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Salamanca Design & Co Presents PURE_Design Factory
Design concept for lands, materials and food

*From April 8th until April 13th in Brera District in Foro Buonaparte 60,
Salamanca Design presents PURE:*

*Weaved relationships of pure materials, nature, lands and "true food" made by Alce Nero
read by the design of Lucy Salamanca.*

The exhibition decontextualises materials, defines the perceptual lands where food and senses are joined to involve the visitor in interactive paths enjoying space, food and design.

Different materials and processings together with "true food" by Alce Nero, show the strong compenetration of biology and the craftsman's mastery, the farmer's care for the land and the soul of the lands.

The event tells about a new organization of suppliers where the heterogeneity transforms complexity in a new way of observing and slowing the perceptual experience.

The visitor go through the multidimensional structure, interacting with his/her preferred language, creating analogies between memories, places, tastes around the craftsmen's arts and the farmers: wood meets the original tomato's taste from Emilia, olive oil dialogues with the stone from Lecce (Puglia), pasta shares its materiality with the porphyry from Trentino, honey from Marche joins the gres, Puglia wheat flours are associated to fabrics.

The land masteries, the making, the creating and producing are the basis of each handicraft; its product synergically penetrates culture, joining the spiritual satisfaction of the artistic perception. PURE has the ambition to valorizes an art born in a particular place as the result of the farmers or craftsmen' job, recreating the atmosphere of the origins. Those productions that carry national and regional identities have a central role in PURE, as they satisfy needs of customization to discover how strong is the connection between products and places and this mutual influence, result of a millennial history, represents for us an essential value.

The event offers to the visitor a way to follow through aesthetics, materials and sensoriality: senses have a predominant position on the "current reality" which is a "perceptive" reality made of information's flows such as sounds, thoughts, scents, materials, activities, all elements to be added to what our eyes could see.

A journey inside an **emotional library** where the materials are offered as precious food for senses, an enrichment for the everybody living experience. A place where you could intertwine and melt the different natural materials of the exhibition giving your contribute with a personal interpretation realized in solitude or in team. PURE event's aim is to present a dynamic relationship to integrate beauty and taste through the details' attention, shapes'armony, for the pleasure of the aesthetic and personal senses...this is part of a fluid and inspirational life.

Together below the same brand, the "true" farmers of **Alce Nero** show all this, they guarantee that the millennial experiences of the land are reproduced with a unique mastery in the respect of culture and geographical peculiarities. **Cibo vero ®** is the synergic path among food, taste, pure materials and handicraft, realized in PURE exhibition. Bloggers will be hosted in the food area - created with the cooperation of Oikos colors and materials – and invited to try the farmers' products leaving a



feedback of text and images; a short storytelling of 140 words hashtag #civuolegusto.

MIDA' – from Romagna – brings its craftsmen with their historical culture of the wood processing. They offer, through the storytelling of a Cibo vero ®, an aesthetic and tactile tasting experience of a sole product, awakening its essence with mastery.

Monolite Ipergres company makes a relationship between the qualities of its own material and a bees' product - the Alce Nero honey – a taste experience connected with a pure material as gres is, original, materic,colorable, thin but of unique hardness and incorruption, in a word IperGres.

Pimar participates with its handicraft maestries, in the stone setup from Lecce - designed by Lucy Salamanca - joining the olive oil of the Puglia lands.

Nature with **Flò Fiori** laboratory crosses all the installations; it enters into the materials becoming a living materials in the exhibition. It broadens the library with raw gres.

Oikos – colors and materials for architecture – leads a chromatic welcome from the outdoor area of the exhibition. Its special integration of solid materials and natural ones obtained through micaceous finishings is a peculiarity together with the friendly approaches of colors and food in the informal Alce Nero lounge.

Pochade, company from Puglia (Monopoli), specialized in art printing on fabrics, accompanies PURE with the elegance of the organic line declined in various colors according to the lands of reference and the cultivations of autochthonous grains as Senatore Cappelli.

DELLED is present with a lighting system for a LED – vintage atmosphere selected for its mimetic capacity to give the poetic light of a traditional bulb through the integration with a micro processor.

Studio Arki from Bologna has realized PURE sound design proposing the auditory context of the created path, weaving the regional soundscapes and the voices of the craftsmen- authors of the displayed products.

Moncini - since 1910 are in the field of stone processing - participates with its handicraft maestries in Porfido stone.

Once again, with our pleasure, the carpentry of the Bollate (Milano) prison and its internal and external staff participates in the Salamanca Design & Co project.

On **Thursday 10th of April** from 4.00 pm until 6.00 pm, thanks to the media partner **Vogue Bambini, Hape International toys, the presence of Dr Gianumberto Accenelli (entomologist) from Eugea with the project “Butterfly effect”, the beekeeper Mrs Laura and Alce Nero baby food** the exhibition becomes a place of interaction and discoveries for children and their parents. Food for Kids aim is also a digital interplay for children, a message left with the hashtag **#civuoleunfiore**.

(Break Alce Nero upon invitation, please book your presence writing at info@alcenero.it - subject “Break Alce Nero + Name of participants”. Limited places.

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