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Media Kit

bit.ly/MDW23_Materica

MILANO DESIGN WEEK 2023

MATERICA⁺

INTERNA_MENTE BY MATERICA

Matter transforms giving life to a chamber of mirrors. An installation that encouraged reflection, self-reflection and listening. A place outside of space and time, inhabited by an image that comes from afar to communicate with our inner selves.

An immersive experience created by Materica, a Veneto-based company specialized in wire-metallization of diverse surface materials for surprising aesthetic effects.

INTERNA_MENTE was among the most visited installations in Alcova's spaces.



APRIL 2023 - **Materica**, which specializes in the **wire metallization of the most diverse surfaces**, participated for the first time in Milano Design Week with its own installation: **INTERNA_MENTE**. In this immersive experience, the Veneto-based company explored its alchemical ability to transform materials in surprising and beautiful ways.

In an always-open process of experimentation, Materica brings new expressive capabilities out of almost every type of material, such as wood, marble, stone, steel and textiles. An electric arc gun **melts wires of pure metal, from brass to bronze, zinc to copper, micronizing them and projecting them at high speed as tiny particles onto the surface to be coated**. The metal particles immediately adhere to a pre-treated surface and quickly cool, thus preserving the material and coating even its finest details. It is an extremely versatile process that ennobles even the simplest and seemingly poorest materials, following geometries and enhancing



“We transform material to create a feeling”

Maurizio Orfino, CEO of Materica.



“We wanted to create a place outside of space and time, where you can find yourself welcomed and heard”

Tiziano Guardini e Luigi Ciuffreda, creative directors of **Materica**'s installation.

textures or, in other cases, smoothing and homogenizing even the most rough, uneven surfaces. **The metal can then be further treated - oxidized, colored, silvered, antiqued or polished** - for a wide variety of characters and sensory effects.

“We transform material to create a feeling. Only then do we get the sense that we have reached our goal. And every time, on the boundaries between art and craftsmanship, design and technique, we find that alchemy, based on secret recipes that we fine-tune depending on the materials and the aesthetic challenges at hand. Whether it's giving a metallic appearance to compostable polystyrene, encapsulating a rich velvet, or gilding a “plain” material like OSB,” says **Maurizio Orfino, CEO of Materica**.

In Alcova's spaces, a former cold storage room became a striking chamber of mirrors. The interior, fully lined in recycled MDF sheets metallized to mirror-like effect and treated with ever-changing oxidation and coloration processes, created a kaleidoscope of continuous refractions. The interplay of reflections was enriched by the numerous color effects, embracing and surrounding the visitor by infinitely expanding and dilating the dimensions of the environment.

In an instant, you were transported away from the rest of the world, **entering a suspended, intimate and hidden dimension** and immediately encountered a mysterious figure that revealed other aspects of Materica's transformative abilities. A shape that seemed to come from an indefinite horizon, modeled in compostable polystyrene, fully metallized and reflective like the rest of the installation. The metal wire followed its sinuosity and highlighted its sculptural plasticity.

“We wanted to create a place outside of space and time, where you can find yourself welcomed and heard. A temple where we can take a moment to feel like “ourselves,” outside of the pressures of

*society, the superficial, appearances and absences,” say **Tiziano Guardini** and **Luigi Ciuffreda** from **GuardiniCiuffredaStudio**, creative directors of Materica’s installation.*

“The mirrored surfaces that reflect us make us the central characters of our own being, here in the present. Face to face with a figure that in turn acts as our mirror. The interior becomes exterior, because that image is the materialization of our intimate dialogue with ourselves.”

Materica invited us to travel outside of time through transformed matter, cloaked in a new metallic guise and a new identity full of magic and beauty.

To request images, interviews and information please contact:

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Press Kit

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Notes to Editors

Materica

Materica is a company active in the world of design, architecture and luxury. Its specialty is metallization, which is the fusion of metal wires onto different and heterogeneous surfaces. With forty years of experience, the company is recognized as a leader in the art of metal coatings and a trusted partner to many clients, enhancing their objects with signature quality and precision. Materica is also able to act as a single point of contact for complete projects: it can create finished products based on simple digital files.

materica.eu

GuardiniCiuffredaStudio

GuardiniCiuffredaStudio is an interdisciplinary design studio formed by the duo Tiziano Guardini and Luigi Ciuffreda. Guardini is a renowned fashion designer and sustainability expert who has earned numerous awards and collaborates with internationally recognized companies and institutions. Ciuffreda is an architect and designer with extensive experience in design at multiple scales and a professor at the Milan Academy of Communication and Raffles Milano.

Together, Guardini and Ciuffreda combine their knowledge and experience to create design projects that embrace environmental sustainability and social responsibility, aesthetic beauty and functionality. Their studio creates products, spaces and installations that combine art, architecture and design to create innovative and unique solutions for their clients.

guardiniCiuffredastudio.it

INTERNA_MENTE by Materica_1



INTERNA_MENTE by Materica_2



INTERNA_MENTE by Materica_4



INTERNA_MENTE by Materica_5



INTERNA_MENTE by Materica_



INTERNA_MENTE by Materica_7



INTERNA_MENTE by Materica_8



Tiziano Guardini e Luigi Ciuffreda
di GiardiniCiuffredaStudio_9



INTERNA_MENTE by Materica_10



INTERNA_MENTE by Materica_12



INTERNA_MENTE by Materica_13

