

Banner

Milan

04
12
16

Tuesday April 12th 2016

From 6 to 8.30 pm

Showcooking at Banner

Via Sant'Andrea 8/a Milan

Banner presents Offmat for the Salone del Mobile 2016, the research laboratory in which technical experimentation and advanced functions blend with pure matter. A project between technology and craftsmanship, created by Marmo Arredo under the creative direction of Tipic Studio.

On this occasion the boutique windows will host "Comet K1204", a site specific installation designed by Tommaso Corà and Paolo Festa, which interprets the new materials that the creative duo has developed for Offmat: synthetic industrial stones designed like artisanal textiles.

Inside we find Tùler, a sculpture/kitchen in which the technological solutions integrate with materials, that on the evening of Tuesday April 12th will be the protagonist of a showcooking event between fashion, design and innovation.

Tulèr is a responsive kitchen with elegant and solid shapes, where technical and structural harmony converge to amplify the properties of the rock and reflect a new concept of multifunctional environment.

Offmat presents a bold project that, rather than being in the first instance introduced as efficient working tool aims to evaluate and narrate the human interaction with the kitchen through an exclusive kitchen lab, equipped with movable wall which act both as a containment element and as assistance to preparation.

Offmat

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Press Kit

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An exclusive workshop kitchen, complete with movable wall which act both as a containment element and as assistance to preparation.

An evolved and multifunctional island, which gets its name from a term of the romagnolo dialect used to indicate the working of dough.

A modernly "responsive project", which stands out as a synthesis of the extraordinary relationship between nature and man, between craftsmanship and the competence of industrial processes.

Between substance and technology, which openly intervenes with all its ingenuity and know-how on pure substance, to reveal its meanings and previously unexplored functions.

The stone top is supported by two easels and a single column-stand, which operates as an element of service, hosting the flow of the water current, the discharges, the electrical wiring and possible air channels.

Within its shape made of robust, researched lines, are seamlessly integrated the most advanced capabilities of service and utility.

The value of a single sheet - natural stone or technical quartz (engineered stone by Quartzforms) - is both concrete and emotional, because it is hand-sculpted and finished to evoke raw quarry slabs.

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"I met Rosy Biffi last year thanks to a series of fortunate events. I was won over by her calm boldness. This year we present our new adventure in the world of design with Paolo Festa: Tipic, with a project, Offmat, whose protagonists are equally courageous and fearless: a family of entrepreneurs who continue to risk without ever turning back.

New materials, technological solutions, experimental kitchens and for the first time a showcooking performance by Banner!

All this thanks to the affection of the whole Biffi family and their desire to support and propose little known young talents they believe in (as we do). I think that it is precisely this

spirit that has made Milan great in the world of design in its golden years. Ever since Biffi have never stopped" says Tommaso Corà of Tropic Studio

Rosy Biffi, founder and owner of the BANNER boutique (and the Gruppo Biffi Boutique stores in Milan and Bergamo), has expressed enthusiasm for this collaboration: " I was very impressed by the innovative creativity of Tommaso Corà and Paolo Festa. My personal history and that of our stores are always linked to the world of design and architecture, which represent a constant source of inspiration. This is a project that conveys a strong positive energy: it is proof of how in Italy emerging innovation, passion and creativity can generate ever new synergies between close albeit distinct sectors such as fashion and design."

The BANNER Boutique, located in Via Sant'Andrea 8/A in Milan, in one of the most prestigious streets of the fashion square, is one of the Gruppo Biffi stores, founded by Rosy Biffi in the second half of the Sixties. Research, Innovation and dedication are the three pillars on which the style and the success of the historic brand are based. Rosy Biffi's instinct, the courtesy, attention and passion of all components of the family represent the formula of the company's success, which is recognized and appreciated at an international level. Research is the engine that animates the entire activity, in order to spot creative young people around the world and find ever new stylistic possibilities, which correspond to a precise concept of elegance: uninhibited, with just the right mix of emotion and rationality.

Banner's exhibition space, inaugurated in 1993 and designed by architect Gae Aulenti, develops on two levels, in which the best characteristics of a formal modernity are expressed. The extremely refined overall effect is exalted by the coating materials and by the works of artists and contemporary designers which serve as a frame to the creations of Italian and international stylists.

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