

SALONE DEL MOBILE PREVIEW **WWD**

Gucci Reworks Five Italian Design Icons

Creative director Sabato De Sarno reworked the pieces in the Rosso Ancora red shade. BY SANDRA SALIBIAN



Gucci Design Ancora, 2024, by Anthony Sekiaoui.

MILAN – Gucci's creative director Sabato De Sarno is a man on a mission. After launching his tenure at the company with the Gucci Rosso Ancora red shade last year, seeing the color trending and convincing fashionistas to add a burgundy touch to their looks, he's now coming after their homes, too.

On the occasion of Salone del Mobile this week, the brand is to unveil Gucci Design Ancora, a project co-curated by Michela Pelizzari and spotlighting five icons of Italian design, reedited and customized in De Sarno's red hue of choice.

Pieces in the collection include the "Storet" cherry wood chest of drawers designed by Nanda Vigo for Acerbis in 1994 and reissued in 2020; the "Clessidra" rug edited by CC-tapis and evoking in textile

form the designs of architect Piero Portaluppi; the "Parola" table lamp designed in 1980 by Gae Aulenti and Piero Castiglioni for FontanaArte; "Le Mura" modular sofa conceived by Mario Bellini for Tacchini in 1972 and reedited in 2022, and the "Opachi" vases designed by Tobia Scarpa for Venini in 1960s and reedited in 2021.

De Sarno said that developing these pieces in the Rosso Ancora shade "is an operation that aims to celebrate the values of Italian style shared by all the parties involved in the project: the search for absolute quality, the welcoming and familiar desirability, the lifestyle based on the joy of sharing."

"Design objects have always been a source of inspiration for me, especially when [they are] icons. I have discovered them, observed them, collected them. I

have explored their stories and [iterations]," he continued, adding that the pieces selected are "classics among classics that have given shape and personality to the concept of Italian design, today so recognizable and loved all over the world."

"Through Design Ancora, Gucci doesn't simply celebrate old icons, it creates new ones," said Pelizzari, who is also the founder of Milan-based strategic consultancy P+S. "The aura emanating from the brand spotlights five pieces by Italian masters that are perfect from a design standpoint but less known to the general public."

The designs will be displayed in an immersive exhibition conceived by Spanish architect Guillermo Santomà and staged at the Gucci flagship store in the city's Golden Triangle. The in-store showcase will open on Monday and run through April 21, when a special edition of the objects will be available for purchase on the brand's website.

"At the time in which these objects were created, there was a really strong connection between the industry and the designers. The form, the use and the way in which they were produced were one thing. That's why they became icons," said Santomà, who's known for his multidisciplinary approach merging design, architecture, sculpture and scenography.

The concept he conceived for the exhibition will see the pieces showcased separately and standing against curved walls in a green hue. "If we had put the objects all together, we would have created

a living room. Instead, we decided to remove the boundaries given by how we use these objects and create a sort of limbo," Santomà said. "Floating objects don't have meaning or a function. They are just shape, materiality, color."

The same visual approach will be embraced in the store's windows. In one of them, a pair of Gucci Cub3d limited-edition sneakers created combining 3D-printed elements and Gucci's Demetra material will appear to be floating mid-air and rotating on a magnetic installation. In another one, a 3D printer will be displayed as a unique object customized by Santomà himself.

When unveiled in December, Gucci's renovated flagship store revealed De Sarno's passion for the arts and his commitment in paying tribute to Italian creativity, as furniture pieces in the space included Cassina's "Utrecht" armchair by Gerrit Thomas Rietveld; the "Maralunga" sofa by Vico Magistretti for Cassina's iMaestri Collection; the "La Bambola" armchair by Mario Bellini, and the "Rod" seat by Piero Lissoni for Living Divani, among others.

An art collector himself, De Sarno also added a selection of modern and contemporary works from Milanese masters such as Lucio Fontana, Getulio Alviani, Liliana Moro and Franco Mazzucchelli, as well as international artists including Nathalie Provosty, Jaime Poblete, François Durel, Michael Rey, Herbert Hamak, Adji Dieye and Augustas Serapinas.

Loewe to Shed Light on 24 Artists With Lamp Project

The Spanish house will unveil its most ambitious project to date developed for Salone del Mobile. BY SANDRA SALIBIAN

MILAN – Let there be light.

Loewe is to unveil its most ambitious project developed for the Salone del Mobile design event to date, and it will be centered on exalting craftsmanship through lamps.

The luxury brand collaborated with 24 international artists on the creations, which will be showcased at the Palazzo Citterio venue here from Monday to April 21 in an exhibition simply titled "Loewe Lamps."

Despite having previously worked with the label, some of the artists involved were confronted with their first foray in lighting creation, which encouraged them to experiment with new techniques and materials running the gamut from birch branches and horsehair to paper and glass.

For one, acclaimed ceramist Dame Magdalene Odundo diverted from her handmade ceramic vases and opted for folding leather in a graphic 3D structure to create a pendant lamp, while South African artist Zizipho Poswa mixed ceramic, glass and brass in a floor lamp that looks like a vase topped with a bowl of bright spheres.

For his sculptural take on a table lamp, Hafu Matsumoto leveraged bamboo's flexibility and his weaving skills, acquired

through decades of training by the great master Iizuka Shokansai, who was the last in the line of Japan's most celebrated bamboo craft dynasty.

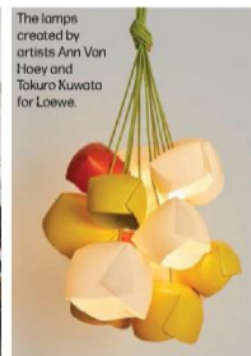
Other highlights will also include 2019 Loewe Foundation Craft Prize winner Genta Ishizuka's organic-shaped creation covered in layers of shiny lacquer, which were meticulously scratched to reveal golden finishes and the light within. Enrico David's design nods to the human form, instead, as it resembles an arched figure with the face standing against an illuminated onyx disc.

Caracas-born, London-based artist Alvaro Barrington's take will also stand out, as the floor lamp conceived evokes a store window with metal shutters, replete with a pull cord made of Loewe gold chain. With the same contemporary approach, Dutch sculptor Magali Reus hinged her creation on the silhouette of a lighter.

Artists commissioned with unique pieces include Nicholas Byrne; Andile Dyalvane; Ernst Gamper; Kazunori Hamana; Anthea Hamilton; Akiko Hirai; Joe Hogan; Ann Van Hoey; Dahye Jeong; Takuro Kuwata; Jennifer Lee; Young Soon Lee; Anne Low; Chikuunsai Tanabe IV; Andrea Walsh; Cerith Wyn Evans and Shohet Yokoyama.



Genta Ishizuka at work.



The lamps created by artists Ann Van Hoey and Takuro Kuwata for Loewe.

The creations will be flanked by Loewe's homeware offering, ranging from ikebana vases to doorstops and paperweights made of woven leather, in addition to bespoke projects created in collaboration with the artists featured in this year's exhibition.

For example, Matsumoto also revisited the brand's Puzzle and Hammock bags in two unique designs – a hobo style and a pocket bag, available in black or brown leather. Also known for his bamboo-weaving techniques, 2017 Loewe Foundation Craft Prize finalist Tanabe experimented with calf leather to create baskets; artist Kay Sekimachi reimagined the brand's Puzzle Fold tote bag in two sizes and created a new jacquard bucket style, while ceramist Van Hoey developed bowls crafted from scraps of lamb napa in 21 colors.

Limited-edition Loewe candles created expressly for Salone del Mobile will add to the range and build on the brand's eco-conscious commitment, as they will come in flawed candle holders to breathe a second life into them.

Shoppers in Milan will have first dibs on all products, as they will be exclusively

available to purchase at Palazzo Citterio and at the Loewe flagship on Via Monte Napoleone during the week.

Loewe Lamps will mark the eighth showcase by the fashion house during the annual Milanese design event, which offers the company the opportunity to further experiment with craftsmanship and creativity across various categories. Making for one of the most anticipated presentations by a fashion brand each year, previous iterations encompassed tapestries, baskets, woven textiles and even stick chairs, as per last year's display at the 16th-century Palazzo Isimbardi.

Further celebrating its commitment to craft, its 178 years of history and its creative director Jonathan Anderson's first decade at the brand, Loewe recently unveiled the "Crafted World" show at the Shanghai Exhibition Centre. As reported last month, the exhibit was curated by Anderson and designed in collaboration with the Rotterdam-based architecture firm OMA. Billed as the luxury house's first major exhibition, it will run until May 5 before embarking on a world tour.

WWD

Fashion. Beauty. Business.

Charlotte's Web

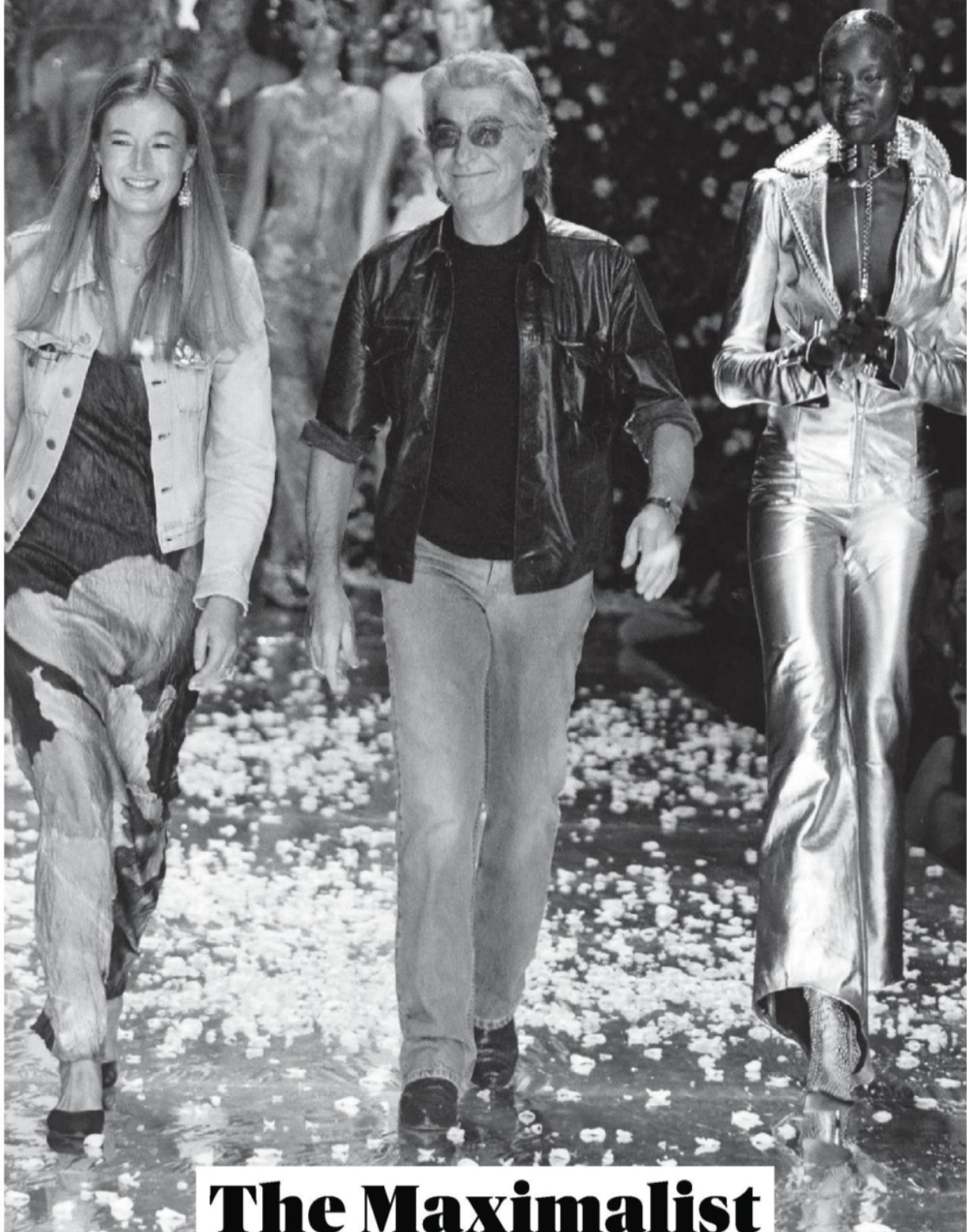
Charlotte Tilbury is launching her first fragrances, six scents with a neuroscience foundation.
Pages 6 and 7

All About Salone

A preview of what to see and do at Salone del Mobile, which takes place in Milan this week.
Pages 19 to 44

Coachella's Big Weekend

The party season kicked off at this year's Coachella with events for Revolve and the Poosh Neon Carnival.
Pages 50 and 52



The Maximalist

Roberto Cavalli, who died Friday at age 83, built a fashion empire with his more-is-more designs, especially his signature bold animal prints, but also was renowned for his lifestyle that epitomized La Dolce Vita and championed Made in Italy. *For more, see pages 10 to 15.*

PHOTOGRAPH BY GIOVANNI GIANNONI