

# Kartell

CROSSING GENERATION

Kartell has launched Crossing Generation, a long-term project about the brand's approach that looks at various audiences. The company, which has always worked indirectly on products and independently of the target, chooses to relate with young people and use a language that embraces different forms of artistic expression and communication.

“There are already representatives of the new generations who are design enthusiasts and play an extremely keen and adept part in the world of Kartell: the aim is to encourage this bond and offer interpretive insights says *Lorenza Luti, Kartell Marketing and Retail Director*. This doesn't necessarily mean to create specific products: the commitment is rather to offer a dedicated avenue that can bring different generations together. We want to bring out all the energy of new generations, which is completely in keeping with the transformational, smart and dynamic spirit of Kartell.”

For a week, the Flagship store in Via Turati will be one big art gallery putting forward and displaying the ideas of “Kartell for young people”. There is the excellent endorsement of artists from the world of art, music, design and fashion who each express what Kartell is for young people in their very own way.

For the design week, the Flagship Store will be home to the ten protagonists of the project: the stylist **Diletta Bonaiuti**; the entrepreneur **Marie-Louise Sciò**; the group of designers at **Fabrica**; the artist **Ignasi Monreal**; the jewellery designer **Madina Visconti Di Modrone**; the couple on loan from the world of music **Mara Maionchi** and **Lorenzo Licitra**; the stylist **Marcelo Burlon**; the unusual duo formed of the design expert **Cristina Morozzi** and her YouTuber granddaughter **Sofia Viscardi**; the **Sciuraglam** social account and, lastly, the young Chinese designer **Xiang Guan**.

KARTELL: SO SMART, SO SOCIAL! #Kartellgenerations #KartellMDW18 #smarkartell



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## THE PROJECTS

### **DILETTA BONAIUTI**

Going beyond the boundaries of fashion and combining it with furnishings: this is how the stylist Diletta Bonaiuti youthfully interprets the desire to revolutionise compositions and create an ironic garment with the plates in the Jellies Family collection by Kartell. It is a whole new way of “savouring” fashion. FASHION BREAK *“Dressing oneself is a necessity, accessorising oneself is a luxury.”*

### **MARCELO BURLON**

Generation X has revolutionised the way of living fashion: seeing it no longer as a diktat to be followed but as a form of self-expression and a way of saying something about oneself. The key word is personalisation, one that Kartell has always endorsed. In its pursuit of a dialogue with the world of fashion, the brand proposes a special collection by Marcelo Burlon, who offers personalised graphics with the proprietary logo on some iconic products developed for the X Generation company.

*“I am delighted to have this opportunity to work with an iconic design company in Italy like Kartell and to make my mark and apply my colours on timeless articles.”*

### **FABRICA**

What space should be given to talent? Fabrica - the multidisciplinary research and training hub of the Benetton Group - has no doubt in its mind: young people and their creative energy come first and foremost. The Papyrus chair stars in the video “Creativity wanted again” which calls for the new talents of Generation X.

WANTED CREATIVITY *“Kartell is the scene for broadcasting Fabrica’s call to all young creatives under the age of 25. Papyrus is an excellent endorsement of the space for the new generation of creative artists. Fabrica, “embraced” in the chair by Kartell, is shown on camera calling out for the creativity of the future.”*

### **XIANG GUAN**

Young people’s perception of the world is by its very nature subversive and asks us to see the role and hierarchy of things in a new light. The young Chinese designer Xiang Guan makes us look beyond the mere use of objects and imagine that they have their own identity, and that even two chairs may occasionally feel like a carefree walk in the rain!

SUNDAY *“Everything has its own life and role in the world. This project aims to make people see objects and their identity in a whole new light. Objects are not just things to be used, but can also have their own life and serve a romantic purpose after they reach the end of their useful life.”*

### **MARA MAIONCHI + LORENZO LICITRA**

A voice is also given to the world of music with a set and a special panel formed of Mara Maionchi and the winner of the 2017 edition of Italy’s X Factor, Lorenzo Licitra. And like music, design can break down the barriers between the generations and become a vehicle for telling stories and conveying emotions in new ways. Just as a lamp can transcend its function and be used for the memories of a

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life in a photo, a table can unexpectedly become carte blanche for writing the lyrics of a song.

Mara Maionchi *"Both my husband and I have a love for lamps. We like table lamps because they create a warm atmosphere, especially in the sitting room. They are practical as they cast enough light to read, but not so much to distract you from a good film. When switched off, I can use them as photo frames. I have always had a thing for combining old and new: personally speaking, I think we should always look back at the past with joy rather than nostalgia. Longing for the past makes you old faster."*

Lorenzo Licitra *"I love beauty and art, and I am fascinated by design. I love what is in the past and has made history, and all that is new and has yet to make history. I detect this special mix in what Kartell has to offer. I have chosen a delightful little table where I can write my favorite lines from my song "In the name of love" with an indelible marker: it represents both a metaphorical and physical support of my musical creations. It perfectly embodies my world - a crossover of lyrical and pop music - combined to the world of design, so close to all generations."*

### **IGNASI MONREAL**

The work of art by Ignasi Monreal tells of the need of the Crossing Generation to communicate and "leave a mark". The scratches on the windows of means of public transport, instinctive signs of tales, trials and tribulations, are brought to the world of homeware for seeing the home from a different perspective.

SCRATCH ME *"Scratch Me" is an installation inspired by scratched glass normally found in public transportation and its adjacent spaces. Scratching glass is a spontaneous form of self-expression, a response to the human need of leaving a mark behind. Typically seen as mindless and juvenile, to me scratched windows are romantic city landmarks, memorabilia of personal and euphoric impulses. I liked the idea of this effortless gestures of public spontaneity and wanted to bring them into the personal space of a home. I chose the Ghost collection as it is a perfectly transparent canvas. Using a key to scratch its surface, the pieces are set against a background to emphasize the markings."*

### **MARIE-LOUISE SCIÒ**

The new generations have roots everywhere and nowhere, they speak a global language, and interpret travel as a form and style of life. The installation by Marie-Louise Sciò - Vice President and Creative Director of Pellicano Hotels, an icon of luxury hospitality - interprets the world of hotels for young people creating a dialogue between the past and the future.

THE SECRET LIFE OF HOTELS *"The concept is to bring a plastic object, like the Kartell Lantern lamp, into an ancient dwelling from the 17th century: La Posta Vecchia Hotel. The purpose is creating a dialogue between past and future through an ancient dwelling and a modern material like plastic into a magical setting, the one of luxury hotels."*

### **SCIURAGLAM**

Old is the new young! Kartell's infinite combination of styles is also endorsed by the grandes dames of Scieuraglam, the social profile that celebrates Milanese "sciura", the prototype of refined elegance. It is these grandes dames who surprisingly adopt Kartell's youthful, linear and dynamic style in videos that capture this unexpected endorsement.

LADY KARTELL *"The idea of a Milanese lady of a certain age always conjures up the image of a*



*house furnished only with antiques or in something like the Liberty and Art Deco style. Now that these ladies go on social networks, I have wondered how they would furnish their houses today. I like to think they would not follow the stereotype but rather would choose the eclectic simplicity of Kartell, its historic products but also more recent designer objects, and I have imagined how they would live their daily lives with our company's products."*

### **CRISTINA MOROZZI + SOFIA VISCARDI**

The video installation of the reporter and curator Cristina Morozzi and her granddaughter Sofia Viscardi, a YouTuber and author of two bestselling books, is about the role of design in everyday life and the relationship with Kartell and its philosophy and products. An original video tells of this intergenerational debate and the story of the world of Kartell, both in the past and in the future.

*Cristina Morozzi "The purpose of design should be to make people feel good where they live. I would like Kartell to continue to surprise me. I expect to see something I never expected."*

*Sofia Viscardi "I find the atmosphere at Kartell very lively and welcoming. I love the vibes. My bedroom, too, is an explosion of emotions and colours. It is my own space and I like to feel good in it."*

### **MADINA VISCONTI DI MODRONE**

The young jewellery designer Madina Visconti from Modrone interprets the intergenerational dialogue as a way of bringing together of disparate aesthetics and the exuberance of colours and proportions with essential design. The concept is by its very nature constantly changing and evolving.

*PSYCHADELIC JUNGLE "I seek a happy medium between my concept of 'more is more' and the essential nature of Kartell: the result is a combination of many elements - plants of various sizes and species, and others that are out of proportion - in a monochrome context evocative of what Kartell is all about."*



## PERFORMING GUESTS

### **DILETTA BONAIUTI**

Diletta Bonaiuti was born and brought up in Florence. She made her debut in the world of fashion in 2009 with American Apparel; in 2011, she joined the styling team of Luisaviaroma.com, working first as assistant and then as head stylist. Since 2016 she has been a freelance consultant and stylist for Italian and international brands and newspapers. When she is between publishers or not travelling, she lives in Milan and Florence.

### **MARCELO BURLON**

Marcelo Burlon is a trailblazer. He moves across milieus and disciplines with remarkable ease, embodying that defining contemporary quality: liquidity. Averse to cultural and geographic borders, Burlon is first and foremost a polymath: a much sought-after party organizer, dj, designer, photographer, nightlife wizard and general aggregator. He avoids definitions and cliches, however. Biography is the background to such a fluid vision. Marcelo Burlon, in fact, has been immersed in a culturally-varied milieu from day one, having been raised in El Bolson, Argentina, where the first hippies merged with gauchos. Transplanted to Italy barely as a teenager, he made his way into nightlife, then took over Milan to conquer the world. As he tests his hands with diverse disciplines, Burlon's network keeps growing and growing, constantly redefining the very notion, and the who's who, of cool. Ultimately, should a definition be needed, Marcelo Burlon is a 2.0 humanist. Joining people together is his creative medium, freewheeling associations are his method. He is the officiator of a genuinely contemporary melting pot. A facilitator. County of Milan is a blender of fashion, music, nightlife, extreme beauty and uttermost aesthetic freedom in the form a clothing brand. Marcelo Burlon is its driving force and originator.

### **FABRICA**

Fabrica is a communication research centre set up in 1994 by Luciano Benetton and Oliviero Toscani who came up with the idea. It is based in Treviso and financed by the Benetton Group. Now more than ever, Fabrica wants its research to be transdisciplinary, communicating with other essential sectors like social sciences, the environment, food, cinema, art, poetry, journalism, design, spirituality, music, politics, economics, neuroscience, psychology and literature, and keeps an eye on changes and trends in the contemporary world.

### **XIANG GUAN**

Xiang Guan is an independent designer and who graduated from Central Saint Martins college of arts and design in London. Guan is dedicated to explore the relationship between human being and objects in specific everyday moments and interactions to provide a method to challenge cultures of consumption and obsolescence at a time of global environmental crisis.

He believes with the development of technology, human and objects will coexist in a new relationship. He is discovering and exploring a world of symbiosis between human and objects.



Guan's works have been exhibited around the world, include Creative Union during London Design Festival (September 2017), Pure Talent Contest, IMM Cologne (January 2018), among others. In the last three years, Guan has acquired prestigious awards including the Reddot Design Award (2016), Nominated by Pure Talent Contest (2018).

### **MARA MAIONCHI**

Mara Maionchi was born in Bologna in 1941. She was only twenty years old when she moved to Milan. In 1967, she answered an ad in the Corriere della Sera and was taken on as secretary for the press office of the Ariston record label. So began her long career in the record industry, which brought her in touch with some of the top record companies and finest artists on the Italian music scene, starting with Lucio Battisti, Fabrizio De André, Gianna Nannini (who sprang to fame when she was editor for Ricordi) Enzo Jannacci and Ornella Vanoni, to mention but a few. In 1983, her husband Alberto Salerno and Mogol founded the "Nisa" record label: she joined the team in 1990 and, after a period of great success, she launched the career of Tiziano Ferro in 2001. Her collaboration with the artist led to the production of his first three albums. In 2008, after many years in the record business, Mara Maionchi became a television personality as a judge on the panel of the Italian X Factor and later hosted Xtra Factor (in 2014). Over the years, she has appeared in various guises on some of the top Italian television and radio programmes and gained much popularity for her strength of character and straight opinions. In 2016, she brought out a book about her marriage "Il Primo Anno Va Male, Tutti Gli Altri Sempre Peggio" (Baldini&Castoldi) co-written - and throwing in the occasional bad word - with her husband Alberto Salerno. In Summer 2017 she rejoined the panel of judges of the eleventh series of the Italian X Factor, nine years after her first appearance on television.

### **LORENZO LICITRA**

Now 25 years old and from Ragusa, he began studying opera at the age of 16. After gaining artistic maturity and singing on stages around the world, he realised that opera did not fulfil him completely and decided to try his hand at pop music. His version of "Titanium" at the Italian X Factor bootcamps wowed the judges, who believed he had the makings of a top performer. He was the winner of the Italian X Factor in 2017.

### **IGNASI MONREAL**

Ignasi Monreal is a 27 years-old multi-disciplinary artist, born in Barcelona and currently based in London. He works in various mediums - painting, creative direction, design and film. Clients include Gucci, Dior, Louis Vuitton and J.W. Anderson amongst others, most recently creating Gucci Spring Summer 2018 campaign, first fully digitally painted campaign. Within the music scene, Monreal directed the music video of Spanish Flamenco artist Rosalía, as well as collaborated with FKA Twigs & the Queens.



## **MARIE-LOUISE SCIÒ**

After the diploma at the famous Aiglon College, Marie Louise moved from Switzerland to the USA to attend the prestigious Rhode Island School of Design, where she got an Architecture degree. She started her career as an architect in New York at Costas Group, before coming back to Italy, to work with a great master of modern architecture, Massimo Zompa who introduced her to the world of interior decoration before she started her interior design firm in Rome.

In 2005 she started working at Il Pellicano as an architect, restoring some rooms before getting fully involved by renovating the whole place and the entire concept of Il Pellicano, from graphics, sales materials and all that is aesthetic. Also the shopping for the trendy boutique and all ostrich choices are made by her. Thanks to her creative vision, literally out of the box, she has successfully repositioned the family properties making Hotel Il Pellicano and La Posta Vecchia two of the most sought-after luxury hotels.

She became Vice President and Creative Director of Pellicano Hotels Group and since 2004 she is the General Group Director. Still manning her role as Pellicano Group manager and creative director with the desire to grow the Pellicano group, Marie-Louise is launching herself in a new adventure: MLS hospitality creative consulting, a consulting company by Hotelier for Hoteliers.

## **SCIURAGLAM**

“Glam as in GLAMOROUS. We make fashion.” This was the declaration of intent on the social profile created by an anonymous student who was born in a village in Basilicata and moved to Milan in 2014 and has always had a passion for photography, cinema and fashion. These are passions he can practise alongside his studies as he manages the Scieuraglam profile on Instagram and associated projects.

## **CRISTINA MOROZZI**

She has a worldly outlook and has been interested in design for many years now. Between 1987 and 1995, she edited the design magazine “Modo”, writing about new international creativity. She is the author of various books - including “Mobili italiani contemporanei” (with Silvio San Pietro, Archivoltò, Milan, 1996) “Andrea Branzi” (Disvoir, Paris, 1997) and “Oggetti risorti” (Costa&Nolan, Milan 1998), “Il design non è una cosa seria” (Rizzoli, 2017) - and has curated exhibitions, including “I modi del design” (Milan, Triennale, 1987) “Ecoway” (with Serena Omodeo, Abitare il tempo, Verona, 1995), Italian Contemporary Excellence (Milan and Shanghai, 2013). She writes for various Italian and international design, art, architecture and fashion magazines. Interested in new ferments, she seeks to bring industrial production in touch with new creative talent to form “improbable” collaborations. She is critical and perseverant, writes also about objects, and tries also to promote social values.

## **SOFIA VISCARDI**

Sofia Viscardi is a nineteen-year-old from Milan. She started “sharing” on the Internet when she was fifteen, using various platforms. With Mondadori, she has written Succede (2016), the film of which will be in cinemas from April 5th, and Abbastanza (2018).



### **MADINA VISCONTI DI MODRONE**

Madina grew up in Milan, in a family of artists and industrialists, where creativity always played a crucial role. As a result, Madina grew up firmly believing that all types of creativity is Art and she started looking for her own way to express herself by getting in touch with nature, which has become her first source of inspiration. From then on, all her pieces have reflected a dualism that can be found in nature, being both strong and romantic at the same time. In addition to this, Madina's sense of aesthetics brought her to rediscover the family's treasures and to project them into the modern era. Breaking the clichè that a family ornament must be haute joillaire, Madina creates timeless pieces through her contemporary eye as a new symbol of the mother-daughter heritage. The same attention to detail and the accurate craftsmanship, that is generally linked to the haute joaillerie concept, is now, for the first time, given to bronze and silver, which have been purposely left raw, in order to let the artisan hand be seen. The result is a sophisticated and enduring piece.