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LIFT OFF!

The best of the Milan Furniture Fair, boxed and beautifully wrapped for you

THE HOST WITH MOST
 Tom Dixon's new talent
 (with submarine guests)



CHUFFED TO BITS
 Set to make their international debut in the museum's 19th-century-style railway station, Louise Breguet and Jean-Baptiste Souletie of La Chance stand tall on Bob stools (with a Dr Jekyll version in black wood 'Mr Hyde' in a natural finish), from Casa by Note Design Studio for La Chance. Breguet wears jacket, £1,260; trousers, £625, both by Trussardi. Souletie wears three-piece suit, £2,100; shirt, £530; shoes, £335, all by Roberto Cavalli. Necktie (as pocket square), £115, by Prada. For stockists, see Resources, page 282.

Explore 'MOST' in our iPad edition - free to subscribers - see Wallpaper.com/iPad or available to buy at the App Store - or by going to Wallpaper.com



Shigeru Ban is unveiled as our latest screen idol, page 062

Mirrors, beds, zoo animals, 32 things to make with a 1965 Kvadrat fabric, page 133

WELL BUILT

liner, Yves Béhar will present a new product line for SodaStream, a home carbonation company. Dror Benshetrit will show an 11-piece collection of Tumi travel bags, in collaboration with theatre director Jules Wright, who will transform the museum's Sala delle Colonne, a former library. British architect Sally Mackereth, of Wells Mackereth, will present her first range of outdoor furniture, entitled 'CAST 001'.

Plenty of young designers have been enlisted for the project, many of whom are making their Salone debut. French design company La Chance will show its first collection of furniture and lighting, by young international designers, in the museum's 19th century-style mock railway station. Designersblock's annual Milan show will feature a curated group of 40 emerging designers in the museum's dramatic cloisters, while New Zealand-based furniture company Resident will debut products from five designers in an animated visual display.

Dixon's key partner in the event is Martina Mondadori Sartogo, the well-connected, multi-tasking scion of the Mondadori publishing family. Introduced to Dixon by mutual friend Ambra Medda (a consultant on 'MOST's younger talent pool), Mondadori Sartogo was instrumental in securing the space and navigating the dusty corridors of Italian bureaucracy.

'I don't come from the design world,' says Mondadori Sartogo, whose day job is as editorial director of contemporary art magazine Tar, 'but it's fun to keep my art hat on while looking at this, and I'm happy to contribute an Italian know-how in terms of involving the city.'

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TAKE LA CHANCE

Among the young talent amassed for 'MOST' is newly launched La Chance, a French design company helmed by two fresh-faced but determined entrepreneurs. On their virgin design outing, architect Louise Breguet, 27, and former business analyst Jean-Baptiste Souletie, 28, have assembled a roster of young international designers, some of whom they have only met on Skype. 'Our strategy was to select designers who are our contemporaries and whose work we admire,' says Breguet of their line-up, which includes, from France, Pierre Favresse, Noé Duchaufour-Lawrance, Charles Kalpakian, and Pool; from Poland, Bashko Trybke; from the Netherlands, Susanne de Graef, French-born François Dumas, and Israeli-born Dan Yeffet (with his Czech/France-based collaborator Lucie Koldova); from Italy, Luca Nichetto; from Sweden, Note Design Studio; from the USA, Jonah Takagi. 'Meeting over the computer could only have worked with our generation!' adds Breguet.

The designs, including furniture, carpets and lighting, are straightforward yet engaging. All are articulated in a sober, natural form, as well as a more colourful, vibrant version. 'We're bored with plastic things and flashy stuff,' explains Souletie. 'And, at the same time, we didn't want to conceptualise design. This is a commercial enterprise, not an art gallery.'

editionlachance.fr

In addition to bringing sponsors such as Cartier to the project, she has organised a series of talks in the museum's auditorium, with speakers such as Italian architect and editor Stefano Boeri; director of the London Design Festival Ben Evans and Lisa Harouni from 3D software company Digital Forming. 'We have a perfect model to follow, which is the TED conferences,' says Mondadori Sartogo of the talks.

Dixon's concept for 'MOST' offers a context for design, by showing products in real scenarios or half-built and providing a bit of entertainment along the way. 'I quite like the idea of a live project,' he says. 'It's about trying to make more than just three prototypes on a podium - which is what the lazy companies do.' Dixon himself, with German sheet-metal machinery company Trumpf, will be making the latter's 'Stamp' chairs and lamps on site, and giving them away.

Spread generously throughout the design works, there will be plenty of food to keep visitors going. In the baroque Sala del Cenacolo, richly decorated with 17th-century frescoes by Pietro Gilardi, chef Stevie Parle of London's Dock Kitchen will offer an all-day menu cooked up in Boffi kitchens. Meanwhile, an ice cream professor from Carpiigiani Gelato University, Bologna, will make gelato at a pop-up bar.

'I like the way Milan is evolving and mutating,' remarks Dixon of this new enterprise. 'If people want purity, they should go to Köln. The design business is evolving into a global force and Milan is the centre of that. Plus,' he shrugs matter-of-factly, 'there's free ice cream.'

17-22 April, most.tomdixon.net

175 Varick Street, 8th floor
 entrance on Charlton Street
 New York, NY 10014
 T +1 212 929 2196
 F +1 212 719 0818
 info@studiodror.com
 studiodror.com