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DESIGNERBOOKS





## Stand Gsi - Salone Internazionale di Mobile

**Design Agency:** Studiomartino.5

**Designer:** Carlo Martino & Stefano Roscini

**Project Location:** Milano, Italy

**Photographer:** Riccardo Borgegni, Studio Ciapetti

The stand Gsi extends along an area of 169sqm, and has an image that shows minimal but exciting atmosphere.

It is characterized by an alternation of three main "L" shaped suspended volumes, externally white and internally in laminate teak finished.

Thinner and dark brown elements, characterized by an eyelet texture, take turns with the three "L" shaped volumes. Two teak laminate islands

are placed on the dark brown and shiny floor.

Two large light brown gloss lacquer finished ceilings, suspended over the islands, home to the lighting fixtures.

The reception desk is in a symmetrical position respect to the glass volume that contains offices. On the wall of separation by the adjacent stand, three unframed monitors are set, arranged in continuity, which liven up with images linked to

three areas: products, production and project of the stand.

Two large white fabric seats complement the architecture of the stand, giving the room a big sense of hospitality.

The stand as a whole is presented as a fluid relationship between solids and voids, light and dark colours, matte and bright surfaces.



## Stand Gsi - Cersaie

**Design Agency:** Studiomartino.5

**Designer:** Carlo Martino & Stefano Roscini

**Project Location:** Bologna, Italy

**Photographer:** Riccardo Borgegni, Studio Ciapetti

The stand Gsi has a minimalist structure but visually striking. It is characterized, in fact, by the alternation of four main volumes, externally and internally white laminate finish teak, and three "bridges" tobacco colour, characterized by eyelets in vertical.

The floor dark and shiny contrasts well with the three islands in the teak and laminate coloured

lacquered walls "copper", which presents the three families of bathroom fittings: Losanga, Pura and Modo.

In each island is located a media column with information about products. The reception is available in a central position within the offices, in the colour coating "copper", heated further by the presence of 3 hanging lamps also finishing

"copper." The volume of the stand is traversed from the elegant rectangular glass with PVB film ExtraClear white.

Overall, the clearance between solid and void, light and dark, volumes and planes pierced make this stand a balanced compromise between strength and design compositional simplicity.





## Stand Catalano - Salone Internazionale del Mobile

**Design Agency:** Studiomartino.5

**Project Location:** Milano, Italy

**Designer:** Carlo Martino & Stefano Roscini

**Photographer:** Riccardo Borgegni, Studio Ciapetti

It was created a crucial scene: a white reflecting floor, metal walls that lead to the concept of manufacturing industry, a neutral theatre wing. Catalano stand is like a big stage and Zero is the leading actor, reproduced in six single out-of-scale pieces, real showpieces, which create an essential geometry, in a line made of 9 items, a queue of segments, extremely reactive in comparison with the screen on which the video

is played, which in its turn interacts with the reflecting surfaces.

The absolutely symmetrical space emphasizes the monumentality and grandeur of the project, also due to the stressing lighting coming from below. Zero is therefore the absolute protagonist represented both in a physical sense, without-of-scale reproductions, and in a virtual sense, through the video-telling-story.

The artistic value of the scenario is coming from the interaction between the displayed products and video device with the subject that is going to reflect and interact to it.

The entire project, emphasized by a dynamic lighting coming from the large LED wall, aims to attract and fascinate visitors.



## Stand Catalano - Cersaie

**Design Agency:** *Studiomartino.5*

**Designer:** *Carlo Martino & Stefano Roscini*

**Project Location:** *Bologna, Italy*

**Photographer:** *Riccardo Borgegni, Studio Ciapetti*

The stand, screened on three sides by horizontal stripes of wood, captures visitor's curiosity, who can appreciate the inside exhibition only by entering through the wide and large welcome desk.

The stand is covered by sheets of Corten steel, which create varied and coloured textures thanks a

natural oxidation.

The tones used that change color from orange to brown, are well matched with the bright white of the ceramics and flooring PRAL white.

The exhibition extends along one large central island in teak, marked by the walls in wood.

All this is further heated by purple glasses that show a way as well give a glimpse sets proposed.

In the bottom of the stand a white wall dedicated to the new born Inova gets up. This wall conceals and constitutes an integral part of the business area and service areas.