



E06

MARSET

Collages of industrial materials
by STEFANO COLLI define spaces
for a brand's collections

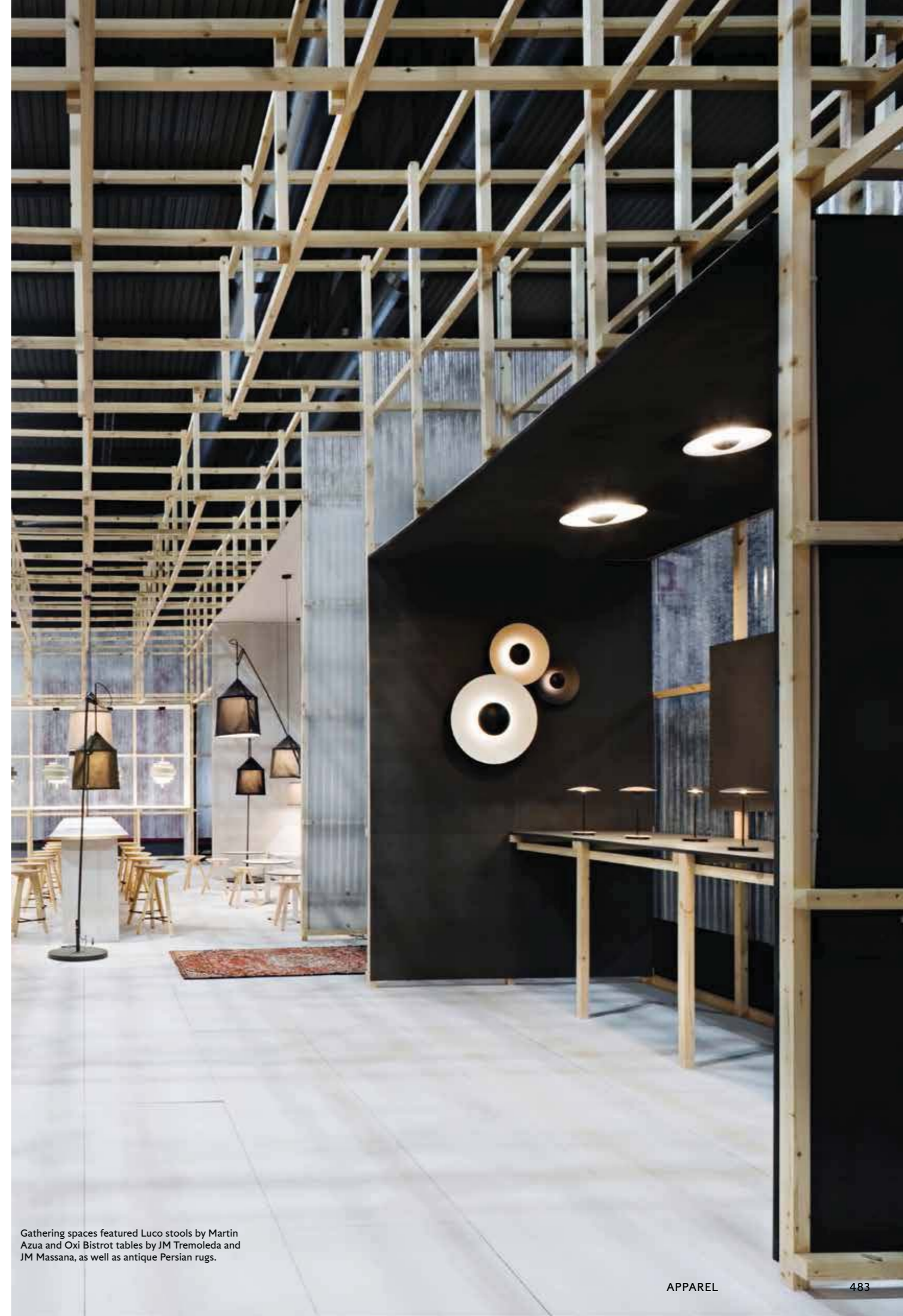


MILAN – The collaboration between Barcelona decorative lamp manufacturer Marset and local design studio Stefano Colli spans over two decades. Like the offices, showrooms and past stands that Colli has designed for Marset, the atmosphere of the brand's presence at Salone del Mobile 2017 eschews sophistication and pretence for raw, untreated and often decontextualized materials in a continuously evolving concept. As the designer puts it, 'the Marset stand has become an evolutionary discourse.'

Various materials from the construction industry were used to define spaces for the brand's collections. The main frame of the exhibition comprised a visible orthogonal structure of natural pine slats that extended down to the floor along the interior to form rectilinear partitions. The construction materials were applied to the frame, forming a bare and unassuming container.

A translucent yet rugged and imperfect skin of corrugated polycarbonate clad the exterior, illuminated from the inside by Marset's products. The interior walls and floors were finished with white-stained agglomerate, its opaqueness delimiting the spaces of service. Contrasting black materials ranging from polycarbonate and MDF boards to foam acoustic sheets formed distinctive and coherent backgrounds for the products. Sporadic use of packaging bubble wrap enriched the textural palette of the display.

A translucent, rugged, imperfect skin of corrugated polycarbonate sheets is illuminated from the inside by Marset's products



Gathering spaces featured Luco stools by Martin Azua and Oxi Bistrot tables by JM Tremoleda and JM Massana, as well as antique Persian rugs.