. All floorings are high performing, easy to maintain and the result of an accurate aesthetic research.

Edra – www.edra.com



Within only twenty years, Edra has become synonymous to design made in Italy as a result of the continuous research into new trends and materials, creating objects like icons by making industrial production, innovative technologies and craftsmanship interact. Thanks to the art-direction of Massimo Morozzi, Edra products have become “classics” of Italian contemporary design.

Gardenia Orchidea – www.gardenia.it



Ceramic floorings and wall coverings of high quality, with a range of coordinate products going from classic to contemporary style. Absolutely new, the CrystalKer Extra fine collection of porcelain stoneware tiles, 3mm thick; Beautiful, technologic, ecologic.

Edilco – www.edilco.it



Self-supporting spiral staircases patented by Edilco, available in a wide range of shapes and materials and with the possibility to combine all single elements in order to create individual solutions. Handrails, banisters. Edilco provides design staircases able to meet the customers' needs.

Hellos – www.hellos.it



Radiators of innovative design, featuring unexpected technological accessories and with a particular focus on energy saving. Among the creative protagonists that have developed Hellos radiators: Ron Arad and Karim Rashid.

Il Laboratorio dell'Imperfetto – www.imperfettolab.com



Objects and seatings of sculptoreal impact, unique and never close alike. “Il Laboratorio dell'Imperfetto” designs are resin mould or hand-made and -finished.

Mastella – www.mastella.it



Clean lines, cutting-edge technology, precious materials and attention to details are the guidelines of Mastella Design, the new brand presenting refined and elegant and at the same time versatile collections enabling to fully furnish the bathroom.

Morfeus – www.morfeus.it



Mattresses, beds, bed bases and accessories for sleeping, realized through skilled craftsmanship. Research into comfort, excellent materials, artisan accuracy during the production and details of high quality are the distinctive attributes of all Morfeus products, combining tradition and design and offering rest at its best.

Palazzetti – www.palazzetti.it



Innovative wood or pellet burning fireplaces and ovens, developed to fulfil high quality standards and in respect for nature. Type approved according to severe international standards on emissions and efficiency, Palazzetti products are characterized also by their particular design.

Paola Orsoni – www.paolaorsoni.it



The particularity of the work of Paola Orsoni is the result of creative research and experimentation on materials, enabling her to patent an innovative method of glass firing onto tiles. Her double talent finds expression through the collections of ceramic tiles of either decorative or design character.

Pedrali – www.pedrali.it



Chairs, stools and tables that combine creativity and industrial production. Pedrali offers products conceived in the name of modern and innovative design, satisfying both functional needs and aesthetic sensibility.

Sagni – www.sagni.it



Precious object and complements made with natural tan leather and the most precious 925/°° silver. Genuine, natural materials that achieve value through time, transformed by skilled craftsmanship. “Cuoio 925” is the name of the Sagni collection including trays, bowls, writing sets, frames, baskets, boxes, and other objects for the home.

Talenti – www.talentiurl.com

Talenti

Tradition, creativity and innovation characterise Talenti, producer of tables, furniture and complements for in- and outdoor. The product range is composed by the collections “classic”, “contemporart”, “allure” and “Alufashion”, all able to satisfy the most different stylistic needs of the customers.

TM Italia – www.tmitalia.com

TM Italia
CUCINE

TM Italia Manifattura Sartoriale Cucine is specialized in the production of personalized kitchen systems, reflecting the company’s capability to combine research, creativity and innovation in order to create a new dynamic architecture for a kitchen environment to be experienced.

Variazioni – www.variazioni.it

 **VARIAZIONI**
note di luce

Top quality design lamps, realised with stainless steel by skilled craftsmanship and featuring high end finishes. All products offer wide possibilities of personalisation, meeting the stylistic needs of the clients both for residential and commercial environments.

Venerom – www.venerom.it

 **venerom**
permanente e innovativo spirito di industrialità

Continuous flooring and wall coverings for industrial, public and residential spaces. Venerom offers functional and technical or decorative solutions of traditional or contemporary style, all fruit of high craftsmanship and precision.

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