

SANTAROSSA ESSENTIALLY WOOD



This edition of "Salone del Mobile" in Milan will be a pride tribute to the Santarossa company.

We would like to demonstrate what it means to have a story to tell and an expertise to offer the market. We would also like to show what it means to have roots in a land specialized in working such a precious raw material as wood. We wish also to share our experience by going back to the ancient workshops where the scent of wood used to announce the beginning of a new project.

The Brera Design District is proudly hosting the "Essentially Wood" project within the premises of the Brera Academy. To help the students become aware of the meaning of Italian creativity and of "product-competence", a real and live-working artisan workshop will be installed, teaching them the history of our know-how.

The involvement of the artistic directors of Humus Park– the international land art meeting – will be fundamental for the location project. This will be in harmony with the philosophy of bond, of "return" to nature as a primary source of inspiration, and return to raw material.

Accademia di Brera | Via Brera, 28 | Milan - 8_13 April 2014

