



CASA DELLA LUCE via Ventura, 5 - Milano

# Casa della luce: arte, tecnologia e design

dall'8 al 13 Aprile  
Via Ventura 5 – Milano

Seven companies tell their story at the *Salone Internazionale del Mobile*, when a new project for interiors begins at number 5 via Ventura in Milan, with the collaboration of Adele-C, Catellani & Smith, Eclettis, Fiori di Latta, Italiana Cucine, Plinio il Giovane and Purho.

The setting is a minimalist structure, inhabited by light, where the contrast between indoors and outdoors disappears in a rarefied harmony. The setting contains the idea of a house as a living space.

There is no time and there are no fashions. There is no room for banality or extravagance. Every furnishing item is designed and produced in all its aspects. What guides this design brand is equilibrium, found through the research into materials, artisan workmanship, the use of technology and respect for the environment and this is synthesized in forms that create a vision, as if lines were able to anticipate emotions.

On the two floors of the ideal apartment in via Ventura n.5, one breathes the scent of infinity and of refined taste, that can be summed up in three words: Made in Italy.

## Adele-C

Adele-C is a young brand with a past entirely founded in design. Adele, the heir of Cesare Cassina, has created a brand whose philosophy can be summed up in the idea of “offering the market products far removed from fashion, which have a subtle identity and can be loved forever”.

As well as being strongly empathetic and full of emotional intelligence, Adele Cassina has been a privileged spectator of the development of the whole story of design in her own home.

As a result of this passion and the skill acquired over time in doing things properly, Adele Cassina has transferred the value of experimentation and creativity that she experienced in her family to the collection she presents.

Today the company boasts excellent partnerships with international artists and designers.

For the living and bedroom area of the Casa della Luce project, Adele-C will contribute products designed by Ron Gilad, including 56 Cabinet, 56 Day Bed and the new TT3 bookshelf and TT occasional tables, as well as the Zarina armchair, a gift from Cesare Cassina to his daughter for her 4th birthday and today one of the company's iconic items.

[adele-c.it](http://adele-c.it)

## Catellani & Smith

“When I create a new lamp I always start with a prototype;

my laboratory is a workshop where I continually accumulate materials, components and all sorts of objects; and this is where everything is created....I assemble, weld, bend and shape...I need to feel the materials, to see how they play with the light. In this first phase there is no real design, the idea has to take shape right away, to become an object. Only then do I move on to the usual design phase: feasibility, technical features and all that; what guides me in construction is an idea of light and the desire to tell its story.

I believe you can feel that this is the pathway behind a Catellani & Smith product.

A lot of my work is made up of pieces that require a great deal of artisan workmanship: the artisan's hand builds them and his or her manual work creates the imperfection that makes every object unique.”

Enzo Catellani

[CatellaniSmith.com](http://CatellaniSmith.com)

## Eclettis

Eclettis is a top brand specialising in electrical systems flush to the wall.

Created in 2002 as an asset of the company of the same name, Eclettis srl, it was then acquired in April 2010 by “FIN.OWNER srl” whose aim was to make it central to a new business development plan. The Eclettis brand portfolio includes famous architects and designers like Norman Foster, Renzo Piano, Piero Lissoni, Guido Canali, Dante Benini, Carlo Colombo, Iosa Ghini and Armani House, who have chosen Eclettis for their contemporary luxury projects. Eclettis is the only brand with an exclusive international patent for the installation of electrical systems flush to the wall that blend elegantly with the environment. Painsstaking technical workmanship combines with elegant design for the perfect furnishing solutions for homes, accommodation facilities or offices. Systems can be completely customised and controls can be divided and organised according to your needs, to create the perfect atmosphere in every room.

[Eclettis.it](http://Eclettis.it)

ufficio stampa per Catellani & Smith



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## Fiori di Latta

Fiori di Latta is a brand created in 1987 by Emilio Tadini and Gherardo Frassa, who have worked over the years with artists, designers, architects and creatives including Andrea Branzi, Pierluigi Cerri, Angelo Barcella and Clara Rota. Since then they have created the most original collections of flowers for the floor, table and walls – large and small metal sculptures cut and painted by hand, art and design objects, flowers that never fade. Since 2012 Gherardo Frassa, with the irony and non-conformity that has always characterised him, had designed and created exclusively for Citazioni, which produces and distributes Fiori di Latta.

For the Casa della Luce project, Citazioni presents its new *Frutteti* collection, a range of crystal fruit bowls decorated with copper or bronze silhouettes. They are table centres that are more poetic than a vase of flowers, where lovers, ballerinas, acrobats and flying characters become “applied art” for fruit.

[Fioridilatta.it](http://Fioridilatta.it)

## Italiana Cucine

Italiana Cucine is a ‘tailor’s shop’ of design, a solid, concrete and innovative company that has recently been set up to offer a market increasingly attentive to innovation a unique product. It is born of an intense passion for stone and the desire for it to become part of our kitchens. It is a young entrepreneurial force whose roots are located in the lovely Verona, a world famous centre for natural stone and also recognised as an centre for artisan woodwork.

The idea started from the desire to understand what was missing in a kitchen – a touch that could make it truly prestigious. The kitchen uses the language of natural stone and marble, with exclusive materials cut, milled and worked with unique care and precision. It is extremely high quality (continually and constantly checked right from its extraction phase), always linked to an aesthetic result with a high visual impact. For the Casa della Luce project, Italiana Cucine has furnished the space with a kitchen made up of a model IC3 Island and cupboard.

[Italianacucine.net](http://Italianacucine.net)

## Plinio il Giovane

All of Plinio il Giovane’s furniture is unique and unrepeatable. They are hand made, with no worries about time, and their only aim is to give a form to the dreams of Mario Prandina, who applies his own trademark personally out of dedication to his products. It all began in 1975 in a workshop in the centre of Milan, next to the Bera Academy where Mario Prandina – a dreamer with his feet on the ground - in an atmosphere of artists and designers, created and offered the Milanese public an original collection of environmentally friendly furniture with light forms, made with old methods of dovetailing.

Plinio il Giovane has created a collection that shows its respect for nature and the concept of protecting the craft of woodworking, in order to hand it down to new generations.

Whoever buys Plinio il Giovane furniture introduces not only a product into their life, but also a way of living, because Plinio il Giovane products can modulate their functions according to need. Being environmentally friendly does not only mean producing furniture with natural materials, but also imagining products which, for more than 30 years, have been functional from a stylistic and structural point of view.

[Plinioilgiovane.it](http://Plinioilgiovane.it)

## Purho

Purho is a new protagonist on the Made in Italy design scene. It is a brand created by Andrea Dotto and Roberto Fracassetti, in a work of synthesis and research that has lasted years. Its collections are 100% Made in Italy, the products of famous or up and coming designers.

An Italian heart and an international character, Purho expresses the original identity and vocation of design: to create “dreamlike objects” that are magical yet ultra-functional, able to exist in space and time perfectly, because if the things that surround us remain beautiful over time they open interior worlds.

For Milano Design Week, Purho is a partner in the “Casa della Luce” event with its “De amore in Vitro” collection, designed by Karim Rashid. This, Purho’s first collection, is dedicated to objects for the home and table and includes excellent design objects in handmade Murano glass like vases, trays, fruit bowls, candleholders, object holders, cups and sculptures.

Casa della Luce will be open to visitors every day during the Salone Internazionale del Mobile from 2 pm to 8 pm, except on Wednesday 9th April, when the opening hours will be prolonged to 10 pm.

