



LOVETHESIGN
BE COOL, STAY HOME

ThESIGNbox - PARTNERS

The setup of the Mediateca Santa Teresa has been curated by LOVETHESIGN with the art direction of Architect Davide Negri and in partnership with the following brands – Flos (lighting), Tonki (vertical accessories), Officinanove (creative furnishings), Fatboy (iconic outdoor accessories).

Flos

This iconic Italian lighting maker joins LOVETHESIGN as a technical partner. Its approach follows the theme of the event – just like indoor and outdoor areas are seamlessly joint, artificial lighting by Flos will complete sunlight in a dazzling contrast. Thanks to Flos, ThESIGNbox will turn into a bright landscape blending innovation and tradition, up-to-date technology and timeless shapes. These concepts are embodied in the Ok lamp – the contemporary evolution of iconic Parentesi lamp by Castiglioni and Manzù.

Tonki

A Tonki is a cardboard sheet turned into an innovative support for photographs. A simple yet revolutionary idea in line with our times, where boundaries between spaces, media, supports and experiences are thinner every day. The cardboard supports created by this young, dynamic company will decorate the vertical walls of ThESIGNbox under the sign of creativity and customisation. Because home is such only when filled with memories, stories and emotions.

Officinanove

Officinanove creates innovative elements for contemporary living: lights, accessories and objects that trigger a need for creativity and beauty. The keyword of Officinanove's contribution to ThESIGNbox is modularity, thanks to a range of bookcases and shelves designed to be arranged and rearranged over and over. An original, functional answer to the needs of modern living.

FatBoy

Fatboy brings inside the Mediateca its fun world made of bold colours, fresh prints and happy shapes. The iconic Fatboy beanbags will add a sparkling note to ThESIGNbox, telling tales of informal dinners with friends, chit-chats with a glass of wine and hours of super-comfy relaxation. Famous across the globe, Fatboy adds a soft touch to the everchanging universe of LOVETHESIGN's home.

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