

A Tricolour Project



Paola Navone tells us how she conceived "Casa Italiana", as the exhibition opens its doors on May 13 at the headquarters of the Italian Trade Agency in New York



THE IDEA GREW OUT OF A REQUEST FROM GILDA, who called me a few months ago telling me that she'd had a meeting with the director of the ITA (Italian Trade Agency), Erica Di Giovancarlo, who had been in Manhattan for just over a year. Erica had expressed her wish to create something different and innovative for New York Design Week. She had thought of 'transforming' ITA into a large installation devoted to Made in Italy. Unfortunately or fortunately both thought of me. Of course, I'm accustomed to making installations, but here it was a matter of imagining something capable of subverting a style expressive of Italian taste, true, but very far from design as we understand it today.

So I imagined working on an expressive simplification by playing on the three colors of our flag to create three macro areas. On the ground floor, the green furnishings are in the reception area and the white ones in the spaces devoted to meetings and show-viewing. On the first floor, in the most private area, there is red. But it involves much more than just the furnishings. The featured color invades everything: the floors, the walls, the furniture and even the accessories. Carpets, lamps, art objects and even kitchen items catch the eye, all the way to those food products that have a very original and colorful packaging in the shades of the flag. In short, "Casa Italiana" is a full immersion in the Italian flag. This is why I also wanted to explore the dialogue between craftsmanship and design. We have iconic pieces of design that are well known even in America, but we boast a tradition of craftsmanship that continues today and of which we are proud, yet it is very often little known outside our borders. You see, I always like the idea of mixing. So I put together the big and noble design brands with the small craft-based and manufacturing firms in Italy that need to be supported. Otherwise, what is the ITA for?

Top left, Paola Navone, architect, art director and designer, founder of Studio Otto. Photo Enrico Conti. Above, plan of the Italian Trade Agency townhouse in Manhattan where Paola Navone - Studio

Otto have created the exhibition "Casa Italiana" in conjunction with *Interni* and ITA. Three macro areas in the colors of the Italian flag furnished with iconic pieces Made in Italy.

A house under the aegis of the Tricolour, with the finest of design Made in Italy: this is the project by Paola Navone - Studio Otto created in collaboration with *Interni*, for Italy on Madison, the ITA event devoted to lifestyle (13-15 May). Participants in the exhibition: **Arper, Artemide, B&B Italia, Baxter, Boffi I De Padova, Cappellini, Carpet Edition, Cassina, Corsi Design, Davide Groppi, Flos, Foscarini, Frette, Gervasoni, G.T.Design, Gufram, iGuzzini, Illulian, Ingo Maurer, Karpeta, Kartell, Living Divani, Magis, Lucia Massari, Miho, Molteni&C, Moroso, Natuzzi, Ovo Design, Paola Paronetto, Pianca & Partners, Poltrona Frau, Porro, Alessandra Roveda, Saba, Seletti, One Mario Sirtori, Smeg, Society Limonta, Zafferano.**

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