

Milan, May 30th 2017

“COPPER AND HOME 2016”

THE 6th EDITION OF THE INTERNATIONAL COPPER CENTERED DESIGN CONTEST

OPENING AND AWARD CEREMONY

MAY 30th 2017 - SALVIONI MILANO DURINI showroom

The European Copper Institute is delighted to unveil the results of the international contest “Copper and the Home”, marking its 6th edition this year. The contest, launched in 2007 for the first time, is the brainchild of engineer Vincenzo Loconsolo, former director of the Italian Copper Institute, and architect Marco Romanelli, and it aims to encourage designers and design students to experiment new aesthetic and functional ways to apply copper and its alloys.

The contest is open to professional designers and students enrolled in design and architecture schools. As for what concerns the latter category, in addition to the individual marks of recognition, a special plaque will be awarded to the school whose students will have presented the most pertinent series of projects.

The 6th edition has seen a jury of three qualified professionals of the design sector: architects Philippe Bestenheider, Diego Grandi and Marco Romanelli.

A noteworthy new element has been added to this 2016 edition of Copper and the Home: seven of the most interesting Italian designers have been selected and commissioned the design of a new copper object in compliance with the competition's parameters. Giorgio Bonaguro, Carlo Contin, Lorenzo Damiani, Giulio Iacchetti, Paolo Lucidi and Luca Pevere (LucidiPevere Design Studio), Gabriele Pardi and Laura Fiaschi (GumDesign) and Donata Paruccini provided their unique points of view with seven special copper projects for the home, that have been manufactured and presented on the occasion of the award ceremony.

The designers have given outstanding proof of copper's infinite potential and ability to satisfy both functional and aesthetic purposes, bestowing each project with their own personal taste as well as respecting the latest and most cutting edge trends in the contemporary design world.

An analysis of each project follows.



Istituto Europeo
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LUCIDIPEVERE

"Capomastro", *Multifunctional Tray*

Polished copper, manually lathed tray, measuring 30 cm in diameter, with a hand molded welded handle measuring 5.8 cm in height.

(Manufactured by: Silver Tre srl, Milan).

More often than not, design products and their names are entirely different entities, later defined and with some degree of randomness. For this project, on the contrary, the name Capomastro is a formal and functional synthesis of its design. The words is used to define a character whose life has been spent on working sites and, in particular, whose job entails the use of a trowel, tool that serves the purpose of spreading and smoothing mortar. Such tool is equipped with a powerful handle. The original wisdom expressed by this tool is analyzed and reinterpreted by designers Paolo Lucidi and Luca Peveri: the very handle, despite keeping its functional nature, represents the only decorative element to an elegantly essential composition.

