

LUXURY ITALIAN CONTRACT STYLE

Simone Micheli for South Korea

Fair KOREA BUILD | LIVING & LIFESTYLE 2018

Location KINTEX - Korea International Exhibition Center - Hall 1 | Goyang-si, South Korea

Date: 22-25 February 2018 **h:** 10:00 ~ 18:00

"Space is built around the amalgamation of individual fragments of architecture that show the public the leitmotif of my expressiveness." **Simone Micheli**

A composite, different atmosphere, far from the conventions that determine the present, comes to life thanks to the succession of the shapes of the different objects that, shaping the space, become manifest of their own meaning and of the function for which they were conceived.

The white candor that fills the entire area is interrupted by access to color, and a dynamic energy pervades the environment giving it consistency and allowing the material to be configured.

The furniture, designed by the architect Simone Micheli for selected Italian companies, are carefully ideated and designed specifically to bring out the characterizing value and the excellence of Italian style. On the screen is possible to admire the images of Simone Micheli's works, which repeating themselves again and again, generate in the spectator the sensation to live a real work of art.

An ideal of purity, high definition and the aim to present the essential features define the different object's typologies that bring to life the entire performance.

SPONSORS

ABET LAMINATI

ADRENALINA

AQUASPECIAL - wellnessindustry

BAREL

BESANA MOQUETTE

CORDIVARI DESIGN

I PROFUMATORI

MYYOUR

NATURE DESIGN

OLI

SCHIAVONE - Public and Private Furniture & Contract

SPACECANNON

TONCELLI CUCINE

THANKS TO

HÄFELE

PAMAR

SMEG

REFERENCES

ABET LAMINATI

Abet Laminati is nowadays a leading manufacturer of decorative plastic laminates.

Since the beginning, also thanks to the collaboration with the most appreciated international designers, has played its part in spreading the "Made in Italy" image.

Viale Industria 21 - 12042 Bra (CN) Italy t +39 0172 419111

abet@abet-laminati.it | www.abetlaminati.com

ADRENALINA

Design upholstered sofas and armchairs.

P.O. BOX 99 - 47841 Cattolica (RN) Italy t +39 0721 208372

adrenalina@adrenalina.it | www.adrenalina.it

AQUASPECIAL - wellnessindustry

Aquaspecial builds wellness centers, SPA and pools, and realize them completely either in engineering the complete projects or in giving the life the ideas of the most important design or architectural studios.

Via Caduti di Melissa 4 - 40033 Casalecchio di Reno (BO) Italy t +39 0522 695805/85

info@aquaspecial.it | www.aquaspecial.it

BAREL

Barel, artisan company producing furniture in forged solid iron coupled with other precious materials. Design, classic and modern handmade articles, handcrafted and hand finished high quality products.

Via Bra 16 - 12084 Mondovì (CN) Italy t +39 0174 43001

export@barel.it | info@barel.it | www.barel.it

BESANA MOQUETTE

From textile coverings to carpet. From residential to contract. From ideas to solution. Tradition, Passion and Creativity: intangible assets that marks out each our proposal.

Via Europa 51/53 - 23846 Garbagnate Monastero (LC) Italy t +39 031 860113/874437

info@besanamoquette.com | www.besanamoquette.com

CORDIVARI DESIGN

Brand of Cordivari company, specialised in the aesthetic research, development and production of heating elements perfectly harmonizing with the home universe, representing the avant-garde for interior design and reference for made in Italy.

Zona Industriale Pagliare - 64020 Morro D'Oro (TE) Italy t +39 085 80401

info@cordivari.it | www.cordivaridesign.it

I PROFUMATORI

The sense of smell is the only among the five senses that directly goes to the brain, without any mental mediation. The olfactory wellness pushes the customer to link the experience with positive perceptions and therefore he keeps in his mind better feedbacks and memories compared to a not perfumed environment.

Via Sicilia 7 - 00048 Nettuno (RM) Italy t +39 327 5614745

commerciale@iprofumatori.it | www.iprofumatori.it

MYYOUR

Italian brand of in- and outdoor plastic furniture, featuring the skilful use of production technologies and winning design, enriched by the liveliness of colours.

Via Nino Bixio 20 - 35010 Gazzo (PD) Italy t +39 049 5963419

info@myyour.eu | www.myyour.eu

NATURE DESIGN

Nature Design, the name contains the essence of a craftsmanship that restores wood into new life forms. Time has shaped the wood. Our work knows how to communicate this value, with passion for design and respect for nature.
Viale del Lavoro 1 - 37053 Cerea (VR) Italy t +39 0442 321236
info@naturedesign.com | www.naturedesign.com

OLI

A leading company in the production of innovative toilet systems, mechanisms and sanitary installation systems, presents refined quality solutions to meet every needs, respecting the environments.
Località Piani di Mura - 25070 Casto (BS) Italy t +39 0365 890611
info@olisrl.it | www.oli-world.com

SCHIAVONE - Public and Private Furniture & Contract

SCHIAVONE Public and private Furniture & Contract, present on the market for over 60 years, operates internationally as an ideal professional partner for architects and interior designers, both in classic and modern style. It takes care of every technical aspect of production, guaranteeing maximum competence through its tailored approach. It provides customized solutions to the furnishing needs of individual customers, in the hospitality, trade, residential and interior design sectors.
Via Lecce S.S 7 Ter, Zona Industriale - 73012 Campi Salentina (LE) Italy t+39 08327 79 39 71
commercialschiavone@gmail.com | www.fratelischiaivone.it

SPACECANNON

Spacecannon is an Italian Company. Founded in 1988 thanks to its customize lighting solutions and innovative technology Spacecannon contributed to write the history of illumination on an international stage becoming a leading brand of the "made in Italy" in the world.
Via G. Parini 1 - 23845 Costa Masnaga (MI) Italy t + 39 031 4121731
info@spacecannonsne.it | www.spacecannonsne.it

TONCELLI CUCINE

Kitchens packed with tradition, built with painstaking care for details and unique designs, from craftsmanship passion to dedication to materials. The story of Toncelli is nothing but an extraordinary adventure, where the amazing Italian wood-working culture has been applied to a contemporary "tailored" kitchen.
V. Gramsci 19 - 56037 Peccioli (PI) Italy t +390587635032
info@toncelli.it | www.toncelli.it

THANKS TO

HÄFELE

Development, manufacturing and distribution of furniture fittings and architectural hardware as well as electronic access control systems.
Via della Valle 67 bis - 20841 Carate Brianza (MB) It t +39 0362 57741 info@hafele.it | www.hafele.it

PAMAR

Pamar - Handles, knobs and accessories for furniture *designed and manufactured in Italy*. A reality of enterprise that chose the design as a universal language to communicate with the world.
Via Sirtori 41- 20838 Renate (MB) Italy t +39 0362 924661
info@pamar.it | www.pamar.it

SMEG

Today the Smeg group is recognised at an international level as a point of excellence for Made in Italy. For more than 70 years Smeg have created electrical domestic appliances with a special focus on design, dedicating particular attention to aesthetics, ergonomics and functionality.
Via Leonardo da Vinci 4 - 42016 Guastalla (RE) Italy t +39 0522 8211
smeg@smeg.it | www.smeg.it

SIMONE MICHELI ARCHITECT

Simone Micheli founded his Studio in 1990 and in 2003 the Simone Micheli Architectural Hero Company, based in Florence, Milan, Puntaldia, Dubai, Rabat and Busan. He is the curator of many thematic exhibitions in the most important international fairs. In 2007 he was the representative of the Italian interior design participating to "XXX Congreso Colombiano de Arquitectura" In Barranquilla, Colombia and again in 2008 participating to the International Conference of Architecture for the Contract field in Hanover, Germany. In 2008 he signed the "La Casa Italiana" exhibition at the "Mube" Museum of sculpture in San Paolo, Brazil; during the same year he participated to the exhibitions at the "Franz Mayer" Museum in Mexico City and at "Centro de las Artes in Monterrey in 2009. mHe is professor at Poli.Design and at the Scuola Politecnica di Design in Milan. His professional activity moves towards different directions: from architecture to interior design, from visual design to communication; his eco-friendly and nature-oriented creations are characterized by strong identity and uniqueness. Many of his works are realized for public administration and for important private clients belonging to the residential world. His works have been shown in the most important international exhibitions; he held conferences and lessons in universities and cultural institutes of many cities; his publications are on the most important national and international magazines.

SIMONE MICHELI ARCHITECTURAL HERO | www.simonemicheli.com | simone@simonemicheli.com

Florence | Via Aretina 197r/199r/201r 50136 - Italy | t +39 055 691216

Milan | Via Ventura 6 20134 - Italy | t +39 02 26414735

San Teodoro - Localita' Puntaldia | Villaggio Puntaldia - 08020 (OT)

Dubai - U.A.E | Al Tayer Bldg. Office 302 - Sheikh Zayed Road

Rabat - Morocco | Résidence Kays F6 - Rue Oued Beht 10106

Busan - South Korea | 2F, 34 gil 18, Junggu-ro, Juggu- 48947

*** in attached biography and photo by Simone Micheli architect**

for further information

simone micheli architectural hero +39 055 691216

chiara sgreccia staff47@simonemicheli.com | **giorgia pallotti** staff7@simonemicheli.com