

Milan celebrates the design value of copper

From 30 November to 29 December, the *Abitare Con Il Rame* exhibition will be at the Triennial

Brussels, November 15th 2007 – From 30 November, the Milan Triennial will host the fourth *Abitare Con Il Rame* ('Living with copper') exhibition, with a 'materials and colours' theme. This biennial of design, which is entirely dedicated to interior decoration, will display the latest creations from the biggest international designers, and young designers, all attracted by the intrinsic and aesthetic potential of the 'red metal' and its alloys.

The European temple of design honours copper

In 2007, the biennial of design, *Abitare Con Il Rame* ('Living with copper'), continues its exploration of the incredible possibilities of copper and its alloys, presenting a creative and elegant collection with floral and soothing tones on the theme of 'Materials and colour'. In this, the fourth event, the range of designs has been noted to have developed considerably. The collection includes floral wall decorations, coffee tables and decorative shelves, baskets and hooks, lights, chairs... a multitude of works in a variety of alloy materials and colours.

Copper, the preferred material for a new generation of designers

A material long appreciated by architects, copper is now at the heart of design and is inspiring ever more designers of repute, from Inga Sempé of France to the British-Malaysian duo Woon Vong and Benson Saw, through Eli Gutierrez of Spain and Satyendra Pakhalè of India (c.f. photos below).

Malleable, ductile and naturally antibacterial, copper offers invaluable advantages when it comes to creating or reinventing uses of the most common objects: a tube becomes a bud vase; bell metal becomes a basket. A noble material with a strong identity, copper is also becoming more and more appreciated for its aesthetic qualities, which give the most avant-garde objects the look of a millennia-spanning tradition. The 'red metal' and its alloys also offer a powerful palette of colours, ranging from chocolate brown to malachite green and including gold and brass colours. And finally, copper's environmental qualities make it a decidedly modern material for designers concerned about an environmentally friendly approach to design: copper is extremely durable and 100% recyclable, and can be used, recycled and then reused indefinitely.

New talents in copper design

This year, the *Abitare Con Il Rame* exhibition will also welcome winners of the 1st European, 'Copper in the home' design competition.

This competition recently recognised the best interior designs using copper and its alloys. The main prize-winning projects will be exhibited as prototypes, including the winning entry, "Zzz" by Francesca Cuicchio (opposite), an accessory for flowerpots, which may help to prevent the development of mosquito larvae, illustrating yet another example copper's potential role in controlling the spread of disease.



→ Technical descriptions of the works exhibited in the *Abitare Con Il Rame* and additional information about the "Copper in the home" contest are available upon request.

About the European Copper Institute:

The *European Copper Institute* (ECI) is a European association between the main copper producers in the world (represented by the *International Copper Association*, Ltd) and the European copper industry. Its mission is to promote copper's benefits to modern society across Europe, through its Brussels office and its network of 11 Copper Development Associations.

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Abitare Con Il Rame Exhibition, IV edition

Designers:

INGA SEMPE
NENDO
WOON VONG & BENSON SAW
SATYENDRA PAKHALE'
ELI GUTIERREZ
SUSAN BRADLEY
RICCARDO GIOVANETTI
BESSAM & FELLOW
TORD BOONTJE
LORENZO DAMIANI
MIKKO LAKKONEN

Access:

TRIENNIAL OF MILAN - MATERIAL CONNEXION Area - VIA
ALEMAGNA 6
Open Tuesday through Sunday, 10:30 am to 8:30 pm.
Open to the public

Information:

Ufficio stampa Copyright
Tel. +39 02 33104760
e-mail: info@agenziacopyright.it

Selection of objects on exhibit - Preview presentation:

TUBES

by WOON VONG & BENSON SAW



Series of bud vases

Photo: Ian McReady

Designer: Woon Vong & Benson Saw

BELL METAL

by SATYENDRA PAKHALE



Vase created by melting a copper alloy

Photo: Simona Giacomelli

Designer: Satyendra Pakhalè

PRP/Public Relations Partners

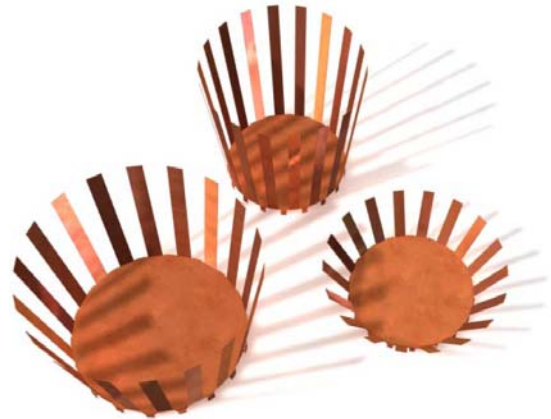
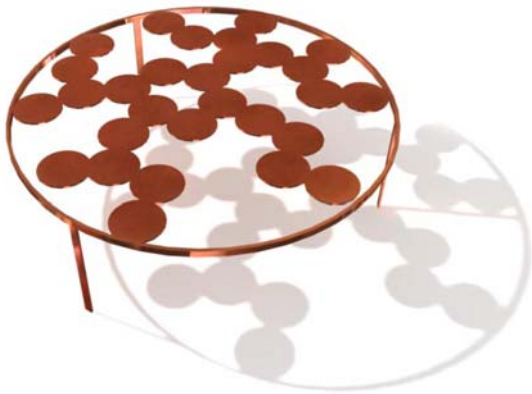
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Istituto Italiano del Rame

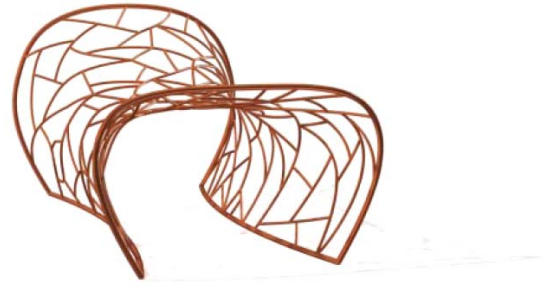
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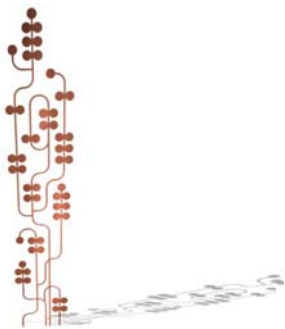
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Daisy table and baskets. **Nendo, Japan**



Flower cages and chair, **Eli Gutierrez, Spain**



Wall decoration, **Susan Bradley, Great Britain**

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