

Decor Lab: decoration without limits

A new space totally renovated in **via Tortona 37** in **Milan**, where you can discover products, materials and custom solutions for a different and original vision of **interior decoration**. **Design, art and decor** meet in unique spaces, thanks to the personal touch and modern techniques of materials decoration. To communicate a brand and make it unforgettable. To turn your ideas and desires into reality thanks to existing technologies at the service of **customization**.

On the occasion of **Milan Design Week 2022** Decor Lab is a partner of **Tortona Design Week**, the historic district of Milan that this year, with its project **Fluidity and Design**, offers visitors new visions and scenarios, reflecting the epochal changes that today's spaces have undergone.

Decor Lab: decoration without limits becomes therefore a must in the panorama of events and special initiatives to know and compare the infinite possibilities offered by the digital decoration of surfaces, to make each setting unique, create harmony and coordination, or an exclusive and original product.

Come and discover our partners, our suggestions of application and our proposals for decoration, **from 6 to 12 June 2022**, see first-hand the materials and unique products that can become an integral part of a project of decoration, branding or decor.

Design, art and technology merge and become **Decor Lab**, a laboratory to understand the limits and overcome them.

In its exhibition Decor Lab proposes - together with its precious partners - settings, objects, solutions and ideas to show the innovations of the **world of customization**. These are just a few examples of how technology, technique, materials and creativity can merge to create something exceptional, unique and particular, with an eye to sustainability and technical performance.

Contemporary design with unlimited customization solutions

Decor Lab brings together a particular selection of premium products and solutions for architecture, interior design and visual communication, customized and able to convey a new perspective of living spaces for private customers, architects, designers, interior decorators and communication experts who want to discover and see first-hand the high-quality solutions created by the specialists of custom decoration.

A space where suggestions, examples and materials designed to free creativity and decorate environments of all types are proposed. Our staff is available to give information and suggestions to choose the right combination of material and aesthetics, or to arrange meetings with our expert partners who will guide you in choosing the most suitable solution.

Consult our website www.decorlab.it to know the appointments, meetings and events calendar currently being defined for the 2022 Design Week, or to know the many initiatives and training seminars on different topics related to design, architecture, interior decoration, retail and contract that are organized during the year at Decor Lab.

The environments and the products

Decor Lab exhibition is expressed through the **concepts of everyday environments**, in which some of the infinite possibilities of decoration are declined. No limit!

The first striking element is the large windows that characterize the Decor Lab space, on which you can see some specific products for decoration and privacy on transparent surfaces, by **Lintec** and **Guandong**.

Let's get in and begin our tour, with a description of the main products on display (but not all, come and discover them in person!).

The living area

Let's start from the living area, where a cozy and functional living room is the protagonist of the Blubalena Flow wallpaper (design by **Federica Baruffi**) by **Ambientha**. The sound of the graceful whales swimming in the ripple of the seas and flying, in a world of purity. Blubalena Flow is inspired by children's tales, the fantasy that accompanies them. The light is reflected between the oil green shades of the water and the wallpaper creates an intense and elegant atmosphere, with surprising hand-drawn details. Blubalena Flow finds perfect match with both dark and light furnishings for a natural-chic style.

Marine inspiration also for the wall in which the protagonist is photography and the choice of new and original materials. **Gianni Maffi** and **Isabella Balena** shots (by **GT Art/Photoabitare**) portray the wonders of the sea, bringing to our environments a snapshot of light and serenity, highlighted by the reproduction on materials such as aluminum, plexiglass and fabric by **Graphicscalve**. A collection of pictures that comes out of tradition, to overcome the limit of the simple reproduction of the image, to give new effects and a unique materiality.

For those who have the problem of hiding unsightly security doors, **Guandong** technology offers a 100% sustainable product as ReVita Tack Puro, a coating that uses a technology of application without glue, easily removable, printable with every type of subject and with a soft and textile look.

The living room is completed by some furniture and accessories left deliberately neutral, coordinated by color and design, in order to define an environment in which to spend moments of peace and tranquility, enjoying a television program or participating in a meeting, thanks to the multimedia system created by **CWS** and the integrated home automation space management developed by **HD-Design**.

Art Room

We move to the next room where the absolute protagonist is art, specifically the work *In un soffio* by **Francesca Ragona**. With the artist, a path of expansion of the forms of artistic expression was developed, which led to the creation of an armchair that draws inspiration from this work and reproduces the shades and features. The Gea armchair has rounded and soft shapes and reproduces the work of Francesca Ragona, thanks to the ecological print developed by **Mimaki Textile**.

The same art work also becomes decoration for the stained-glass window made with Vitrographic films by **Lintec**, a range of polyester films of great transparency that allow you to screen and decorate any transparent surface. *Decorating and coordinating*, these are the watchwords of the products on display at Decor Lab, demonstrating how each object can be unique, personal and become the protagonist of an environment, exceeding the limit of the standard.

Office environment

There are times when work is the protagonist. For the office environment the geometric subject developed by the young designer **Angela Capacchione** and declined by Decor Lab style office was chosen. Semicircles and geometric shapes that play on color contrasts, on the tones of red, gray, white, black and blue. The carpet made with special technology (with a technique that allows you to reproduce any subject permanently in photographic quality), is coordinated with the large wall made of magnetic material, a solution of great ease of application, quick to renew and customize (Magnete & Ferro system by **Guandong**) and office cabinets wrapped with adhesive film by **Indigital**. Office furniture is often anonymous; thanks to this range of products, you can redevelop and decorate the furniture and coordinate them to the environment, increasing the aesthetic quality and giving the whole a harmonious and pleasant value.

Another extraordinary object is the Cauma armchair, decorated with the work *Perseverance* by the artist **Roberto Fradale**. The modern and geometric lines of the armchair are enhanced and embellished by the play of color of the work of Fradale, with a natural leather cover with direct print that enhances the natural softness of the leather to give life to a unique object in limited edition. The same material also covers one of the modern desks, demonstrating how it is possible to decorate surfaces normally neglected, thus overcoming a new limit.

Behind the office environment there is a particular product, which combines decoration with a particularly important function. The decorative panel proposed by **DiatecX** has a front part in fabric printed with an image of the photographer **Luca Cortese**. A great decorative element to be inserted in any room, but its peculiarity is hidden: The Breath activated carbon air filtering system, which thanks to natural ventilation allows to purify the air of our rooms in a simple, practical and economical way.

Meeting room

The other workspace, designed as a meeting room, is inspired by a graphic reworking by Decor Lab creative office, with a subject inspired by art nouveau and vintage illustrations of the 70s and 80s. A silhouette of woman, elegant in her suit with a wide brim hat, playing on shades of blue, ocher and gold and becoming the subject for a wall system that starting from fabric, light and accessories, shapes an infinite series of combinations to create a wall that combines decoration, light and functionality. The **Lumio** system is more than a lightbox, it is the possibility to use the LED light to create objects of great aesthetic impact, able to decorate, dress and furnish a space, whether it is offices, shops or domestic environments. The retail line exhibited at Decor Lab is designed to equip the wall of a store in a simple, flexible, adaptable way depending on the need, also coordinating the communication and branding. Thanks to the reduced thickness, it can be a way to set up a walk-in closet, equip the headboard of a bed, become a bookcase. No limit to fantasy.

In contrast to the silhouette of a woman, there are the waves of an alien landscape (design created by Decor Lab creative office), in which large spheres recall the moons that overlook a wind that carries emotion and illusions. This large wall of over 5 meters is decorated with a special product of the **MacTac** range distributed by **Indigital**: an adhesive film with a wall effect that enhances the colors of the graphics, special to the touch. It is available in a complete and vast range of finishes, from the leather effect, to the murals or to the Venetian stucco.

The same subject has been taken up on the double-sided light column, a luminous element that can serve as a divider or a tool to define and delimit a living, working or sales space.

In this environment there is also an air purification panel made by **DiatecX**, with two images provided by **Luca Cortese**, photographer specialized in architecture and in portraying nature with a different and original look.

Fashion and Style

Moving on, we arrive at an environment dedicated to the fashion world, which is increasingly a source of inspiration for the development of decorative trends in interior design. In front of the large textile wall made by **ABS Group**, a product that allows you to reproduce any image and subject (in this installation in particular the work *Portrait of a gentlewoman* by Tanzio Da Varallo, exhibited at the Pinacoteca di Brera and digitized thanks to the gigapixel technology of **Haltadefinizione** was reproduced) in a simple and flexible way thanks to the sublimatic technology and with excellent acoustic performances thanks to the sound-absorbing materials (polyester fabric stretched with Descor profiles), various fashion fabric decoration proposals by **Creazioni Digitali** are on display. The company specializes in fabric printing and collaborates with leading fashion brands, and with this exhibition at Decor Lab demonstrates the quality, detail and special processing possible today to create unique clothing lines and accessories.

Suite room

Creazioni Digitali is once again the protagonist in the suite room, a space that simulates a modern bedroom, for a hotel or for a home. Developed by the creative studio of the company in partnership with Decor Lab, the room offers textile solutions of home linen, curtains, cushions and upholstered that allow you to brandish, decorate and customize any environment. The subject is born from the encounter between the floral, natural and animalier motifs, declined on different materials and fabrics for weight, texture and workmanship, which come together thanks to the wall with digital wallpaper made by **Decorum/Effeline**, to give life to a riot of color, chrome contrasts and decorative textures.

Floral elements also on the glass decorated with special material by **Lintec**, a high transparency film that allows you to play on the different levels of clarity and offer a unique product for privacy, decoration and customization of environments.

Finally, there is what you can't see, but that is equally fundamental for any type of environment. All the Decor Lab environments have been improved by the home automation solutions of **HD-Design**, which deals with the management of electrical and electronic equipment, from light to multimedia devices (such as the

activity management monitor and event booking and hotel services provided by **CWS**), controllable via an app or with special commands, which integrate multiple functions and allow a routine management scheduled for different hours of the day.

Seminar and materioteca

On the upper floor, climbing the steps decorated with non-slip safety material (Mak Floor by **Guandong**), we arrive at the formative heart of Decor Lab, a seminar room where the monthly appointments of training, events and meetings take place.

An event in the event - the exhibition *Interiors*

On the occasion of the Milan Design Week, Decor Lab hosts the exhibition based on the concept *Interiors* by **Stayonboard Art Gallery (ST.o.B.)**.

The artists, from four different countries, will face the concept *Interiors* with different forms and artistic techniques, to express – with their own sensitivity – how the world has transformed the absence of unlimited boundaries into *interiors*, where the human being had to recover. The gallery proposes an introspective approach to art, as a form of *slow-art*.

Come and discover how to overcome your creative limits and get to know these and other products and possibilities.