

KRISKADECOR DAZZLES AT THE 2015 MILAN EXPO



KriskaDECOR takes part, for the first time, in a Universal Expo by covering the Ecuador Pavilion with its curtains

It is the first time that they have used anodised aluminium curtains to cover completely the façade of a building

The building, with 1.200 m², has three storeys in which the visitor can take a route through the various natural regions of Ecuador

KriskaDECOR becomes one of the protagonists at the 2015 Milan Universal Exposition thanks to its participation in covering the Ecuador pavilion, an architectonic work designed by **Zorrozua y Asociados** that evokes the concept of "Good Living" (or "Sumak Kawsay", in Quechua), through a blend of tradition-inspired shapes and graphical symbols. The folkloric motifs that make up the façade's composition are a universal reflection of Ecuadorian culture, and they are inspired in the traditional textile handicrafts of the Otavalo region.

Thanks to the use of KriskaDECOR aluminium curtains we get, on every side of the building, a unique composition. The visitor becomes captivated by the façade's great visual impact, which manages to frame the construction with a strong, chromatic emphasis that makes it stand out from the other pavilions. In this case, the range of colours and sheens from the autochthonous Ecuadorian fabrics were sought. The colours used are yellow, red, lilac, blue and green tones that represent the whole spectrum of colours that exist in the country's regions. Moreover, the effects of the sun and night light have also been taken into account to achieve a much more powerful perception of the colours. Then the sensation of movement is added, offered by the curtains, simulating the flow of the fabrics themselves.



The curtains, made of KriskaDECOR anodised aluminium chain, are an optimal support to reproduce any type of design. Anodising is a process that is used to increase the thickness of the natural oxide coat on metallic parts, therefore creating an artificial protective coating that means it can be dyed in a vast array of colours.

This project is divided into four sides with an average height of 9 metres, reaching 10,5 metres at some points. The north face and the south face are 25,4 metres wide, while the east and the west are 15 metres each. The lightness of the material has allowed for the creation of this metallic structure with enormous proportions. Moreover, the system makes assembly much easier. Installing the curtains over the pavilion façade, which has a surface area of 765 m², was carried out in just three days. Modifications were made to fasten the curtains onto the proposed system, and also to increase resistance to inclement weather, creating a woven line that joined the different strips of chain, therefore getting similar responses to that of fabric.

ECUADOR PAVILION

This is about innovation, as it is the first time that the surface area of a pavilion has been completely covered with curtains. The creativity of the curtains perfectly synchronises with the Ecuador Pavilion theme. It should be taken into account that, for the first time, Ecuador takes part with its own pavilion in a Universal Exposition with the goal of showing the world its very essence.

Zorrozua y Asociados, design consultants, have been in charge of carrying out the design, work and project management in the pavilion. The exhibition space has been created to offer the visitor a complete experience about the richness of the Ecuadorian landscapes and to promote the culture of the “Good life” respecting its environment and its biodiversity. The pavilion design is divided into four areas: the first, “A diverse country”, is about the different landscapes in the regions as the nucleus of the identity of a heterogeneous country. The second, entitled

“Foodstuffs as a Social Collective”, focuses on gastronomy through a selection of products that represent traditional Ecuadorian cuisine. The third area is called, “Live well”, and offers a space for reflection. Lastly, the fourth area, “Love”, includes a restaurant where we can directly experience the sensations that come from Ecuador, this time through its rich cuisine.

EXPO 2015 IN MILAN

The EXPO 2015 in Milan has just opened its doors to visitors after seven years of preparation. This is one of the oldest international events, with a tradition going back over 160 years. KriskaDECOR takes part for the first time and it does so in style, with one of the projects that has been most widely accepted by critics and the public. The Expo's motto in this edition is "Feed the Planet, energy for life", covering areas like technology, innovation, culture, traditions and creativity, all related to foodstuffs and diet. The Ecuador pavilion façade perfectly captures this idea, but also others like that of the chances that are opening up in the agricultural sector in areas of sustainable development, common welfare and the fight against hunger, as well as the foods from the world's cultures and ethnic groups.

KRISKADECOR

KriskaDECOR once again takes part in an emblematic building, therefore demonstrating the great versatility of its curtains. KriskaDECOR is a company that was founded in 1926 in Montblanc (Tarragona, Spain) and currently enjoys solid international renown. It has taken part in important projects run by designers of such standing as **Patricia Urquiola** and **Philippe Starck**, as well as studios like **Rockwell Diseño**, **Softroom**, **Stylt Trampoli**, **HBA**, **Gensler** or **Klein Associates**, and companies like **B & B Italia**, **L'Oreal**, **Aigner**, **Hoss Intropia**, **Harrods**, **Sita Murt**, hotel groups **Starwood (W Hotel)**, **Riu**, **Melià**, **Mandarin**, **Marriott**, **Sofitel**, **Kempinski**. It has also collaborated with artists like **Antoni Miralda**, **Andrew Sabin**, **Philippe Bradshaw**, **Shinpei Naito** (for the hotel **Yotel** in New York), **Federico Fusi** and **Rudi Stanzel**.

KriskaDECOR's curtains have stood out in the interior designs of very differing architectonic works: from sports installations like the **Yas Marina F1 Circuit** in the United Arab Emirates, football stadiums for clubs in the Premier League like **FC Arsenal** and **Manchester City FC**, to museums like the **ABBA Museum** in Stockholm, as well as the stage for the **Hollywood Academy Awards (the Oscars)**. In Spain, some outstanding projects have been focused on luxury hotels and restaurants like **Dos Palillos** by **Fernando Amat**, **Coire** by **Alfons Tost**, **Cinc Sentits** by **ZOO**, the tapas restaurant **Jaleo**, in Washington, by **Juli Capella**, and the **EME** hotels in Seville, by **Tarruella and López**, and **Barceló Oviedo** by **GCA Arquitectes**.

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