

BLUEPRINT 340

ARCHITECTURE | DESIGN | ART

MILAN EXPO 2015

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Milan 2015
Johnny Tucker was in Milan for Design Week and its lighting component Euroluca, and serves up his pick of this year's crop

Perhaps it was the biennial presence of Euroluca, the lighting show, at the Fiera this year, but it felt as though there was a real buzz to the showground. Unusually, it felt stronger than what was going on around the show in the city itself. The Tortona area, in particular — with a couple of exceptions — felt particularly flat.

During the week, for overall encompassing vision, Tom Dixon and Lee Bloom (who follow a similar model, in terms of manufacturing and selling their own products) were particularly strong, with Bloom launching more than 20 new pieces in a theatrical department-store environment complete with his own London cab and doorman. Moooi too, if you're a fan of its slightly dadaist output (which I am) put on a virtuoso show in Tortona (one of the exceptions) and, in fact, Marcel Wanders' (Moooi founder) work for Hi-Macs was another of the area's highlights (not to forget his Alessi eggcup and spoon,

complete with hammer...)

Michele De Lucchi with Andrea Branzi set a brief for interior design students at the Design Faculty of Milan Polytechnic that was in many ways an antidote to the rampant manufacturing and marketing that is Milan Design Week these days. Lucchi and Branzi asked MA students to study the aesthetics of misery, resulting in beautiful if voyeuristic models of favellas and the like, all displayed in an exquisite palazzo. It had something of the Dario Fo twinkle about it.

Elsewhere, Sodastream now has the technology in place to become huge. Initially coming back to take on the fizzy bottled-water market, the machine, designed by Yves Behar, now has way more fun about it. Available from early next year, Sodastream Mix will be able to carbonate anything from milk to cocktails.

And it's the latter that is being maximised with a visual interface and app to upload fave cocktails to the machine and share successes with your cocktail community. It should open up a big new market for the company, as well as appealing to the cocktail professionals.

We'll whip you up a Blueprint Special when it becomes available, but until then, here is our five-page pick of the week that was, with Euroluca on the fourth and fifth pages.



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1 – **Moooi, Arion by Marcel Wanders.** A large rocking horse/unicorn for adults, with a vaguely sado-masochistic feel about it
2 – **Moroso, Teo by Areller Oi.** The French consultancy took its inspiration from bridges for this stand-out sofa system
3 – **Cappellini, Anemos by Antonio Faccio.** Assuredly simple and muscular table and chairs from a new face
4 – **Alessi, Egg Cup and Spoon by Marcel Wanders.** The cup is OK but the spoon with weighted hammer is genius
5 – **USM Rethink the Modular exhibition, Karlsruhe College of Arts and Design/BLESS.** Forget using just your thumbs: typing with this machine was way more physical and fun
6 – **Lee Bloom, Crescent Lights.** Lee Broom created a department store setting for his launches — a real Milan highlight
7 – **United Nude, Reinventing Shoes by UN Studio.** A sort of Alexander McQueen meets architecture vibe to these 3D-printed shoes
8 – **Fritz Hansen, Sammen by Jaime Hayon.** The Spanish designer continues to mine a rich vein for Fritz Hansen, now finding his own gaps in its collection for this dining chair

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- 9 – **Hi-Macs, Rational and Emotional Worlds installation by Marcel Wanders.** A typically understated piece from Wanders
- 10 – **Knoll, Pilot by Barber & Osgerby.** Front on, this surprisingly comfortable office/home crossover chair presents an uncompromisingly strong outline, and turns to pure finesse when viewed from the side
- 11 – **The Aesthetics of Misery (Michele De Lucchi/Andrea Branzi student brief).** This tongue-in-cheek brief turned the normal design focus on its head (see main text)
- 12 – **Clarks Rebooted by Kacper Hamilton.** A reimagined desert boot with an associated artwork where Mass = Time (scales and sand), from the talented Hamilton
- 13 – **Sodastream Mix by Yves Behar.** You will be able to carbonate just about any liquid and share the result via social media

