

STUDIOPEPE.



&tradition is a Danish design company established in 2010 with the founding principle being tradition tied to innovation. Our unique library of furniture and lighting spans from the 1930's to the present day and includes designs by internationally renowned designers.

We see a kinship between the old masters who were avant-garde in their time and designers of today creating the ground-breaking icons of tomorrow.

In 2018, we celebrate the centenary of Jørn Utzon's birth by inviting Studiopepe to do a limited edition of the Utzon pendant in a contemporary colour scheme – honouring Utzon's play with colour and highlighting the lamp's relevance today. Unveiled in 1947, the Utzon lamp was actually designed more than a decade before Utzon created his masterpiece, the Sydney Opera House. The lamp was inspired by his father's naval engineering drawings of ships along with light. With curves symbolic of the ocean waves and the bulb much like the moon to navigate ships, the affinity between the lamp and the opera house is exemplified by Utzon's organic concept of architecture and expressive sculptural style.



Established in 1973 by the Benedini family in Verona and subsequently relocated to Mantua, Agape owes much of its aesthetics, innovation and passion to its crucial geographical position between Milan, Veneto and Emilia. Founded with the vocation of creating new ways of interpreting the bathroom, the company today sets a benchmark for contemporary furniture. Under Agape's expert guidance the bathroom shifts from functional space to emotional centre of the home, becoming a dynamic and rejuvenating environment devoted to personal wellbeing. Since its beginning, an innate talent for design combined with a desire for exchange and dialogue with the very best in Italian manufacture have made Agape one of the most interesting examples of the Made in Italy brand. Time, light, form and matter, a comprehensive and revolutionary vision for contemporary living for over 40 years.

Agape and Studiopepe continue their collaboration, for long time linked by affinity of thought on contemporary living. Agape and Agapecasa will be among the protagonists of "Club Unseen" through iconic pieces and bespoke products designed by Studiopepe.

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ALLIED MAKER

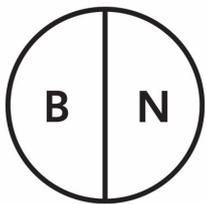
Allied Maker is a New York based design and manufacturing studio. Our studio's inspiration is fueled by an obsession with natural materials such as Brass, Glass, and Hardwoods along with a love for artisan craftsmanship. The company was started by Ryden Rizzo in 2012 as a garage woodworking studio tucked away on the North Shore of Long Island. Lanette and Ryden were neighbors at the time, and were introduced a year after Allied Maker began. The two instantly fell in love and became a dynamic creative force; building Allied Maker into their dream design studio with a strong manufacturing backbone.

A^{de} T

ATELIER^{de} TROUPE

Atelier de Troupe is a Los Angeles based manufacturer of unique contemporary lighting and furniture. Inspired by the history of design, the language of architecture and cinema, A de T's collections and limited collection series, are realized from concept to completion by our in-house design team and craftsmen to the highest level and finish and are "handmade in LA".

A de T brings its newest light at Club Unseen, the TEMPO. Minimal, slender and graceful, Tempo brings rhythm to a space in the form of a chandelier or wall lamp. With Tempo, Atelier de Troupe signs a lamp that brings a heightened sense of elegance through a play with light and empty space. Curves and straight lines embrace each other with geometrical connectors. Visual rhythm and repetition effortlessly occupy large spaces. Tempo exists in satin brass or black brass editions; the glass is blown and frosted. A de T is also signing a collaboration lamp with Studiopepe for Club Unseen, the EMPIRE floor lamp. Geometric and sleek, made of polished aluminum reflecting two diffused lights in its sculptural parts.



The manufacture of ceramic, whose fatherland has been Nove since 1700, is the basis from which Christian Pegoraro has started his work. He is a young entrepreneur grown up among pottery, plaster moulds and kilns, now founder of BottegaNove. The company, specialized in the production of one of the greatest Italian excellences, ceramic and porcelain mosaics, has developed a dynamic approach to design procedures. This is why it has become the ideal partner for custom-made projects. With their solid appearance, BottegaNove tiles transform any areas by creating contemporary scenarios that are in the meantime rich on content and design and soaked in the history of craftsmanship. It is exactly the standardization of the shapes and the lack of personality of many artisans' products the reason why the founder of the company has started experimenting new procedures and has then created brand-new collections

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Cassina

Cassina has been designing the future of interiors for 90 years. Founded by Cesare and Umberto Cassina in Meda in 1927, the company launched industrial design in Italy during the 50's by taking a completely new approach which saw a shift from hand craftsmanship to serial production. The company was pioneering in the way that it showed a striking inclination for research and innovation, combining technological skill with traditional craftsmanship.

Today Cassina continues to represent new ways of living, creating harmonious settings that bring together the best of contemporary design. Cassina is particularly specialised in carpentry workmanship and the manufacturing of upholstered armchairs and sofas. All products are in fact now branded with the MedaMade logo, a guarantee of the quality and uniqueness of locally produced products.

cc-tapis®

CC-Tapis is an Italian company which produces contemporary hand-knotted rugs which are created in Nepal by expert Tibetan artisans.

The company was founded by Nelcyra Chamszadeh and Fabrizio Antoni in France who have been producing hand-knotted rugs in Nepal for over 18 years. In 2011 cc-tapis moved to Milan where the company is now based and a team of designers lead by Daniele Lora, art-director and partner, innovate through a new approach to traditional methods.

A strong respect for the materials and for the culture of this ancient craft is reflected in the company's eco-friendly approach to every step of production, ranging from the hand spinning of the softest Himalayan wool to the use of purified rainwater for the washing of the final products, making each one of cc-tapis rugs unique.

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Ceramica **Bardelli**

Ceramica Bardelli started producing varnish in the 1960s and, from the 1980s, began crafting ceramic tiles as well, collaborating with designers such as Piero Fornasetti, Marcel Wanders, Ruben Toledo, Ronald Van Der Hilst, Nigel Coates, Tord Boontje, and Davide Pizzigoni. Bardelli's pieces are entirely handmade with the finest materials using traditional techniques. Created in their workshop just outside Milan, Bardelli's tiles combine artistic research with modern design. Each piece is a work of art and adds elegance and creativity to any interior.

Ceramica Bardelli is taking part as design partner to the project Club Unseen by Studiopepe and will premiere Pittorica, the new tiles collection created in collaboration with Arianna Lelli Mami and Chiara Di Pinto. Pittorica expresses the universe of color through an extremely modern chromatic palette, expressed in many finishings and shapes that are able to harmoniously co-exist and suggest new usages of colours in interior decoration. The silky finishings of Pittorica enhance the domestic feature of the collection while the shiny versions represent color accents that embellish any surface through the materiality and depth of the varnishes. The decorative potential of Pittorica is highlighted by the new branched structure that can guarantee solutions of minimum setting and tile drainage where color expressivity is conveyed in all its modernity. The innovative triangular shapes complete the collection and add unexpected decorative capabilities to mark interior surfaces and volumes.

COMPASSO

Based in the design capital Milan, our 800 square metre showroom offers a huge selection of the best pieces on the market from the 50's to the 90's. Thanks to our knowledge and twelve years of experience in the field, we can provide accurate attributions, research based on your personal needs and confidential evaluation of properties in your possession. We work with many major museums and foundations in Italy alongside private clients, and in our collection you can find the biggest designers as well as emerging ones.

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Co van der Horst creates and supplies special personal interiors. But our service continues beyond the advice and purchase stage. For example, we do not simply hand all our beautiful products to complete strangers, but have our very own delivery service with our own lorries, drivers and fitters. Our warehouse is located right behind the shop. This is important as it encourages our staff to stay in touch with our core business: creating beautiful interiors. We make no distinction between customers choosing a single perfect interior product with loving care and customers who want us to redesign their complete interior. You can always rely on immaculate delivery and installation. We take great care of your affairs.



Founded in 1976, Dedar is a family-run fabric house that expresses a personal style with its cutting-edge contemporary collections. Located close to Como, in the heart of a manufacturing district, Dedar experiments and innovates to attain product perfection through an ongoing dialogue with those craftsmen and textile specialists who are most familiar with the techniques employed in the production of excellent fabrics. Characterized by seductive colour palettes and unexpected patterns, Dedar's fabrics combine precious yarns with research into fiber technology to offer various solutions for curtains, upholstery and wall covering of timeless elegance. Since 2011 Dedar is partner of Hermès for the production and distribution of the home fabrics and wallpapers collection, displayed in all Dedar showrooms.



De Sede has its origins in a small but skilled saddler's workshop in Klingnau, Switzerland. The craftsmen there committed themselves to transforming the best possible leather into seating furniture. Their years of experience and diligence enabled them to create hand-crafted leather furniture of singular quality. In 1965, the family-run business became a joint-stock company called de Sede AG, but remained faithful to their original guiding principles. The company developed rapidly from this moment onwards: top designers of international calibre were brought on board to create seating furniture, additional manufacturing facilities were opened, and an international distribution network was established. Sophisticated designs that skilfully integrate traditional and precise Swiss workmanship swiftly gained the brand an international reputation. With its over 55 years of history, de Sede AG presents itself today as a leading manufacturer of exclusive leather furniture in the international scene.

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Erich Ginder Studio is a Seattle-based design practice founded in 2004 that brings an imaginative and innovative approach to projects at all scales. In his work, which spans furniture, objects, consulting, and interiors, designer Erich Ginder investigates the potential in unconventional materials—coaxing poetry and a sense of mystery in his expressive forms.

For his first-ever Milan Design Week presentation, Erich Ginder was invited by Studiopepe to present two furniture designs within Club Unseen, the Italian firm's invite-only bar concept.

Open to select industry insiders, the installation showcases the flexibility of Seattle-based designer Erich Ginder's Labyrinth table and Hypnosis screen in a pop-up hospitality setting—one key interests of Ginder's growing interior design practice.



The Consortium was founded on 5 March 1990 in Corte Franca to guarantee and monitor compliance with the rules for producing Franciacorta wine. The name of the geographic region where its Chardonnay, Pinot Noir and Pinot Blanc vines are grown is used to identify this wine, which is produced exclusively by the method of secondary fermentation in the bottle. In one word, Franciacorta describes an area, a production method and a wine.

On occasion of Fuorisalone, Franciacorta meets the creativity of Studiopepe in the unprecedented project Club Unseen. Synonym of high quality, excellence and "prestigious" Made in Italy ambassador, Franciacorta is the Italy's first wine made exclusively with the classic method of secondary fermentation in the bottle to win the DOCG.

HUMBLE MATTER

John Born started Humble Matter four years ago, returning to his passion for sculpture after working as a creative director in the world of advertising.

With inspiration that runs the gamut from Cycladic pottery to early 20th century modernist sculpture, John's ceramics merge the ancient with the modern, the functional with the sculptural. John sees ceramics as proxies for the human form—vessels that reference the original vessel. His pieces not only serve as functional objects, but as talismans that ground us in the magic of everyday rituals in an increasingly dehumanized and digitized world.

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PHILIPPE MODEL PARIS

The Philippe Model Paris brand has its roots in the creative genius of the French designer and artist of the same name who has earned himself a leading position amongst the great names of fashion in the world.

The decision launch of the first collection of sneakers designed by Philippe Model Paris crowned the success of the association between the French fashion house and Italian design with a great attention to quality and detail that have always been synonymous with Italian-made production.

Philippe Model will present the limited edition model made in nude pink leather with contrasting seams and the ClubUnseen official logo in tones of grey, like the interior. The shoes will be on sale during the Salone del Mobile, with the see now buy now format in the Milanese Philippe Model flagship store in Via Sant'Andrea 17, which for the occasion will have a dedicated window conceived by Studiopepe, and through the brand's e-commerce platform, www.philippemodel.com.



The epic srl brand PLH was born in 2006 to meet the customer's tailor-made customization requirements for products that didn't get the proper design development for years: switches.

Enrico Corelli, CEO of epic srl, maintains his passion for art over time without, however, denying the technical part of electrical design in general and building automation in particular.

The use of solid materials, ergonomics, design and primitive shapes, craftsmanship, knowledge and research of materials and collaboration are the key aspects of PLH on which wired and wireless devices have been developed over time through 6 different collections; as well as a big part of custom production that still represents the core business of the company.



The pleasure of creating something, the close collaboration with designers, the high quality and diligence of our manufactories, the love of materials, and great functionality – all that is a part of each of our unique products. A Pulpo product – made in Europe!

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saba

Saba was established in 1987 and has worked ever since in the pursuit of relaxing design concepts. An all feminine brand: from the team working for it to the soft, welcoming collections they make, to the productive collaborations they established. Saba's evolution is a mix of "sophisticated yet democratic elegance"

And "rational matter with an eye on lightness". The concept, as well as the selection of materials, workmanship and manufacture, are all guided by the desire to experiment without overstepping the boundary into excess, supported by constant attention to quality and ergonomics. Saba believes that design products should not only be technically excellent, but also respond to real consumer needs, as well as offering aesthetics to stir the emotions. What distinguishes Saba is its unmistakable style in combining each shape with the poetry of its colours and the material of its textiles.


sikkens

A Dutch multinational company based in Amsterdam, AkzoNobel is a world leader in the field of paints and chemicals. The global dimension of the Group in the 5 continents is guaranteed by the direct presence of a total of about 50,000 employees in the 80 countries where they operate.

Listed on the Amsterdam Stock Exchange, AkzoNobel is among the top 500 Global Fortune companies. In over 200 years of history, AkzoNobel has built a solid industrial group, through a series of acquisitions, which led to an expansion of the range of products and an increase in the reference market share, bringing the group to a position of global leadership.

The new Sikkens finishes ALPHA HERITAGE and ALPHA REZISTO MAT interpret the synesthetic qualities of the project: visual softness and whispered shades along with the resistance of the innovative Stain Shield Technology.

/skin
regimen/
modern plant chemistry™

Skin Regimen - modern plant chemistry™. A new skincare brand dedicated to Urbanites. Counteracting the effects of pollution and lifestyle aging, it is clinically proven to improve the skin and mind stress response.

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Established in 1969, Sogega is a specialist manufacturer of resilient PVC products such as floorings, floor coverings, carpets and profiles for buildings. Since its founding, Sogega's aim has been to provide customers with high quality products designed and produced to the highest standards, along with impeccable service and attention to the client's. Passion, know-how, and high quality products have produced successful results for Sogega. In the last decade, the company has had over 4 million square meters of its flooring installed worldwide.



Solid Nature is a high-end boutique natural stone company that sets a new standard in terms of craftsmanship, design, innovation and construction. It's what we like to call the relentless pursuit of perfection. We work with the finest natural stone and state of the art in-house machinery. Our joiners, marble experts, and stone workers come together to make your dream project possible, working with you while following your lead. It's a process that many of our clients find almost as rewarding as the moment they see their dream project completed.



Tacchini was created in 1965 by Antonio, when production was almost entirely Italian, and the most poetic and soul-stirring passages in the story of design were written. Still today, in this family, the strength of the idea is central to every creative process, in a logical process of evolution, from the analysis of the idea to the three dimensions of the object, before ultimately becoming the essence of living.

Tacchini products, including its re-editions and novelties 2018, are among the selected pieces selected by Studiopepe for Club Unseen.

One of the novelties is Julep by Jonas Wagell, the upholstered sofa and armchair are characterised by soft and enveloping shapes, a collection inspired by the Avant-garde furniture of the Fifties, with a romantic and feminine line. The second novelty is the PI-DOU vases by Alvino Bagni, the perfect blend of material, technique, functionality, tradition and beauty.

As re-editions are the Sesann sofa by Gianfranco Frattini, an informal upholstered seat featuring a tubular steel structure; the Coot table by Gordon Guillaumir, inspired by the pure and simple geometry of a petal that allows you to arrange different compositions and the E63 lamp by Umberto Riva, in steel and with simple lines that seem to give shape to the light itself.

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TECNOLUX® is a universal trademark for the neon lighting systems. The founder of TECNOLUX group™, Mr. Benito Tacconi, begun by manufacturing neon transformers at the beginning of 1950. Nowadays TECNOLUX group™ is composed by eight companies of which five are manufacturing facilities addressed mainly to the neon field. Each factory is specialised in the manufacturing of one neon component for neon lighting systems.

The aim of TECNOLUX Group™ is of manufacturing high quality components for neon. The success is based upon the in-depth knowledge of all the aspects of the neon field. For this reason TECNOLUX® is always concentrating in research and improvements where the “know-how” of our range of products is the main issue.



For more than twenty years, Vetreria Bazzanese produces customized glass furnishings and architectural solutions for fashion stores, restaurants, hotels, museums and private houses.

Our work and research have focused not only on the constant improvement of all factors but most of all to our vocation for the study of products and finishes, aimed at enabling architects to explore new and interesting worlds changing the history and life of Glass. With our hands, used to manipulate craftsmanship, we renew Glass, day by day, trying to modernize it with creative inventions, architectural and decorative solutions. This is our story, a story where artisanship merges with technology, ancient knowledge with sophisticated roboti movement, the accurate care for products with speed. We listen to the emotions in our customers' words, we are ready to capture nuances, fears, pleasures and desire. Vb is a world where the interplay between history and modernity is an evolving trend, with evergreen styles and innovative creations intertwining more and more.



Wall&decò was born from an intuition of Christian Benini, founder and creative director of the brand, originally advertising photographer: in reproducing huge green leaves as wall background sheets for his sets, did not imagine that those reproductions would have changed his life. Over the years Wall&decò product range is expanded and two innovative systems with a visually high impact and great technical value are added: OUT SYSTEM, the wall covering system for external walls and facades and WET SYSTEM, the wall covering system for damp spaces like bathrooms and shower rooms.

The growth recorded over the years has never changed the artisan vocation for a one-of-a-kind product, made to measure and conceived according to a purely Italian taste able to provide every customer, from the well-known professional to the pure passionate, with constantly new decorating solutions.

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THANKS TO

ALYSI

BANG & OLUFSEN

BITOSSI
HOME



PIÙCINQUE
DEI BISTULLATI DI TRIESTE



THE VENUE

The location that has been selected for Club Unseen is a space owned by Giulia and Marco Mornata, founders of Design Republic. It is a former storage area from 1910 which maintains the old Milanese vibe thanks to an accurate and conservative renovation. After Milan Design Week it will be used, under the name of Design Republic Gallery, as a venue for shooting, events, press presentations and more.

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