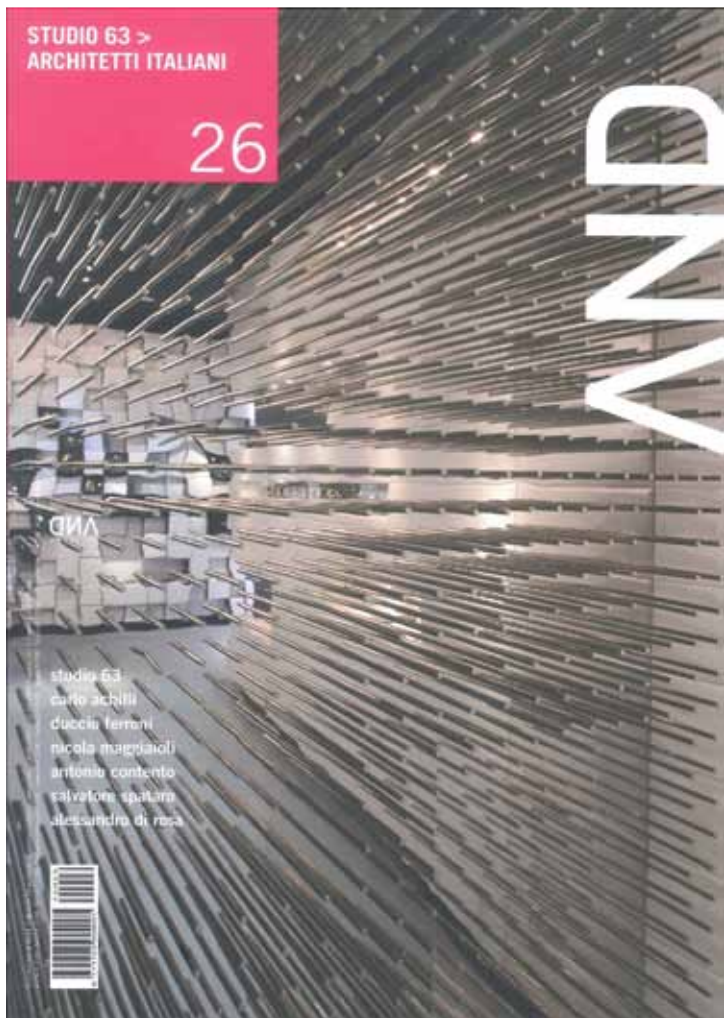


PUBBLICAZIONI



STUDIO 63 >
ARCHITETTI ITALIANI

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MIND

studio 63
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Milano, Italy, 2014

Shawlin is a glass structure built inside the 60s and 60s in the series of the city's main streets. The main theme was to integrate with class and elegance. From this inspiration, the concept developed by Shawlin 63 aimed to recreate the atmosphere of those times, drawing also on lines like Tom Furey's "single seat", which was released shortly before the start of the collaboration between Ghisellini and Studio 63. Good taste, elegance and classic design are the three components of this project. Attention to detail, such as the choice of light angles in furniture, alongside the use of refined yet solid materials like marble for the flooring, satin brass for furniture and walls and in Mammarella's design, are all part of this creative process which has succeeded in recreating, but in a non-imitative spirit, the elegant and sober atmosphere of its origin.

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Florence, Italy, 2014

The concept of Baccarini, dedicated to the spirit of Shawlin 63, is a blend of elegance and sobriety, defined by a minimalist aesthetic. The atmosphere is fresh and modern, with a focus on clean lines and a neutral color palette. The use of high-quality materials, such as marble and brass, adds a touch of classic refinement. The design is a perfect balance of tradition and innovation, reflecting the brand's commitment to excellence in furniture building.



[Arredamenti Mammarella]

Per Arredamenti Mammarella "tradizione" e "sviluppo" sono parte del codice genetico: la tradizione artigianale, dal 1974, nella lavorazione del legno, quel "saper fare" che ritroviamo ancora oggi nella cura e nella conoscenza della materia prima, nel realizzare arredi su misura come fossero abiti da cucire sull'architettura. L'innovazione di processi di produzione sempre più sofisticati che permettono lavorazioni prima impensabili ed in tempi rapidi. L'artigianalità e l'innovazione sono la sintesi del vero Made in Italy. Per Mammarella non un'etichetta ma l'espressione di una eccellenza nella realizzazione di arredi, riconosciuta ormai in Italia e all'estero.

[Arredamenti Mammarella]

For Arredamenti Mammarella "tradition" and "development" are part of its genetic code: since 1974 the handcraft tradition has been found in its wood working. "know-how" still found today in the care and awareness of the raw material, like cloth waiting to be stitched onto architecture. The most advanced production processes now enable once unthinkable and faster processing. Handcraft and innovation are the synthesis of real Made in Italy. This is not just a label for Mammarella, but an expression of excellence in furniture building, now recognised in Italy and abroad.

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