

GLOBO

Display on Display

Fuorisalone 2016

Showroom Ceramica Globo, Corso Monforte 15 Milan

12 - 17 April 2016, 10am – 7pm

Press preview: 11 April 2016, 10am – 7pm

Cocktails by invitation: 14 April 2016, 6.30 pm- 9.30 pm in collaboration with Flos, Kvadrat, Kinnasand and Marta Sala Éditions.

Ceramica Globo continues its creative journey and extensive research on the bathroom environment. The inspirations of designers and architects once again mix with the style and technical expertise of the company, bringing to life innovative, sophisticated and functional solutions. **Ceramica Globo** has two souls: the first involves studying and researching ceramic to find the best solutions to create practical and efficient spaces and objects, while the second continuously watches the world with curiosity and an open mind. This dual personality defines the daily work of **Ceramica Globo** carried out in its design laboratory **CreativeLab+**.

This same way of looking at a project, accurate and spontaneous at the same time, has always connected the company with each designer of the collections, giving form to surprising objects, without ever losing sight of the daily living needs.

On occasion of **Fuorisalone 2016**, **Ceramica Globo** announces its collaboration with the Italian-Danish duo **GamFratesi**, two of the most acclaimed and renowned young designers in recent years. She is Danish, **Stine Gam**, and he is Italian, **Enrico Fratesi**, and together they have created a very personal and recognisable feature, drawing on their respective design experiences: clean and essential the first, architectural and intellectual, the second. For the company, the designers have created **Display**, a collection of four spacious square-shaped washbasins with clean lines.

Display focuses on gestures, objects and obviously on the people who use the bathroom everyday: countertops, spaces, depth and dimensions have been created to respond to human gestures in an original and customisable way. The four washbasins each have a different size and include a set of built-in ceramic tops alongside the tub. The result is a monolithic object that incorporates a game of different heights, of wet and dry, where nothing is left to chance and everything is in place and within reach. The sizes of the four models have been designed to adapt to the most diverse living environments. The two larger versions of **91x51cm** and **71x51cm** are for wall-hung installation, while the other two versions of **75x40cm** and **65x40cm** are for sit-on installation. All four models include a set of built-in ceramic tops alongside the wide tub for a functional and harmonious solution. **Display** is a personal, intimate collection with a richly detailed profile whose combination of vertical and horizontal lines is inspired by neoplastic aesthetics.

Ceramica Globo will preview this new collection inside a museum-concept in the **Showroom of Corso Monforte 15 (Milan)**, from **11 - 17 April 2016**, where the **Display** collection will literally be on display. Each washbasin will be featured in a dedicated space, where its essential geometries will be combined with different patterns and colours like the scenery of a stage. Geometric patterns, warm colours, shadings, decorations, the nine structures recreate just as many environments with different styles, becoming the stage for the various models of the collection, highlighting their versatility and the attitude to fit inside the most diverse atmospheres.

The fervent creative and cosmopolitan atmosphere of **Fuorisalone** is once again a perfect opportunity for the company to present its new collaborations, transforming the showroom of **Corso Monforte** into a real exhibiting area. Alongside the displays, a trail made of frames and images will accompany visitors along the path covering both floors of the showroom. From the walls to the ceiling, photos and images will recount the collection and its protagonists, designers, company and especially, the new products.

The collaboration with **GamFratesi** is an important step for **Ceramica Globo**. This duo joins other designers who over the years have placed their mark on iconic collections of the company: **Claesson Koivisto Rune**, **Giulio Iacchetti**, **Luca Nichetto** and the Indian artistic duo **Thukral & Tagra**. One thing that these designers have in common – which binds them to the company – is the vitality, curiosity and innovative approach in interpreting the world and its objects.

Once again, **Globo** creative, aesthetic and functional research is intertwined with that of the designers, giving life to innovative objects with a strong identity: collections defined by a clever use of the materials where the graceful forms add even more value to the functionality of each product.

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GamFratesi

Stine Gam was born in Copenhagen, Denmark in 1975. She is educated architect with a master in furniture design.

Enrico Fratesi was born in Pesaro, Italy in 1978. He has studied architecture and graduated with a master in industrial design.

Gam and Fratesi gained experience as architects in several architecture studio in Japan and Scandinavia before establishing their own design studio in 2006. The studio is based in Copenhagen, though Gam and Fratesi are continuously traveling between Italy and Denmark for development and research of new projects.

GamFratesi's design takes its creative drive from a fusion of tradition and renewal and in an experimental approach to their chosen materials and techniques. With their dual traditional background, Stine Gam and Enrico Fratesi draw on the classic Danish furniture and craft tradition as well as the classic Italian intellectual and conceptual approach. Understanding a tradition and addressing it actively in the workshop makes it possible to expand on it. From this cross-cultural substrate they create furniture that respectfully reflects tradition while also featuring unique embedded stories, symbols and associations, often expressed in a minimalist idiom.

GamFratesi aim to create furniture that illustrates the process and the techniques that created it, and which reflect a persistent exploration of the diverse border zone between harmony and disharmony.

GamFratesi have received significant awards including Elle Decoration International design award (EDIDA) as International Young Designer of the Year 2013, Guest of Honor Stockholm Furniture and Light Fair 2014, selection Compasso D'oro / ADI , Nomination Best Designer Icon design award 2014, Vico Magistretti Award by De Padova, the Chicago Atheneum Museum of Architecture's Good Design Award, Best Danish Designer 2012 by Bolig magasinet, 'Walk the Plank award 2009' and Best Danish Designer 2009 by RUM. Their work have been shown in numerous exhibitions, Triennale di Milano, solo exhibitions at the Museum of Art and Design Copenhagen, Art Museum Trapholt Kolding, Palazzo Litta, Shanghai as well as collective exhibitions Mindcraft in Milano, Royal Danish Embassy in Tokyo, and Design Miami/Basel.