

From 19 to 22 september 2019 Cantarutti takes part in the first edition of I-Made inside the prestigious Saatchi Gallery: an exhibition dedicated to Italian design and its iconic production.

Press release

International Press Office
Rota&Jorfida
Communication and PR
Corso Garibaldi 35, Milan
T. +39 02 39 29 76 76
E. press@rotajorfida.com
www.rotajorfida.com

On the occasion of the 2019 London Design Festival, Cantarutti will take part in the first edition of I-MADE – Italian Manufacture, Art and Design Exhibition – an exhibition curated by Giulio Cappellini, inside the halls of the prestigious Saatchi Gallery. The exhibition aims to celebrate the research and craftsmanship that has always characterised Made in Italy design and manufacture, and put on stage the iconic products from historic companies of our country. The curator's goal is to explore “not only the beautiful projects, but also the functional and innovative ones that have shaped the Italian production landscape and continue to globally influence the design”, says Giulio Cappellini. As a tribute to the furnishing accessory par excellence, the chair, Giulio Cappellini has designed the satellite exhibition Take a seat, a focus dedicated to this archetypal product and to its change of status over the years.

The Cantarutti seats, entirely made in Italy with eco-compatible materials, take part in this important exhibition as emblems of a production in which the manufacturing tradition coexists with the technological research. The result is a product in which “wood becomes a pure frame for an important work on colours, materials and finishes”, as the LucidiPevere designers explain that since 2016 they have been collaborating with the company. The projects of international designers such as Andersen & Voll, Studio Klass, LucidiPevere and Adam Goodrum, with whom Cantarutti collaborates, are exposed within Take a Seat. The two Norwegian designers Andersen & Voll present Ribbon, a sophisticated multimaterial collection inspired by Nordic design, realised in a Mediterranean way through colours and upholstery. Sprint is a collection of stools in ash, designed by Studio Klass featuring a skate curving shape of the legs; this becomes the structure of a product characterised by a strong and dynamic design. LucidiPevere designers introduce Palmo, a chair with two souls: a solid one, monolithic and monochrome, with the structural elements, and a soft one, cosy and colourful characterised by the cushion and the backrest. The Timber seating collection, designed by Adam Goodrum, is a system characterised by simple and essential lines, flexible and adaptable, which gives the opportunity to create a wide variety of combinations. Within the exhibition space, a series of open space installations transform each product into a work of art that becomes a symbol of excellence on a global level. The exhibition will be accompanied by a series of talks and round tables with the participation of designers, artisans and entrepreneurs who will reveal the soul of their projects.

I-MADE
20 – 21 September, h. 10am – 8pm
22 September, h. 10am – 6pm
Saatchi Gallery, Duke of York's HQ, King's Rd
Chelsea, London, SW3 4RY
Press preview: 19 September, h. 10am – 8pm