

Contact Press Mo.1950
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From 5 to 18 September 2021
Meet the artists: 8 September at 18:00

**Mo.1950 presents *The Instant of Change*,
a photographic project by Alecio Ferrari + Studio Fludd
in collaboration with Ceramiche Caesar, Quadrodesign and Rexa Design**



© Alecio Ferrari

In the framework of the 2021 Milan Design Week, the Mo.1950 showroom hosts *The Instant of Change*, a project by Alecio Ferrari + Studio Fludd with a photographic installation that integrates and dialogues with the products on display.

Fruit of the collaboration between the artists and the Mo.1950 showroom's brand partners, Ceramiche Caesar, Quadrodesign and Rexa Design, the research project *The Instant of Change* is a laboratory on the changes in the state of matter.

Transformation necessarily implies the passage of time. Change, or evolution, is a paradigm of survival. With curiosity and method, the instants were exposed by Alecio Ferrari to processes of deceleration and dilation. Phenomena have been triggered and isolated, observing constants and variations. Visual thought has manipulated the present, one instant at a time.

The working dialogue between photographer Alecio Ferrari and Caterina Gabelli + Sara Maragotto of the creative collective Studio Fludd is intended to be a workshop of human transformation. Meet the artists on Wednesday 8 September from 6pm to 10pm—by invitation only.

Open to the public from 5 to 18 September 2021 at via Molino delle Armi 14 in Milan, the installation provides a backdrop for new products by Ceramiche Caesar, Quadrodesign and Rexa Design.

On the occasion of the Milan Design Week, the Mo.1950 showroom is now featuring new furnishing proposals.

At **Ceramiche Caesar** the beauty of the finest Alpine quartzites finds new life in the contemporary interpretation of **Quartz Essence**, a collection that explores the many facets of the pristine natural stone. **I.MAT**, the abbreviation for "industrial material", translates the contemporary charm of cement into porcelain stoneware, resulting in a material that creates suggestions of great visual impact.

Quadrodesign presents the latest **Q series**, designed by Studio Adolini, for the first time with PVD finish. **Q** represents the aesthetic synthesis and the design approach of the company, hence the use of the brand's initial. A tap in which formal essentiality, attention to detail and advanced technological solutions find expressive strength. Two pure geometric shapes, superimposed and aligned, create a new architectural model. With the PVD (Physical Vapour Deposition) finish in black gold, the tap expresses all its strength.

Among its season novelties, **Rexa Design** premieres **Vision**, designed by Monica Graffeo. Vision is a collection conceived as a space where sensoriality and functionality come together and interact harmoniously. The protagonists of the new Collection are monolithic elements—sculpted suspended store unit modules, and material walls—that incorporate the technical and functional part, hiding it, to bring water to light through the "source" elements and the objects that surround it. Special features of the Vision collection are the materiality and architectural finishes, the modules that can be summed up, the reduced depth of the washbasin unit, the flap doors, the organizer, the washbasin without drain.

– Fine –

Notes to editors

Mo.1950

Mo.1950, the company led by Corrado Molteni, is a new reality resulting from a consolidated experience in the furniture and design supply of the residential sector. Founded as a furniture shop in Brianza in the early 1950s, with 70 years of experience in the business and thanks to a solid chain of excellent partners, Mo.1950 is at the centre of a professional network and workshops to design integrated and complete solutions for its customers. Mo.1950 offers bespoke design solutions, furnishing consultancy and interior design, including turnkey solutions. *Contract services, design solutions.*

mo1950.com

Alecio Ferrari

Alecio Ferrari (1995, Milan) is a photographer and visual researcher that lives and works between Rotterdam and Milan. He achieved a bachelor's degree in Graphic Design & Art Direction at Falmouth

University in Falmouth, UK in 2018. His portfolio is a mixture of fervent aesthetics, developed from a wide experience in visual arts and the creation of both personal works and assignments with narrative at their core. With a skill set ranging from editorial design, visual communication and set design he developed the ability to communicate through images in a genuine yet efficient way. Since 2019 his work is represented by c41.eu, a photographic agency and production company based in Milan, Amsterdam, and Paris.

alecioferrari.com

Studio Fludd

Studio Fludd is an eclectic visual design collective that navigates contemporary complexity with a curious and playful attitude. The group experiments in the fields of visual arts, set and exhibition design, developing creative concepts with fluidity of techniques and languages. Participating in *The Instant of Change* project were Caterina Gabelli and Sara Maragotto, co-founders of the studio established in Venice in 2008 and currently based in Turin.

studiofludd.com

Ceramiche Caesar

Since 1988, Ceramiche Caesar has been combining the culture of materials and innovation in the world of porcelain stoneware, a surface vowed to technical excellence that pleases the eye with its beauty, the result of experience, research, and technology. An Italian story appreciated all over the world, that speaks of attention to the environment and safety, of an aptitude for design, and of solutions at the service of architecture.

caesar.it

Quadrodesign

A young and dynamic company, it produces taps and products for the bathroom, kitchen, and filtration worlds. It experiments and researches every day, combining noble and advanced materials such as stainless steel with an essential, archetypal, timeless design. Attention to the environment is at the heart of the project.

quadrodesign.it

Rexa Design

Rigorous design, value of people as the protagonists of every idea and project, manufacturing excellence guaranteed by a traditional attention to details combined with a strong passion for innovation and research, high level of customisation, entirely sustainable production process developed at the company's headquarters in San Quirino, Friuli Venezia Giulia. This is at the core of the philosophy and identity of Rexa Design, which – since 2012, using technologically advanced materials such as solid surfaces - has been creating solutions for the bathroom, conceived as a place for self-care and a living space: *the space to feel*.

rexadesign.it