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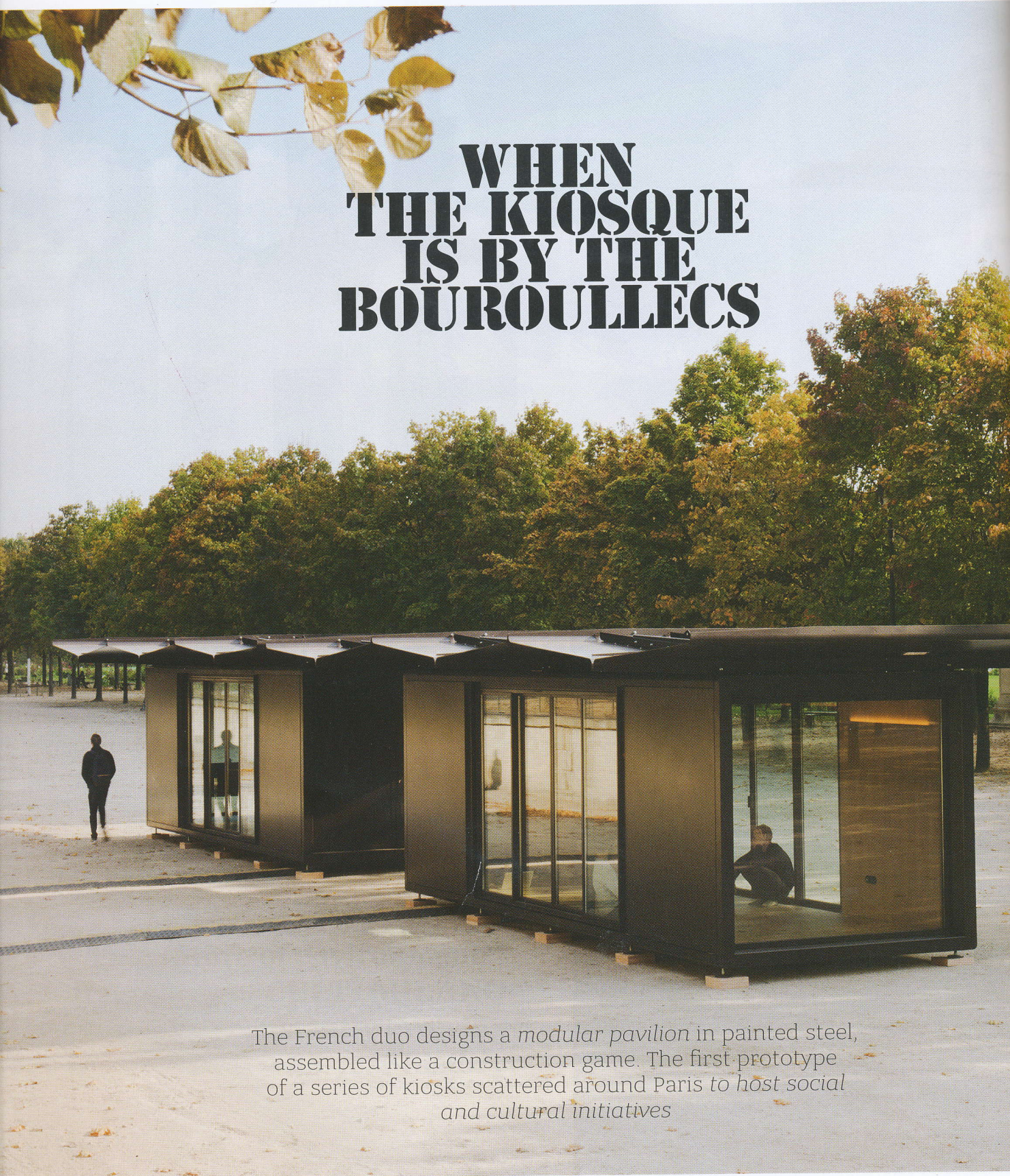
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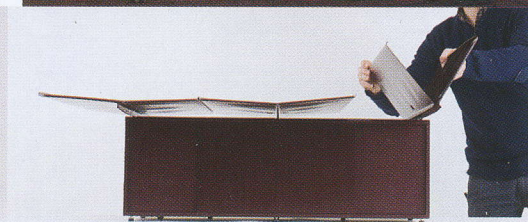


WHEN THE KIOSQUE IS BY THE BOUROULLECS



The French duo designs a *modular pavilion* in painted steel, assembled like a construction game. The first prototype of a series of kiosks scattered around Paris to host social and cultural initiatives

ON THE FACING PAGE AND TO THE RIGHT, TWO DAY/NIGHT IMAGES OF THE PROTOTYPE BUILT AT THE TUILERIES GARDEN, WHERE IT WAS PRESENTED FOR THE FIRST TIME IN PARIS (LOWER RIGHT, THE LUMINOUS INTERNAL SPACE). THE SMALL PHOTOS SHOW THE ASSEMBLY FRAMEWORK OF THE MODEL IN THE STUDIO, AN EXACT 'PHOTOCOPY' OF WHAT HAPPENS IN REALITY (IMAGE OF THE ASSEMBLY OF THE ROOF IN THE TUILERIES GARDEN).



Eight meters long and almost three meters wide; it arrives on a flatbed truck and is assembled in three hours. It's the latest (mini) project of the Bouroullec brothers, based on the principles of design for assembly and disassembly, which means thinking about architecture as an object that can be broken down into parts, assembled like a construction game, and recyclable as well. A philosophy of 'making' that fits right into the design history of the French duo, because as Erwan Bouroullec emphasizes, "there is always a sort of responsibility or everyday ethic that accompanies our work."

'Kiosque' – as it is called – starts as a prototype for a new store concept, commissioned to the French designers by the real estate company Emerge.

The first one has been placed along the tree-lined avenues of the Tuileries Garden, in Paris, and donated to the city for social and cultural projects. The structure is composed of modular steel parts alternating with large windows, which coincide with the elevation on the short sides: a system of sliding panels, however, makes it possible to completely darken the facades. A large 'accordion' roof is placed atop the building, with large overhangs around the edge (containing the lights), to create shade and shelter from the weather, as well as a pleasant outdoor space below. The uses for the object are many: from retailing to temporary exhibitions, neighborhood meetings to public assemblies (video: <https://vimeo.com/140410062>). ■
Laura Ragazzola

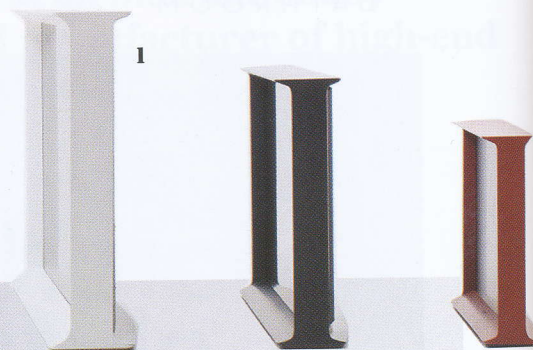


Looking AROUND

HI-TECH

1. THE THREE SIZES AND THREE COLORS OF SAMSUNG SERIF 2.4. RESTING ON THE FLOOR OR EQUIPPED WITH METAL LEGS, THE NEW SAMSUNG TV BECOMES A TRUE DECOR FEATURE.
3. THE BROTHERS RONAN AND ERWAN BOUROULLEC.

RÉTRO STYLE



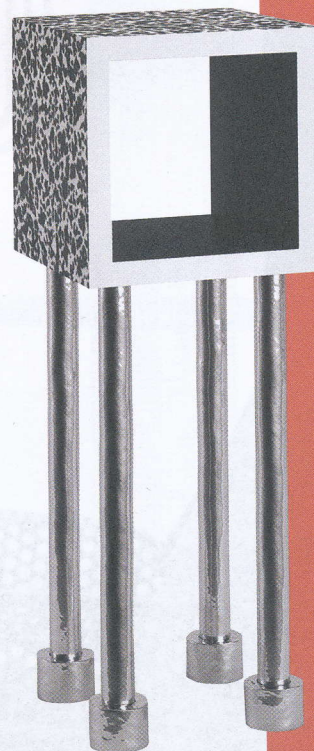
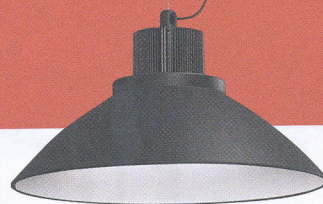
They design *objects* by thinking about the *surroundings*: with this spirit, the Bouroullec brothers have designed Samsung Serif. And the television becomes a *piece of furniture*

It's called Serif because its profile looks like the capital I of a well-known font. The latest offering from Samsung is a television that casts off its technological look in favor of forms, colors and materials of bygone days. Behind the project lies the creative verve, beyond the boundaries of the obvious, often bucking trends, of the brothers Ronan and Erwan Bouroullec, trying their hand(s) for the first time with a design object in the world of electronics. Back to the past for the TV segment: ignoring the concept of the ultraslim set, Serif has a flat screen wrapped by a frame in white (all models), blue (large and medium) or red (mini). In this way, the television gets beyond its function as a technological instrument to become a true decor feature, made with materials and colors that are more like the ones used to make furniture than those involved in traditional electronic gear for the home. The other new developments are a fabric panel on the back to hide ports and cables, and the "curtain mode" interface (digital decoration, almost a curtain) on the screen when the unit is on stand-by. Serif can be placed on the floor or equipped with slender metal legs. Available in 24, 32 or 40 inch versions. ■



Clockwise: Lindey drapes in 58% polyester, 24% linen and 18% viscose, with pattern repeat 77 cm, h. 296 cm, in three color variants, from the Burton collection by **La**
 Sottoportego rug in pure tufted New Zealand wool, in two color variants or customized by request, by Seraina Lareida for **Portego**. Color Tiles, ceramic facing tiles,
 20x20 cm matte-finish annealed ceramic with five compatible screen-printed patterns for vertical or horizontal matching. By Scholten & Baijings for **Ceramica Bard**
 From the Rombino collection, Triangle facing tile in porcelain ceramic with relief decoration formed by 5 or 3 elements; the collection also includes tiles and mosaics,
 coordinated, in five color variants. By Ronan&Erwan Bouroullec for **Mutina**.

Albatros, Condor and Aquila by Emiliana Martinelli for **Martinelli Luce**, suspensions in gray or anthracite aluminium, with LED source and built-in power supply.



Panda by Paola Navone for **Cappellini**, a collection of small tables and cabinets with four-leg base in shiny cast aluminium, body covered in laminate with pattern or solid color by **Abet Laminati**.

Officina chair by Ronan&Erwan Bouroullec for **Magis**, with structure in galvanized or painted iron, seat and back in polypropylene.