



RUBELLI®



photo: Sabine Pigalle

THE ROMANTIC RUBELLI ROOM

curated by Lidewij Edelkoort

Spazio Rossana Orlandi

Via Matteo Bandello, 14 – 16
Milano

9:00 – 20:00

April 17th – 22nd 2012

www.rossanaorlandi.com

RUBELLI
VENEZIA

Dominique Kieffer

D O N G H I A

ARMANI/CASA
EXCLUSIVE TEXTILES BY RUBELLI



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RUBELLI will be showing how the design world can integrate with the decorating world in an austere installation at Spazio Rossana Orlandi during the Salone Internazionale del Mobile in Milan. One of the gallery's spaces will be transformed into a dark vision of romantic beauty, reflecting two important trends in design: the revival of textiles for interiors and a focus on black.

As part of an ongoing collaboration with the international trend forecaster, **Lidewij Edelkoort** has been asked to select textiles and contemporary design, upholstering the space and previewing a revival of the gothic movement.

Edelkoort feels that black resonates in today's world, "*becoming the order of the night, the guardian of dark humour and the romantic troubadour of cynical songs. Whether dozing upon a daybed, draped against a male torso or piously kneeling on a gothic chair, it is all more beautiful in black. The Rubelli family of brands is conscious of the newest societal trends exploring the darkly romantic and sometimes even surrealistic side of interior design... Design will embrace black and faux-black in every texture, for a black-on-black celebration of glorious gloom and doom, in an audacious and eccentric enactment of the night, where all is a majestic sombre monochrome of soft shadows lit by the full moon.*"

The design on display will include a special edition of **Maarten Baas'** *Smoke!* armchair produced by Moooi and dressed in Rubelli's *Les Indes Galantes* fabric, a chandelier by **Piet Hein Eek**, re-upholstered modernist armchairs by **Gio Ponti** and **Franco Albini**, a *Fortuny Floor Lamp* re-edited by **Pallucco**, furniture by **Donghia** and a mysterious new flock of birds by **Guus Kusters & Maarten Kolk**. An audiovisual presentation will illustrate a freshly-curated look at Rubelli, as launched this year in an inspiring magalogue that has been art directed by Edelkoort.

All the works feature fabrics by **RUBELLI** – including Rubelli's re-edition of original Gio Ponti designs – **Armani/Casa Exclusive Textiles by Rubelli**, **Dominique Kieffer** and **Donghia**. Textiles by all of these brands will also be on display at Rubelli's **Milan Showroom** at 19 Via San Maurilio (11:00 – 19:00 daily and by appointment on the weekend, Tel. +39 02 72 09 36 65).

For interview requests & information, please contact marketing@rubelli.com (Tel. +39 041 25 84 411).



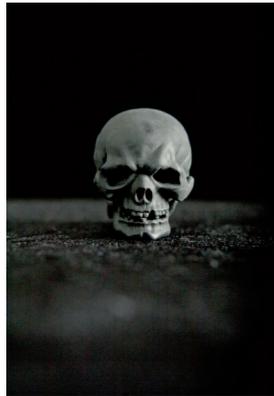
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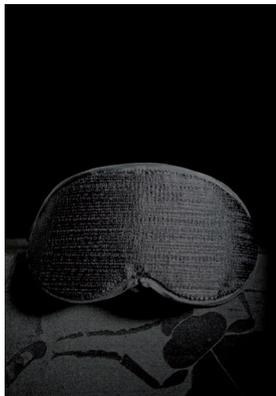
Raven, from *Avifauna* (2012)
by Maarten Kolk and Guus Kusters
in *Reticolo* jacquard by Rubelli
(homage to Gio Ponti)
(photo: Sabine Pigalle)



Memento Mori skull
by Nymphenburg
(photo: Sabine Pigalle)



torso and drape in *Bell'Insetto*,
damask, limited edition by Donghia
(photo: Sabine Pigalle)



mask in *Gong*, hammered satin
by Rubelli (photo: Sabine Pigalle)



Alchimia damask by Rubelli
(design by Gio Ponti)
(photo: Camille Hammerer)



chair in *Edelweiss* damask
by Armani/Casa Exclusive Textiles
by Rubelli (photo: Sabine Pigalle)



Smoke! (2011)
by Maarten Baas (production:
Moooli) in *Les Indes Galantes*
jacquard by Rubelli
(photo: Thomas Straub)



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