

Press release
Immediate release
2022 Milan Design Week

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Mo.1950
via Molino delle Armi 14, Milan
6-30 June 2022 | 10.00 - 20.00, Mon to Sat
Vernissage (meet and greet the artist)
Thursday 9 June 18.30 - 22.00

Press kit
bit.ly/Mo1950_Molino_MDW22

Mo.1950 presents "The Instant of Change"
artistic project of images and videos by Alessandro Furchino Capria
curated by Luca A. Caizzi
in collaboration with Ceramiche Caesar, Quadrodesign and Rexa.

(May 2022) - On the occasion of Milan Design Week, the **Mo.1950** showroom presents **The Instant of Change**, an artistic project of images and videos by **Alessandro Furchino Capria** and curated by **Luca A. Caizzi**.

Now in its second edition, *The Instant of Change* investigates the transformation of matter, this time through the gaze of Alessandro Furchino Capria with the significant subtitle "On chasing or letting go". The installation dialogues with the products displayed in the space in collaboration with Mo.1950 showroom partner brands, **Ceramiche Caesar, Quadrodesign e Rexa**.



The Instant of Change, Photo credits Alessandro Furchino Capria

"The Instant of Change is a research on the transformation of materials. But also an investigation of the processes that give life to the project. Further on, there is a whole world waiting to take shape. These are hard times for change. We live in an eternal present. We wish it to last as long as possible, but we don't want to feel its duration. We want the "now" to always be the right one. "The moment in which things happen". Kairos, the Greeks used to call it. The exciting, full and decisive moment. But this desire is paradoxical, if we do not allow any moment to take us elsewhere. If we do not open the doors to risk—to pain. What would happen if we stopped being afraid of endings? Perhaps, if we allowed them to guide us beyond, we would discover a full-range of new beginnings. Because the only true ending lies in stillness." Alessandro Furchino Capria.

Meet the artist on Thursday 9 June from 18:30 to 22:00, by invitation only.

Open to the public from 6 to 30 June 2022 at Via Molino delle Armi 14 in Milan, *The Instant of Change* installation frames the new interior design products by Ceramiche Caesar, Quadrodesign and Rexa for Milan Design Week.

Ceramiche Caesar's Anima Futura porcelain stoneware illuminates the great beauty of marble from a contemporary perspective. **Key_Mood** draws inspiration from an Italian stone and interprets it in a minimalist key, on a wide range of sizes and finishes. The **Alchemy** collection has been enriched with the exclusive Lux finish, a proposition of precious and unusual elegance.

Quadrodesign showcases new collections by **Formafantasma** and **Maddalena Casadei**, both the start of their collaboration with the tap manufacturer.

In the **FFQT** collection designed by Andrea Trimarchi and Simone Farresin, we find the design trait that has generated a recognisably pure and essential design based on research that has investigated a noble material such as stainless steel, which has then generated a form declined in various elements for the bathroom.

Eccetera by Maddalena Casadei is a collection of accessories. Flexible in use, they were born from experimentation with stainless steel plates processing and adapt to various residential environments. Some are specific for the bathroom, others, such as coat hooks and shelves, become extremely versatile thanks to the single-material choice.

Rexa launches **Vision** – design by **Monica Graffeo** – a collection in which sensoriality and functionality come together and interact harmoniously, designed for a completely revised user experience of the bathroom. With its monolithic architecture and scenic and essential effect, Vision transforms the wall into a functional storage, hiding equipped technical compartments and integrating the washbasin, which becomes a sort of fountain designed to enhance the world of water and its rituals. The limited depth storage concept develops towards vertical proportions, lending volume to the surrounding space.

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The synergy between the brands hosted in the Mo.1950 showroom is perceived throughout the exhibition and culminates in the new showcase created by designer Monica Graffeo to narrate a consistent story between product innovation and usability. The showcase integrates the new **Vision** project by **Rexa**, tiles from the **Shapes of Italy** collection by **Ceramiche Caesar** in the lulia colour, and the **Stereo** stainless-steel tapware by **Quadrodesign**, proposed here in the PDV black gold finish.

For any information, image and interview requests, please contact Novità Italia:

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Notes to editors

The protagonists

Alessandro Furchino Capria

Alessandro Furchino Capria (Turin, 27 October 1982) comes from studies in industrial design, which however led him to approach photography very early on in Milan, the city where he still lives and works today. His method is based on a careful, yet not explicitly declared, study of composition and light. His artistic practice, steeped in essential references, although characterised by a visible interest in the balance of proportions and the cleanliness of the image, is totally foreign to any form of processing or manipulation.

His photographs are the fruit of two divergent magnetic forces: an attraction towards the physiognomy of his subjects - be they human or inanimate - and a call to a relentless, calm, and serial shooting. This method is recognisable in his recent projects such as 'Branches from father's garden to better find out who he might be (2019)', 'Small talks with strangers (2020)' and 'Plastic bags (2020/21)'.

Luca Attilio Caizzi

Luca A. Caizzi is an Italian photographer and creative director whose work explores the energy, depth and temporality of storytelling. In addition to authoring his own stories and photographs, Caizzi founded C41 in 2011, which he now leads as editorial director: "*We observed that in the ordinary, there was so much extraordinary that needed to be told,*" he says. "*We wanted to give voice and a face to the ordinary, because we believe in the power of ideas, and not false myths.*" He collaborates with brands and design and fashion magazines all over the world.

Corrado Molteni

Corrado Molteni is an entrepreneur who lives and works in Milan. Born in Saronno, he grew up in Varedo in a house that now houses the historic headquarters of his family's furniture shop, Molteni Mobili. In 1997 he completed his studies in Interior Design at the IDI Institute in Milan. After some experience outside the family business, he joined Molteni Mobili in 1999, following in his father Luigi's footsteps. He soon distinguished himself for his business aptitude and innovative vision and was appointed sole director in 2004, at only 29 years of age.

In 2010 he opened his first office in Milan, which proved to be a launching pad for the company on the contract scene. In 2020 he reorganised the family business and rebranded it as Mo.1950, a name that synthesises the historicity of the company with the evolution of Molteni Mobili.

The companies

Mo.1950

Mo.1950, the company led by Corrado Molteni, stems from a consolidated experience in the panorama of furnishing and design supplies in the residential sector. Founded as a furniture shop in Brianza in the early 1950s and backed by 70 years of experience in the sector, Mo.1950 is at the centre of a network of excellent partners, companies, professionals and workshops with which it designs integrated and complete solutions for its customers. Mo.1950 offers bespoke design solutions, furniture consultancy and interior design, also on a turnkey basis.

mo1950.com

Ceramiche Caesar

Since 1988, Ceramiche Caesar has been combining material culture and innovation in the world of porcelain stoneware. Know-how and product experience are the basis of Ceramiche Caesar's work. Made in Italy, creativity and culture of detail are the protagonists of every project. Ceramiche Caesar: matter for your projects.

caesar.it

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Quadrodesign

A young and dynamic company, it manufactures taps and products for the bathroom, kitchen and sanitation world. Every day it experiments and does research by combining noble and evolved materials such as stainless steel with an essential, archetypal, timeless design. Attention to the environment is at the heart of the design.

quadrodesign.it

Rexa

Rexa thinks of the bathroom in a complete way, from the furniture to the accessories, to the wall coverings, with a view to creating a space in which to live well, to find a moment of respite from the hurry and tasks of the day. A space in which the physical and visual wellbeing of the person is at the centre, thanks to the search for functional solutions accompanied by attention to detail and the study of finishes and colours. A world of sensoriality that also opens to other spaces in the home.

rexadesign.it