

MILAN DESIGN WEEK 2019

FANTIN: THE COLORFUL SIDE OF VERSATILITY.

Specialist metal product manufacturer **Fantin** (www.fantin.com) has two important events lined up for the **2019 Fuorisalone** initiative: the new **Frame Bookcase system** conceived by **Salvatore Indriolo** will be unveiled in the heart of the Brera district during an event named **Framing**, while the long-established **Discovery** and **Uno** products will be presented in the **Elle Decor at Work. The Evolution of Workspace** exhibition organized by **Elle Decor** in a stunning location named Palazzo Bovara.

Since 1968, **Fantin** has been passionately creating metal furniture and solutions that are renowned on the market for one key value: quality, which in this case means a blend of visual appeal, solidity and environmental friendliness. Great attention to detail is shown in both the technical features and the appearance of all items of Fantin furniture, which are capable of fitting into a wide range of settings: from homes to offices, public spaces and industrial locations. The secret to their versatile nature lies in the fact that every single product can be customized to cater to even the most complex demands. The combination of ingenious design and bespoke quality has given rise to prestigious partnerships all over the world. Fantin has undergone substantial development in recent years thanks to the work done with art director **Salvatore Indriolo**. Together, they are increasingly embracing the complex new dynamics of the contemporary world.

- **FRAMING. AN EXHIBIT OF PLANES AND LINES.**

Via Palermo 8 – 2nd floor (staircase on the right)

The **Framing** exhibition route encompasses two complementary levels: alongside the new products and finishes that are presented, there is a collection of 14 pictures that give visitors a detailed look at the constructions and colours of the products. In addition to the expressive qualities of the art works, there is also an original informative side because they were specially designed and produced from metal in-house by Fantin, so they provide an insight into the company's construction methods and a selection of the many combinations possible with its 46 finishes.

The **Frame Bookcase system** designed by **Salvatore Indriolo** is one of the new creations that Fantin is presenting at Milan Design Week 2019. Rationality, minimalist looks and maximum scope for customization: these are the key words at the heart of the new modular selection that has been added to the Frame range. Launched in 2018, the Frame line already includes tables, cupboards and sideboards of various sizes, as well as other accessories and a kitchen workstation that picked up an Archiproducts Design Award in November last year.

Like all of the other Frame products, the **Frame Bookcase system** features solid square tube frames that are always visible, with right-angled lines and endless composition possibilities: three lengths of shelves with five different heights can be freely combined with backboards, sides and compartments with top and bottom opening doors, all of which are inset in the frame.

It is possible to choose whether to have these accessories with the same finish as the frame or in a second colour from the Fantin range, as part of a customized chromatic solution.

There are no visible joints in the meticulously planned design, so the clean-cut appearance of every detail is in the spotlight.

Following on from its success in 2018, the **Frame Kitchen** selection has been expanded. As well as a new two-module version that is just 128 cm wide, it now also features two extra top options to go with the Vintage steel finish that was launched last year: satin steel (in partnership with **Barazza** once again) and **Fenix NTM**. There is a choice of a Vintage or satin finish for the 4 mm steel tops, which can be matched with all Fantin finishes. The Fenix NTM tops (also available for Frame tables, sideboards and cupboards) are for use in conjunction with frames with ultra-matt finishes because they are the perfect match in terms of colour, opacity and softness to the touch. This means that solid metal Fantin structures can be combined with durable, repairable Fenix NTM tops in units that are the same colour all over.

In addition, from this year **outdoor Frame Kitchen** solutions will be available thanks to electrophoretic painting processes that prevent rust from forming and offer outstanding protection from the elements. Fantin is venturing into this new area of the market in 2019 because it firmly believes that the versatility, colours and durability of its products can effectively satisfy customization needs in open-air settings.

2019 is also the year of the **Mya drawer unit** designed by **Sandro Fantin**, which underlines the company's interest in the office and contract market. The finest ball bearing runners and superior materials have been used to ensure that Mya's drawers glide smoothly and quietly. Designed to keep the external dimensions as small as possible, the units have distinctive, practical inset circular handles with a diameter of 4 cm and an open compartment that can be produced either in the same shade as the frame or in a second colour from the Fantin range, so that it can be made to match all furnishing solutions.

There is also big news on the **finishing** front: thanks to a partnership with the leading paint producer **AkzoNobel**, Fantin has been able to add **18 embossed colours** to its collection. They all have the same technical characteristics in terms of their feel and exceptional resistance to scratches and the elements. It is all part of Fantin's drive to play an ever larger role in the outdoor world (in addition to the kitchens, from this year outdoor versions of another three long-standing Fantin collections will be available). The prominent partnership has helped to make the colour palette even more versatile. There are now **46** embossed, matt and ultra-matt **finishes** that range from neutral tones to bright colours and provide the potential for numerous aesthetic approaches.

On top of all of this, Fantin products promote sustainability because they are predominantly made of entirely **metal** pieces that are **100% recyclable** and they have powder coatings that are free of heavy metals.

- **ELLE DECOR AT WORK. THE EVOLUTION OF WORKSPACE.**

Palazzo Bovara, Corso Venezia 51

Elle Decor at Work. The Evolution of Workspace is the title of an installation/exhibition by Elle Decor Italy in Palazzo Bovara. It explores how workspaces are rapidly evolving in numerous ways and responds in kind to the complexity and variety of the changes that are underway in office environments by putting forward new scenarios.

The exhibition tells a story as it winds its way through the rooms and the courtyard of the historic building. The common thread running through it is design, as there is a focus not only on approaches to furnishing but also on the key role played in the past and the present by enlightened, visionary designers. Digital content and interactive experiences bring the exhibition route to life. They showcase workspace solutions and concepts with a forward-thinking outlook.

Fantin is a partner of the event and it is behind an installation spanning an entire room called **The Archive**: a place full of memories that sifts through the past while paving the way to exchanges and interaction. It is a sort of a multimedia vault featuring nine large containers with an exclusive painted gold finish. They were produced by bringing together two different Fantin collections (**Discovery** and **Uno**) and they fuse a classification-based approach with a historical outlook on the most emblematic space and furniture designs from the 1950s to the present day.

Fantin started out more than 50 years ago and it sees a lot of its own journey in the story told by the Elle Décor initiative. Although the products used to create **The Archive** are part of a single ensemble, they come from different times and backgrounds, so their natures and appearances reflect how workplaces have evolved:

- **Uno** storage shelves (Dorino Fantin, 1973) were designed by the founder of Fantin more than 40 years ago. A special type of patented click-fastening system enables potentially endless arrays of the versatile shelves to be assembled, with no need for screws or bolts. Uno plays a crucial part not only in Fantin's history but also in its present, because it is one of the company's most successful products.
- **Discovery** mobile shelving units (Salvatore Indriolo, 2013) with minimalist, contemporary lines offer the ideal blend of sophisticated design and vast amounts of storage space. They come in a variety of heights and depths that can be combined in countless ways and have distinctive wheel-shaped rotary handles with ball bearings that make it easy to move the units, thus opening up aisles to provide access to the compartments inside.

Elle Decor at Work. The Evolution of Workspace provides a perfect opportunity to showcase the two interwoven, firmly balanced sides of the company: tradition and innovation. Espousing and complementing the theme of evolving spaces, the installation shines the spotlight on the history, ingenuity and passion of Fantin, which is increasingly dedicated to the complex new developments in the furniture world.

Contributions to the project were made by: **DWA Studio** (Exhibition Design), **AKQA** (Interaction Design), and **Marco Bay** (Landscape Design).

Milan, April 2019

FANTIN

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FANTIN ART DIRECTOR - SALVATORE INDRIOLO

Salvatore Indriolo graduated in Industrial Design from IUAV in Venice. In addition to doing design and product development work, he also provides consulting and artistic direction services. His approach to design involves a constant quest to simplify styles and a big focus on every nuance of the creative process.

Salvatore Indriolo works for a large number of prestigious companies, including: Bosa Ceramiche, Capodopera, Falper, Dorsal, Horm, Manfrotto Group, Minotti Cucine, Metalco, and Zanotta.

He has been the Art Director at Fantin since 2013. (www.salvatoreindriolo.it)

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