

Genius, design, culture. Tacchini Italia celebrates the charm of the brazilian design

At the Milan International Furniture Fair 2019 Tacchini presents the prestigious reissues of the great architect Martin Eisler and the unpublished pieces of the most visionary contemporary names, along with stories of beauty resulting from the unrivalled expertise of the tradition made in Brianza.

To mark the 500th anniversary of Leonardo da Vinci's demise, the word 'genius' has been added to the Salone del Mobile Manifesto, in tribute to the great painter's genius. At the Milanese event, *Tacchini Italia Forniture* presents the *Brasilian design* mastery, imbued by the resplendent charm of its intelligent and sensual creativity, talent as well as its ingenious ability to think and do. Stories of beauty that reinforce the greatness of the design world of the past and today in Brazil, with an aesthetic intensity that conquers at the very first sight.

This concept that breathes life into the products of the brand, *furnishings of refined Italian quality that are offered to the contract as well as the residential markets*. This design is the result of creative exchanges and professional relationships that believe in the innovation of industrial design with an approach that always focuses on the amazement of an idea along with the glory of human history at the centre of its creative process. It is this intellectual empathy that gives authentic feelings to the living it is precisely spaces of the current globalized world.

Brazil is an indispensable part of the Tacchini Italia's culture of design, taking ample inspiration from the past and the future. On the one hand, this denotes a synthesis of the quintessential European taste and tradition of local craftsmanship, and the cocktail of popular influences induced by many origins on the other. Brazilian design is characterized by an essentially heterogeneous language, intriguing, ethereal and sensual in its organic shapes – all the while being extremely elegant in terms of the minimalism of lines and the choice of materials – from the warm essences of wood to metals, and the splendid textures of Patagonia or Saint-Laurent marbles used in the up-cycling mode. A light and soothing aesthetic intervention creates a warm and welcoming atmosphere, where living is the essence of the 'open' and an inviting dialogue between man and the environment, something that is poignantly denoted by the Tacchini Italia stand designed by *Studio Zecca*: a sophisticated setting is accomplished by recreating the very best of modernist tradition and Brazilian colonial past, inspired by the projects of Marcio Kogan.

Martin Eisler

Tacchini Italia re-edits two prestigious pieces of the great Viennese architect: son of the famous art historian Max Eisler, who was forced to emigrate from Europe in the late '30s in a country that allowed him to express himself and give life a personal and innovative vision to the furnishing project, which will remain an indelible part of the history of design of the '900. As the artistic director of Forma Interieur, Eisler went on to produce highly successful furniture, witnessing unprecedented growth and affirmation between the end of the 1950s and the beginning of the 1960s, by forging partnerships with Knoll International and the projects of Oscar Niemeyer to establish the foundation of the new capital town of Brasilia. Tacchini Italia re-edits two of the most famous chairs by Martin Eisler, *Reversivel* and *Costela*.

Costela is an armchair that marries informal style with elegance. Characterised by sensual aesthetics, natural materials and an intelligent design, it allows for refined personalization. *Costela* represents the synthesis of the nature of a creative project. The supporting idea, from which everything starts, the beautiful wooden structure with rounded bands in the perfect embrace that welcomes both in the seat and in the backrest – not to mention the functional and aesthetic attention to details – exemplified by the horizontal and vertical placement of large cushions to guarantee complete comfort from the extremely natural style in their almost casual position. The supporting part is easily dismantled and recyclable, a characteristic that is in line with the fundamental trend and contemporary needs to produce furniture that regards the principles of sustainability and durability over time. The possibility of being able to play with textile coverings makes *Costela* not only a delectable piece with an unmistakable history, but also a furnishing of irresistible trend.

Reversivél, a historical piece of the most original Carioca design, made Tacchini fall in love with its incredible innovation. Exuding the simplicity of a line as well as a movement, this armchair transforms itself with an extremely casual elegance. Dynamic and flexible in equal measure, the re-edition of *Reversivél* offers a double comfort thanks to the seating arrangement that can be easily positioned in two ways so as to facilitate the use of seated armchair with a straight back, or in a semi-recumbent position, to facilitate greater relaxation. The simplicity and naturalness of the movement make its functionality seems obvious, which actually exemplifies an absolute cutting-edge intuition today like yesterday. An informal session, with its characteristic lines, with metal structure and textile coverings, completes its originality. Quite remarkably, *Reversivél* testifies the alluring sensuality of the Brazilian design of the '50s, marking an enviable combination of tradition and creativity, of popular craftsmanship and visionary innovation.

Mastery, which is recognized as a skill in 'thinking and doing' that stimulates new ways of seeing the world around us, is also an inextricable element of *contemporary Brazilian design*, which Tacchini is set to explore this year to create unpublished furnishings and accessories, laden with a unique charm, by collaborating with the most famous names in the market.

Zanini de Zanine, a renowned Brazilian designer and son of architect and designer José Zanine Caldas, draws an unexpected armchair designed exclusively for Tacchini Italia: *Lagoa*. It is an armchair with a soft and rounded volume that houses a suspended seat characterised by a distinct contrast, both in thickness and colour. The extremities of this seat are inserted into the hips of the structure sliding into an all-encompassing embrace without the solution of continuity. This piece that is the epitome of brilliant creativity that takes inspiration from the softness of the local tradition – with a completely visionary spirit.

Tacchini Italia also presents the elegant collection of Joaquim tables designed by Italian-Brazilian designer *Giorgio Bonaguro*, inspired by the softness of Brazilian design furniture that was designed between the '40s and '60s for the modernist architecture of Niemeyer, Costa, Vilanova Artigas and Bo Bardi. From the aesthetic standpoint, the geometric and linear forms of *Joaquim* are a tribute to the simple yet elegant lines of Joaquim Tenreiro, considered to be one of the forefathers of modern

tropical design. From a technical point of view, this collection was designed with an aim to recover processing waste, in absolute sync and consonance with the principles of upcycling and eco-sustainability, the ubiquitously hailed cornerstones of Brazilian creativity. The refined tables are characterized by a metallic structure with tops and bases in Patagonia or Elegant Brown marble, obtained by reusing parts of slabs sourced from other manufacturers to produce the final furnishings.

The vases displayed by Brazilian artist *Domingos Tótora* complete what would arguably be one of the greatest tributes to Brazil by Tacchini Edizioni for the Milan Salone 2019. Fascinating objects between art and design, creations inspired by challenging long-held definitions, this unprecedented artistic synthesis is emblematic of the ethics of nature and craftsmanship. The Brazilian designer infuses these objects, made with recycled cardboard, with all the authentic intensity of the material which is transformed and given a new lease of life. *Mantiqueira* are created from a laborious, sustainable and certified process, such as recycled cardboard broken up into small elements and reduced to a semi-liquid matter. These pieces are then worked on by hand to give shape to sculptural pieces, and dried in the sun before preparing the finished product. The artistic procedure has an almost evocative nature returning to the cardboard and derived from wood, a new appearance imbued with a quality that is very similar to that of wood itself from which it is produced. Beauty and respect are the key words of a new and concrete vision of sustainable furnishing accessory.

Beyond Brazil, the excellence of the history of Italian design

If it is the charm and history of Brazil in the '50s that inspires the main theme of the Tacchini Italia Forniture 2019 collections, the made-in-Brianza brand, which is a passionate promoter of the excellence of Italian design, does not fail to make its presence felt in this edition, with an exceptional historical sensitivity denoted by the prestigious re-edition of the sofa *Sella* by architect *Carlo De Carli*, an iconic piece of the history of Italy-made design. The *Sella* sofa by Carlo De Carli is the torchbearer of the concept of "primary space" that belongs to De Carli's philosophy, or "relationship space" – principles that conform to the vision of the furnishing function and interior design in accordance with Tacchini. *Sella* is inspired by the homonymous armchair that was designed in 1966 by the famous Italian architect.

The sofa is presented as a furnishing of great elegance, made using the materials of absolute value: walnut wood, metal and leather. The cushions are feathery and the upholstery is in extra soft leather. Its soft and generous line is extremely refined and is designed to offer extraordinary comfort, dedicated to a slow time that reconciles with oneself as well as with others, in the dimension of a more intimate, almost sacred relationship space.

Finally, from the furnishing accessories collection, *Tacchini Edizioni* serves as a true representative of the much-acclaimed Italian creativity by enriching the collection of *designer rugs* with a new creation designed by *Umberto Riva, Narciso*. Inspired by the famous painting of the same name by the globally renowned architect and designer, the Narciso rug weaves geometries and colours in an abstract subject of subtle elegance, ensconcing delicate pastel tones that seem to reflect beauty in its entire splendour, a reflection of truth and illusion. The hand-knotted piece, produced in Nepal, is made in accordance with the ancient and complex oriental process of knotting wool. Equally poignantly, Narciso is made of 100% wool Himalayan, a naturally robust and resistant material attributed to its high concentration of lanolin present in every fibre, thereby guaranteeing extreme durability of the rug over time. It is a contemporary work of art that represents a perfect synthesis of pictorial art, design and dexterous craftsmanship.

The new Tacchini Italia Forniture and Tacchini Edizioni products showcased at the *International Furniture Fair Salone del Mobile 2019* represent the philosophy of the brand, which believes in design as a project, a happy union of creative talent and human history, to be shared and promulgated for making a contribution to the *culture of beauty*, interpreting and trying to respond to the transformations as well as new needs of the *contract sectors*, particularly *high-end hotels in everyday relational life*. The growing modern trend is to increasingly seek spaces made possible through intelligent and unique customisation, to make the man of today, every day, feel at home in any part of the world, with the glorious warmth of elegance and the taste of innovation.

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