**Building Innovation**

**Museo Nazionale Scienza e Tecnologia Leonardo da Vinci, Milan**

**6-25 April 2023**

***Sice Previt****, a renowned Italian construction company that integrates its activity with the production of high-quality furniture, invites to visit the* ***Building Innovation exhibition****. The exhibit will illustrate the company's history and attributes, as well as display the new* ***SP\_zero table,*** *intended for the public and entirely designed and manufactured in its Segrate plant*.

From 6 to 25 April, i.e. also for the entire duration of the 2023 Milan Design Week, Sice Previt will be present with the **exhibition Building Innovation at the Museo Nazionale Scienza e Tecnologia in Via Olona 6.** Extensive, rich in contents and interactive, the exhibition itinerary, designed by the Milanese studio Giò Forma, will accompany visitors through the company’s history, from 1961 to today, offering a timeline of the most important stages in its evolution in the entrance area. The illustrative itinerary, arranged with graphic panels and informative videos, continues in the **Building&Community** area where special wall-mounted monitors will highlight the most significant projects and architectural challenges achieved in Italy and abroad. The **Interior** area will give space to a “material library”, a double-sided central island displaying the materials and finishes used by the company, while the **Innovation Theatre** will present the research project about the topic of the table with the SP\_zero prototype, whose shapes, moulded by the principles of statics, are transformed into residential elements that challenge gravity. Sice Previt relies on a unique combination of industrial intelligence and craftsmanship. The **Smart hands** section is dedicated to the marks left by the skilled hands of the workers involved in the various production departments - in advanced technology and robotics as well as craftsmanship. The exhibition comes to an end with a final panel entitled **Work with us - Costruisci con noi:** an invitation to join an organisation that is always keen to invest in the growth of those who wish to be part of building something beautiful that will remain in the future.

**SP\_lab, Sice Previt’s experimental design laboratory presents the new table SP\_zero.**

Founded in 2020 as part of **Sice Previt**, a high-end construction and furniture company established in 1961 and asserted on the global market today, the experimental design laboratory **SP\_lab** launched an important research project in the furniture industry that is rooted in the culture of the Milanese design. The SP\_lab logo today identifies a quality label for a line of experimental design signed by Sice Previt, which is completely manufactured in-house in the company’s factory. The first element of the upcoming collection, the **SP\_zero table**, explores geometry and materials. An extreme synthesis of art and engineering, as if to defy the principles of statics, it combines a structure composed of horizontal ribbing and tapered marble, wooden or iron legs, with a top available in four versions in extra-light transparent glass, Calacatta arabesque marble, and oak or iroko wood, sized 300x120 cm. The architectural design is distinguished by a clear formal lightness and is ideal for a dining area with a contemporary style. The SP\_lab collection will soon be complemented by other furnishing elements created by the art of engineering, in a permanent quest for new formal expressions and executive perfection.

**Building Innovation**

**6/25 April 2023**

**Museo Nazionale Scienza e Tecnologia Leonardo da Vinci**
**Via Olona 6, Milano**

**Opening hours:**
**6/16 April 2023** 10.00-19.00
**12 April** 10.00-17.00
**13/14 April** 10.00-18.00
**17/23 April 2023 Milan Design Week** 10.00-22.00
**19 April**10.00-17.00
**24/25 April 2023** 10.00-19.00

**Press info:**
ADP Comunicazione
Via Rossini 3, 20122 Milano
Ph. +39 0236693659
E-mail: adp@adpcomunicazione.com