



Press Release — April 2023

Unfolding the Future

Kinetic by nature and wavy by spirit, Dooor's folding doors spice up Milano Design Week for the fourth year in a row.

“Gender fluid” by definition, folding doors introduce an original vocabulary which merges together elements of composition generally considered separately such as doors, walls, curtains, partitions and their semantic fields into the world of furniture and design. Even before the object itself, **Dooor aims to represent ideas in motion and the concept of how spaces are designed.** If the first ever official presence at Salone del Mobile is the natural next step of Dooor's expressive potential, showing at two other iconic locations during Fuorisalone reflects the “Think outside the Dooor” approach that the brand continues to stay true to.

Inside Salone del Mobile, Dooor is located in the **S. Project** area, where new ways of thinking about spaces and insights to turn them into concrete projects are explored. Created by **Calvi Brambilla** studio and inspired by Carlo Scarpa's Sculpture Garden at Giardini della Biennale in Venice, the **Dooor stand (Hall 14, Stand F24)** embodies the apparent oxymoron of a sculptural and organic entity at the same time, harmonising the transversal functionality of folding doors with their bold decor and strong connotation as a **mobile element**. Each Dooor on display is the example of a specific opening option, while the claddings reflect the quality of tailored manufacturing and the devotion in sourcing the most versatile and innovative materials. Such as the new **fabric made with recycled polyester yarn** and the “off-beat” claddings, whose **reflective features** invoke futuristic worlds and create a subliminal dialogue with EuroLuce. Dooor is set to appeal visitors with a stand fully attuned to the times we live in, in which space is an iridescent entity and transience has become a comfort concept.

History and future are the warp and weft of Dooor's present. For **Gianfranco Frattini: ieri, oggi, domani** exhibition, his daughter Emanuela Frattini invited Dooor to be involved along with other iconic brands, as an homage to her father's extensive creative legacy. With its double-sided door with self-supporting structure and central opening, Dooor acts as a link between the checkerboard pattern that was so dear to Frattini and which has now become a significant stylistic element of Torri Lana textile

Folding doors
leading to
open spaces

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company's identity, and the designer's pioneering role in the use of folding doors. Door and Torri Lana get back together again this year to celebrate the pinnacle of craftsmanship and customisation inside the majestic frescoed halls of **Palazzo Arese Borromeo in Cesano Maderno (MB), from April 14 to May 14.**

Door's wave also embraces **Archiproducts Milano at Via Tortona 31.** With the installation **Terra. Inspired by Earth,** **Studiopepe** intends to establish a solid bond with the Earth by envisioning curvilinear furniture as well as genuine and experimental materials, terracotta shades, sand and clay. Door folding doors creating passages in between the rooms blend into the environment with natural hues and textured claddings that recall wool, silk, velvet and help conjure an emotional and multisensory experience.

The furniture's soft geometries add a new kind of twist to lights and spaces: one that echoes on Door's wavy surfaces hinting at a never-ending motion akin to Earth's dynamism and cyclicity.

Salone del Mobile
S.Project
Fiera Milano, Rho
Hall 14, Stand F24

18-23.04.2023
9.30am - 6.30pm

Terra -
Inspired by Earth
Archiproducts Milano
Via Tortona 31,
Milan

17.04.2023
3pm - 6pm
18.04.2023
10am - 6pm
19-23.04.2023
10am - 8pm

Gianfranco Frattini:
ieri, oggi, domani
Palazzo Arese Borromeo
via Borromeo 41,
Cesano Maderno (MB)

14.04-14.05.2023
10 am - 1 pm
3 pm - 6 pm

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