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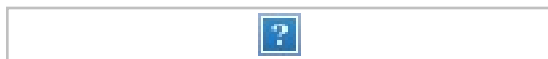
Wallpaper Handmade Exhibition, Milan, Italy



ERCO LED light for handmade design

- Photography: Alberto Strada / Wallpaper* Handmade X
- Place: Milan
- Country: Italy

When the annual Milan furniture fair "Salone del Mobile" opens its doors in the spring season the city is transformed into an design festival covering almost the entire city: whether traditional palazzi, temporary showrooms or the narrow alleys of the Brera district, countless exhibition venues become visitor magnets for the international design community. The yearly "handmade" exhibition organised by the design and style magazine Wallpaper has established itself as a genuine hotspot.

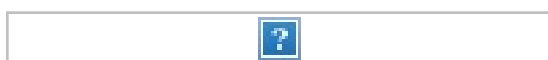


Compasso bench, Gustavo Martini and Testi

At changing locations it presents selected commissioned works and collaborations by world-renowned designers, architects and artists as well as highly promising newcomers—including the Berlin-based artist duo Elmgreen & Dragset, the London-based architecture studio Chan + Eayrs and British fashion designer Paul Smith. This year the exhibition presents itself in ERCO light.



Cabinet of Love - OEO Studio, Garde Hvalsøe, Bergmann Audio, Gato Audio and Dahlman 1807



Tandem Bike, Paul Smith and Mercian



Wallflower - Hans Tan and Ethimo

This year's tenth anniversary edition was dedicated by the Wallpaper curators to the theme of "love"—a broad leitmotif that combines the many disciplines exhibited, ranging from furniture design and fashion to the culinary arts. The design concept for the exhibition in the "Salone dei Tessuti" was managed by the young Milanese design studio DWA. With warm colour tones and a concise design language they created an atmospheric setting that impressively showcases the exhibits. Around 100 ERCO spotlights were installed, including Parscan and Optec, which intuitively guide visitors through the exhibition via accentuating light.



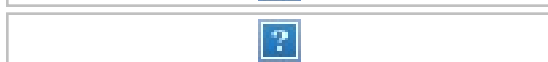
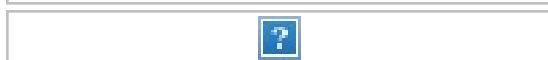
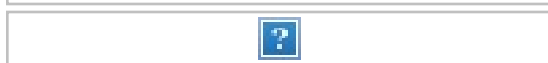
Joints woven rug, Studio Wieki Somers and Passamaniera Italiana



PAL, Benjamin Hubert I Layer and Nio



Phoenix, Farshad Farzanika and Brdr. Krüger



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