

FAB ARCHITECTURAL BUREAU MILANO: THE NEW CREATIVE SPACE OF THE FIANDRE GROUP IS BORN

FAB Architectural Bureau was created to coincide with the International Furniture Fair of Milan: the new multi-purpose exhibition area of the Fiandre Group, born from the creative mind of the architect Matteo Nunziati, is located in the heart of the Brera cultural district.

FAB Architectural Bureau

PRESS CONFERENCE

14th April, 2015

18:30 – 19:00

INAUGURATION

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After the success, in September 2014, of the inauguration of the first **FAB Fiandre Architectural Bureau** designed by Bertone Design for the Castellarano site, Fiandre's objective of actively **participating in the global debate on contemporary** design is confirmed with new and important national and international participation.

The year 2015 opens with the presentation, in the month of February, of **SuperSurfaceSpace** in Moscow, a project of strong impact and eclecticism conceived by Metrogramma for the historic brands of Fiandre, Iris Ceramica and FMG Fabbrica Marmi e Graniti.

Expo 2015 is at the door: Italy, now more than ever under the spotlight, is transformed into a prestigious stage of world class excellence and **Fiandre**, in synergy with the **Porcelaingres** German brand part of the Group, is committed to providing a positive contribution to the promotion of innovations for a sustainable future. Global well-being as a vital necessity is a priority that requires a joint effort in multiple areas, from food to architecture. The Fiandre Group addresses the issue of sustainability by developing production technologies that are at the forefront and favouring a conscious choice on innovative materials for architecture.

This important reflection finds a place of representation in **Milan**, which is a point of reference for international architects and designers. The new **FAB Architectural Bureau Milano** is located in the Brera district, an exclusive crossroads of art and design. The inauguration of the new site is taking place on the occasion of the liveliest and most creative event of the year, the **Fuorisalone**.

FAB Milano is distanced from the static concept of a showroom: an exhibiting, educational and reception function merge into a real container of ideas that Fiandre and Porcelaingres provide to their audience. The task of translating this ambition into a project was awarded to a confirmed professional: **Matteo Nunziati**. The harmony between client and designer materialises immediately, giving life to the creation of a multi-functional and harmonious space.

The characteristic versatility of ceramic surfaces, skillfully interpreted by the designer, is manifested in a succession of novel application solutions: the **Fiandres** and **Porcelaingres maxi-tiles**, thanks to the surface of 4.5 square metres and thickness of 6 mm, become an integral part of furniture designed for office areas, kitchen, living-room, bathroom and the outdoors.

Thanks to **ongoing investments in technology and research**, the ceramic Group has developed a product which combines technical performance and impeccable aesthetics, essential characteristics that make the Fiandre and Porcelaingres brands new allies in the world of interior design and decor.

This important step forward is attested by **Matteo Nunziati** who, with strong international experience in the world of architecture, interior and product design, has perceived the ductility of this extraordinary material highlighting the real value in the FAB Milano project.

The architect's vision can be summarised in a real **digression from the material**, with a simulation of quarry blocks clad in gres porcelain, to the industrial product used in a traditional (floor and wall cladding) and novel (industrial furniture and unique pieces) context.

“For the Fiandre and Porcelaingres exhibition which will be inaugurated on the occasion of the Fuorisalone, we have pictured a space divided into two main areas. An “emotional” area, in which the ceramic panels are interpreted in a surprising way. We are inspired by the marble quarries and surrealist art where the dream is confused with reality. A few huge blocks of marble and stone suddenly arise from the floor. The perception of visitors is that of being confronted with solid and gigantic elements. Entering the second area of the event, which is more “technical”, one discovers room after room where the application of the material possesses infinite forms of interpretation and production technology, which allows the achievement of a thickness of 0.6 cm, a height of 3 metres and a width of 1.5 metres, and is absolutely unique and extraordinary. The rooms have been divided in thinking with the sectors of the more interesting and stimulating interior design. The office where the maxi-tile has been applied to the meeting table and a cabinet with shelves, the kitchen where the ceramic cladding for the top and doors provide details of fitting at 45 degrees and the bathroom where we have designed a shower floor and wash basin always cladded in gres on a large scale.

We have tried to think of a sort of journey between emotion and substance where new ceramic tile technologies become essential material and, exceptional for the designer and the architect to envisage and plan the future of design, interiors and architecture.”

[Matteo Nunziati]

FAB Architectural Bureau is an ambitious and strategic project that is strongly backed by the Fiandre Group.

Theatre exhibition of extraordinary products but also a real cultural platform, from May to October FAB offers a schedule of events – handled by the **Floornature** team – and focused on the links between architecture, art, cuisine and sustainability.

The calendar of events will soon be available at: www.fab-architectural.it

FAB Architectural Bureau

14th – 19th April, 2015

Opening daytime: from 10:00 to 18:00

Cocktails: from 19:00 to 22:00

FAB ARCHITECTURAL BUREAU BRINGS TOGETHER THE PRESTIGIOUS BRANDS OF ITALIAN DESIGN

Historic and prestigious brands of the made in Italy design have contributed to the success of the project with additional furniture which has inserts of Fiandre and Porcelaingres surfaces.

In the outdoor area we find the **SABAL** line of **Coro**, designed by the same Nunziati, where formal and informal seating alternates with supporting tables and tables finished in gres.

The interior design is aimed at the contextualisation of the Fiandre and Porcelaingres products under different functions where each room is dedicated.

In the office area, the table from the **FILIGREE** range by **Molteni & C.** stands out, design by Rodolfo Dordoni, and characterised by the sinuous shape of the leg made in die-cast aluminium and the work surface in thin ceramic.

The bathroom has the **ELLE** of **Rapsel** washbasins as protagonists, designed by Nunziati, and for the occasion, the inside of the bowls are clad in twisted ceramic.

The living area features the small **MIXIT** tables designed by Arik Levy for **Desalto**, with soft, structured shapes and a top created using Fiandre. **Desalto** also designed the **VELVET** table in the meeting room, with an extruded aluminium frame, die-cast structural joints and top formed by a slim stoneware slab.

**CO
RO**

Molteni & C



DESALTO