

Horizontal

Concept

Beatrice Bertini

Art project by:

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Design project by:

Claudia Pignatale / Secondome

Lighting project by:

Marco Frascarolo / Fabertechnica

The historical Costa Brava Clube, in Rio de Janeiro, designed in the 60' s by renowned architect Ricardo Menescal, hosts Casa Italia, the CONI and Italian Institutional Headquarters during the 2016 Rio Olympic Games. For the first time, and as the name suggests, Casa Italia is the result of far reaching project that aims to highlight Italian excellence through and through- from the world of sports to that of design; a showcase of the craftsmanship that lies behind the label "Made in Italy". Beatrice Bertini's Concept Horizontal, is extended into an art, design and lighting project, with Bertini and Acciari responsible for developing the arts, Claudia Pignatale the interior design and Marco Frascarolo the lights. The fusion and synergy of these talents, transform Casa Italia into a lighthouse, a ship, an island, that fine line defined as the horizon - that separates earth from sky - and leaps into the unknown. The ambitious goal of Project Horizontal, is to promote Italy in all her authenticity to an international public, through the use of iconic images and objects that have turned Italy into an historical cultural reference point. In effect, Concept Horizontal exemplifies a style, a horizontal approach to considering and embracing all the activities that will take place in this location as forms of art, be they: objects, images, furnishings, hospitality or cuisine. Italy has laid her bets on making the Costa Brava Experience Unique, through the collaboration of prominent figures and labels from very different walks of life. Artists and partners fully represent the excellence of Italy and Brazil, a virtuous contamination between the two cultures which results into a contemporary, unique and welcoming setting. A location that persistently recalls the links between the two countries, starting from the long bridge that connects the mainland to the sea cliff on which Casa Italia is perched on, and upon which Vedovamazzei's work of art stand out: "+39" tricolored neon's, a physical representation of Italy's international dialing code using the colors of the Italian National Flag, to the "Towards you" sign, by the duo Bianco-Valente that represents the drawing closer to Brazil. These masterpieces are connected through a long brightly lit line, specifically made for Casa Italia, by ILM-Lighting. The experience continues, with Pietro Golia's unique "Welcome" (sign), pointing the way to the main hallway that hosts works of art from Guendalina Salini's "The end of geography" collection, further juxtaposed by the iconic "Bocca" sofa, a 1970's design piece by Studio 65 for Gufram -in the shape of a mouth. Davide D'elia's Installation 'Antivegetativa' leads to the restaurant: A spacious and panoramic area with floor to ceiling glass walls overlooking the ocean. Here, carefully arranged and alternating "Vidun" and "Quadrato" tables, both designed by Magistretti for De Padova, inspired by the structure of screws and in a minimalist and quasi Nordic looking style - exemplify Italian functionality and craftsmanship. The translucent, gold and topaz

embroidered “Gina” chairs by Jacopo Foggini for Edra, glitter as the immense natural light beams into the venue and accentuates their beauty. The “Big Louie” 3D printed chandeliers, by David Nosanchuk for .exnovo, hung from the ceiling, reign and dominate the room. Specially designed ILM lighting, enhance works of art that adorn the walls, pieces from: Massimo Bartolini’s “Untitled”, Gianfranco Baruchello’s “Dove guardano le statue” Paola Pivi’s “La bellezza sta negli occhi di chi guarda” and “Atalanta e Ippomene” by the Brazilian artist Vik Muniz - an iconic piece both for its setting and the mythological reference: a race between Atalanta, the virgin huntress and her suitor Hippomenes who defeated her by cunning, not speed and thus succeeded to win her hand in marriage. The choice of venue for Casa Italia, a site integrated but perched on the top of a sea cliff, leads to a natural choice of furnishings for the lounge: Francesco Binfarè’s for Edra “On the rocks” sofa, that forms a relaxed and inviting archipelago and Emmanuel Babled’s “Etnastone” coffee tables, made from Sicilian volcanic stone, that lie dotted around the room. Throughout the lounge through to the bar area, Francesco Simeti’s “City of Gold” wallpaper lines the walls, reconnecting and recalling the Brazilian Favelas and industrial suburbs. Carefully chosen “La Lollo” suspended lamps by Slamp, carefully trace and illuminate the journey from the lounge to the bar. Looking onto the lounge, lies a cigar bar with stone lined walls, furnished with Francesco’s Binfarè’s for Edra “Sfatto” sofas and “Favelas” armchairs also designed for Edra by the Campana Brothers – notable Brazilian designers. The Bar counter, bar/coffee tables are designed and produced with Brazilian wood by Stefano Marolla, carpenter and cabinet maker. The small, covered roof terrace is a peaceful corner in which one has the sensation of being immersed in the surrounding nature, further emphasized by the colors and style of: Edra’s shimmering blue “Standard” sofas, bright red tulip-line “Getsuen” chairs and the Campana Brothers “Brasilia” tables. The small, intimate Meeting room hosts the poetic artwork “Aurora” by Mario Airò, specifically commissioned for “Project Horizontal”. Giuseppe Gallo’s “Prismi” sculpture, towers over the roof garden which is carefully lit by Nobile lighting and finely furnished with “Summertime” benches by Valerio Berruti for Gufam”. The external lounge, facing the ocean and furnished with “Standard – Cloud” and the “Flap” sofas by Francesco Binfarè for Edra, is a tribute to the Italian Olympic Team motto: “ready to fly”. Francesco Simeti’s distinct wallpaper, “Chantal” chandeliers by Massimiliano and Doriana Fuksas for Slamp and “Bojour Milan” coffee table by Atelier Biagetti, completes and complements this area, that resembles a private and secluded area of the sky.

Light is the essential element to link landscape, architecture, art and design. The project, developed by the Faber Technica team, lead by Marco Frascarolo with Stella Cardella, to make Casa Italia a contemporary space, very unique and welcoming is structured on different levels, related to the different possible points of view. Some more intense and defined signs of light, are used to give a whole view of Casa Italia from afar, while the interiors and some external spaces have a softer and more rarefied feeling, to create comfortable and cozy spaces. In those spaces, an excessive use of spectacular lighting was avoided on purpose: the light is used to add value to the works of art and design, key players of Casa Italia.

THE GALLERIES

Secondome Secondome Design Gallery is a design platform that focuses on worldwide emerging designers and innovative projects. The Gallery dedicates its installation space to the design works it hosts; each piece, as a collection or limited edition series, speaks louder than words in its whimsical nature of subject versus material. Mostly handmade products, honoring the craft and practice of contemporary artisanship, reflect the traditional values of design whilst breaking the mold of lifeless objects d’art. More than just a gallery,

Secondome Edizioni, since April 2008, has also established itself as a brand by producing its own collection of design objects working closely with its designers. Emphasizing on a Made in Italy brand, most of our production is hand-crafted locally. Secondome works have been displayed in some of the most important museums of the world: The Vitra Museum in Germany, The Shangai Museum of Glass, The Grand Hornu in Belgium, La Triennale in Milan, The New Museum in New York.

TECHNICAL FIRM

Fabertechnica

Fabertechnica is an innovation technology Lab, specialized in Lighting Design. Founded and coordinated by Marco Frascarolo, engineer and lighting designer, the company has developed specific expertise on cultural heritage and exhibition spaces, along with urban and garden lighting, with a strong attention to the eco - saving and dynamic light management.

Fabertechnica develops integrated light-audio-video systems in IOT (Internet of things) environments, which can be applied also in the specific field of Retail, Hospitality and Entertainment. Among their most recent works, we can mention the new lighting project of the Sistine Chapel, the San Francesco Basilica in Assisi, the Lunear Park, beyond the guidelines of the new lighting project for the Coliseum in Rome.

PARTNERS

Edra

EDRA is a leading Italian company in the international design, specialized in sofas. Its collection is timeless because inspired by solid values. The research, combining artisanal Tuscan tradition with global innovation. The knowledgeable craftsmanship, transforming serial products in unique pieces. The most advanced technology. The richness and variety of the materials. The modularity and universal utilization, adapting to multiple settings.

De Padova

Maddalena De Padova, a pioneer in the design, is the first to introduce in Italy in the '50s Scandinavian design and later in the '60s to produce products designed by Eames, Nelson and Girard for Herman Miller. Since the early 80's introduces its own collection designed by top Italian and international designers including Vico Magistretti, Achille Castiglioni, Dieter Rams and many others. Since April 2015 the company was acquired by Boffi.

Kartell

Kartell, the leading design company founded in Milan in 1949 by Giulio Castelli and now managed by President and owner Claudio Luti, has been a symbol of progressive Italian design for over 65 years. Its story is one of success, told through an incredible series of products - furniture, furnishings, lighting, tableware, fashion accessories, home fragrances and bath furnishings - produced in top quality plastic materials and designed by the most influential designers in the world. Today Kartell has 140 Flagship Stores, 300 Kartell Shops, 1000 corners and more than 2500 retailers in 140 countries.

Gufam

Since 1966 Gufram produces icons of design that have taken unique form and value through its contamination of the industrial design approach, artisanal craftsmanship, and creative flair of visual art itself. Gufram brought the Italian radical design to the world. With its experiments in aesthetic, technological and material research, it has created seating and furniture that have entered the history of decor: playful, subversive and irreverent products with a Pop spirit, Rock pieces deliberately conceived to be Anti-Design. The limited edition pieces such as the Bocca sofa, Pratone chaise longue, Cactus clothes hangers, and Capitello armchair - to name a few - are held in the most important museums in the world as MOMA in New York, Centre Pompidou in Paris, Museum of Applied Art in Sydney, Museum of Fine Arts in Montreal, Triennale Design Museum in Milan and many others.

Slamp

“Slamp is the invention of a drawing that takes shape and transforms in design, moving from two to three dimensions, through the magic of light.” (Cit. Livia Peraldo Matton, Editor-in-chief of Elle Decor Italy). For more than 20 years, Slamp has captured the most recent architectural and natural stimuli, taking note and designing lamps Made in Italy. Every product is recognizable and original; each is hand-constructed with patented technopolymers, and includes the latest LED technology, mixed with the creativity of well-known international Archistars, including Zaha Hadid and Fuksas.

.exnovo

.exnovo is the young Italian brand leader in the production of decorative lighting through the use of 3D printing techniques: collections of exclusive lamps, custom objects and bespoke projects, specific and unique, designed and developed specifically for the customer and its space. All products are made in Trento (Italy) and are the result of an innovative and skillful manufacturing combination of professional 3D printing technology and traditional hand work / manual processes.

ARTISTS