

Rapt Studio Makes Salone del Mobile Debut at Ventura Centrale

Interactive installation Tell Me More invites visitors to experience the feeling of connection



March 14, 2019 - Rapt Studio is pleased to announce its debut at Salone del Mobile with *Tell Me More*, an interactive, immersive installation at Ventura Centrale.

With *Tell Me More*, Rapt explores the intersection of spatial experience and emotional connection, offering visitors the opportunity to experience a microcosm of a Rapt-designed environment. Like the retail, hospitality, workplace and experience design Rapt has executed for some of the world's most valuable brands (such as Google, Vans, HBO, Twitter, PayPal, and The North Face), *Tell Me More* invites visitors to feel the emotion of arriving as individuals and leaving as part of something larger.

Inspired by the feeling of entering a beloved space, the two-part installation consists of an arrival chamber and expansive lounge, which serve as a backdrop to explore human connection. As guests first enter the space, they are greeted by small circular, drapery-clad "stages" – personal theaters. Each stage is a vignette within luminescent curtains, where guests are presented with a question posed by the stranger who came before them. Upon reflecting, visitors are asked to leave a query for the next guest before moving beyond mirrored walls into the lounge.

Within, lights fall from the vault ceiling above, spotlighting intimate conversations. Among the lights hang threads, from which questions are suspended, creating a living collage. Guests are encouraged to consider their answers to the questions they see and to strike up conversations, making personal connections with those around them.

Guiding visitors' transition from their individual moments of reflection to a collective gathering is the design of the space itself: the cool, iridescent entrance leads to the warm, amber lounge. Throughout, accent colors emulate visitors' varied experiences.

Of the installation, Rapt Studio's CEO and Chief Creative Officer David Galullo says, "We envision *Tell Me More* as a living embodiment of human interaction – an exercise in placemaking built on and celebrating connection and conversation. A place for storytelling, with a memory all its own."

To bring *Tell Me More* to life, Rapt partnered with a selection of renowned design brands. **Erik Bruce** is fabricating intricate, artful drapery for key components of the installation, creating thoughtful compositions with both color and opacity. Brooklyn-based lighting studio **Rich Brilliant Willing** is providing decorative fixtures, including their Vitis chandelier; **Mooui Carpets** by **Mae Engelgeer** is showcasing their new collaboration, the Swell Signature collection, which uses a soft palette and groovy graphics. **Concrete Collaborative** is showcasing custom terrazzo platforms and bar tables handmade in California, and Swedish furniture brand **Blå Station** is displaying their Åhus easy chair, cocktail tables, and a custom Bob sofa. **DZINE**, the San Francisco furniture showroom and gallery, facilitated the partnership with **Sancal**, a Spanish furniture company featuring chairs and benches upholstered in Danish fabric. **Bart Halpern** is providing luxurious, iridescent fabrics called Liquid and Opal sourced by Erik Bruce, and **The Bradley Collection** – a drapery hardware company based in the UK – is contributing artisanal hardware. **Carnegie** and **Création Baumann** are contributing their Chamois fabric.

Tell Me More

Ventura Centrale
Via Ferrante Aporti, 15bis
20125 Milano, Italy

Press Preview
April 8: 15:00 - 19:00

Opening Hours:
April 9-13: 10:00 - 20:00
April 14: 10:00 - 18:00

Hashtags:
#TellMeMore
#RaptxSalone

About Rapt Studio

Rapt creates transformative experiences for some of the world's most valuable brands. Their interdisciplinary teams of designers, strategists, and architects work at the intersection of spatial experience and cultural connection. With locations in San Francisco, Los Angeles, and New York, they've gained international acclaim for their work with clients like Google, Vans, Dropbox, Warner Media, Twitter, and The North Face. To learn more, visit www.raptstudio.com / @raptstudio

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