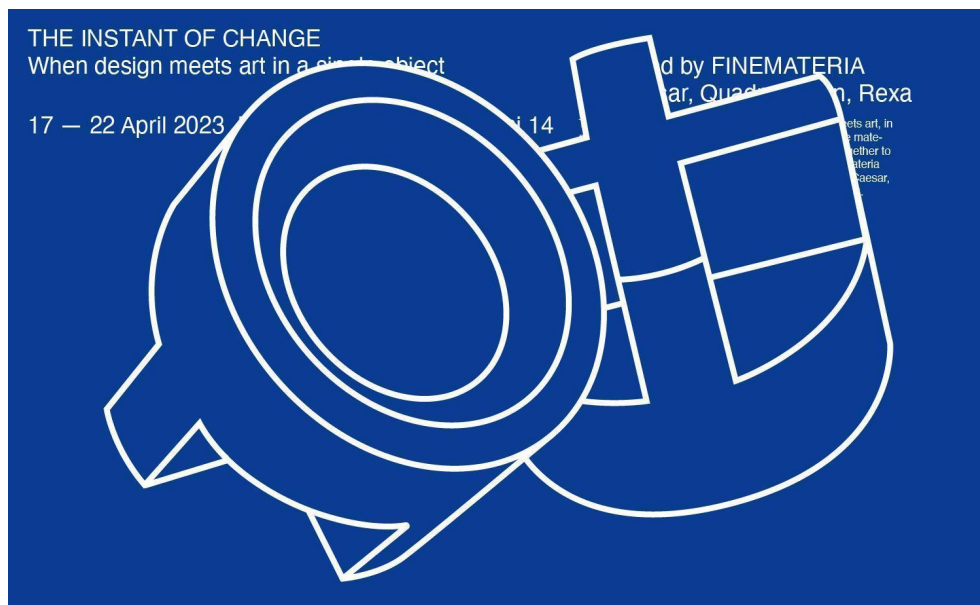


Press release - For immediate release

Mo. 1950

Mo.1950 presents *The Instant of Change 2023*

The project curated by Luca A. Caizzi features a unique piece called *Tris* created by Finemateria in collaboration with Ceramiche Caesar, Quadrodesign, and Rexa.



APRIL 2023 - During Milan Design Week, the **Mo.1950** showroom on via Molino delle Armi will showcase the third edition of **The Instant of Change**, a project curated by **Luca A. Caizzi** in collaboration this year with the creative duo **Finemateria**.

The investigation into the transformation of matter continues and takes shape in **Tris** (*meaning "Tic Tac Toe" in Italian*), **an art object that brings together three noble materials - porcelain gres, Corian® and steel - thus igniting a synergistic dialogue between the Mo.1950 showroom's partner brands: Ceramiche Caesar, Quadrodesign and Rexa**. An open, free and unexpected dialogue between three very diverse materials.

"When design meets art, a design idea becomes a tangible and usable object. So the Italian designers Finemateria draw and conceive an object that invites the user to interact with it and with other people. All materials touch each other, people touch them, creating a very deep sensory and tactile interaction" claims **Luca A. Caizzi**.

The base of *Tris* consists of two volumes of porcelain stoneware and Corian®, while the nine tokens to play with are made of steel.

With Ceramiche Caesar porcelain gres, the designers worked on a volume made up of many small pieces, breaking the idea of seriality and rigor inherent in this type of material. With Rexa's Corian®, Finemateria experimented with a plastic direction, creating an ethereal, soft volume that contrasts with the edges and joins of porcelain stoneware. With Quadrodesign, on the other hand, the designers used milling technique to show how a rigid and cold material like steel can rise to compositions, reflections, angles, and soft geometries.

As **Finemateria** state, **"Tris is both a game and the union of three companies, three materials, but it is also in the union of people. Clearly the fun thing is that tic-tac-toe/Tris is played by two people, not three, which creates an additional playful level. So if we want to, we can always talk about duality, even though the beautiful thing that happens is that around these tables, game tables, objects, let's call them whatever we want, differences of views, dialogue, fun, constructive exchanges will arise."**

To request images, interviews and information please contact

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Press kit:

bit.ly/MDW23_Mo1950Molino

Notes to Editors

The protagonists

Finemateria

Finemateria is a design studio that aims to create intense ideas, emotions, and memories related to materials. The studio's goal is to visualize processes, cultures, and materials to tell a story that leaves a message. Finemateria perceives form as the materialization of an idea, whether it be a product, research, exhibition, or space. The studio engages in self-production and commissioned works through consulting, with a range of projects that go from product design to spatial projects. Gianluca Sigismondi and Stefano Bassan founded the studio in 2020 after collaborating with various design studios since university, showcasing the power of the material-experimental process and valuing the sensory aspect in each project.

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 creating 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. We wanted to give voice and a face to the ordinary because we believe in the power of ideas, not false myths." He collaborates with brands along with fashion and design magazines worldwide.

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 the family furniture store, Molteni Mobili. In 1997, he completed his studies in Interior Design at the IDI Institute in Milan. After some experiences outside the family business, in 1999 he joined Molteni Mobili, following in the footsteps of his father, Luigi. He soon distinguished himself for his business skills and innovative vision and was appointed Director in 2004, at the age of just 29. In 2010, he opened the first office in Milan, which proved to be a launching pad for the company in the contract sector. In 2020, he reorganized the family business and rebranded it as Mo.1950, a name that synthesizes the company's history 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 store in Brianza in the early 1950s and with 70 years of experience in the industry, Mo.1950 is at the center of a network of excellent partners, companies, professionals, and laboratories with whom it designs integrated and complete solutions for its clients. Mo.1950 offers bespoke design solutions, furniture and interior design consulting, and turnkey projects. The via Carducci concept store was inaugurated in 2022 and follows the opening of the first Mo.1950 showroom in via Molino delle Armi, opened in 2020.
mo1950.com



Strategic PR and Communication

Ceramiche Caesar

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

caesar.it

Quadrodesign

Quadrodesign is a young and dynamic company that produces faucets and products for the world of bathrooms, kitchens, and purification. Every day, they experiment and research by combining noble and advanced materials such as stainless steel with essential, archetypal, timeless design.

Environmental attention is at the center of the project.

quadrodesign.it

Rexa

Rexa thinks about the bathroom as a whole, from the furniture to the accessories to the coverings, with the aim of 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

Where and when

Mo.1950 Molino

Via Molino delle Armi 14, 20123 Milan

Vernissage: Tuesday April 18, 6:00 - 9:00 pm

Mon - Sat 10:00 am - 8:00 pm