

SEM

CASA SEM

A historic Milanese building will be home to the new *néolithique* collection presented by SEM during Milano Design Week 2023. The products showcased are customised and feature natural colour shades.

The idea behind Casa SEM was to find a home for all of the brand's collections, which thus become the undisputed protagonists of an elegant and contemporary home.

The desire to explore and use natural materials for the catalogue's most iconic pieces underlies the special exhibition layout designed by Motta Architecture for CASA SEM. The handcrafted quality of the production process enhances the unique raw quality of each item displayed. A range of natural colour shades sets the tone for all the products displayed, thus creating a sensual sequence of objects inside each room.

The concept of customisation has been one of SEM's distinctive traits from the start. In its projects, the principles of craftsmanship go hand in hand with increasing demand for bespoke interiors in the residential and hospitality sector alike. A sequence of adjoining rooms is the perfect backdrop for the new **néolithique** collection **designed by Motta Architecture**, where magnificently elegant simplicity is evoked by exquisite details and the materials used. The first exhibition room showcases the new furniture collection, a table and chairs featuring prominently sinuous lines that are juxtaposed against sharp-corners and a web of clear-cut lines.

CASA SEM pursues its experimentation through the work of Giuseppina Motta, Hannes Peer, Valentina Cameranesi Sgroi, Marcante-Testa, Vormen, Giacomo Moor, Elisa Ossino, Zaven and Maya Leroy.

Inside CASA SEM, in dialogue with the products of SEM catalogue, there is a selection of Dedar textiles, lamps by Pietro Russo and a selection of art pieces kindly provided by Edoardo Monti and A+B Gallery.

CASA SEM

Via Gerolamo Borgazzi 4, 20122 Milan

Opening event upon invitation Saturday 15 April 2023

Open to the public from Sunday 16 April to Saturday 22 April, 11:00 am-8:00 pm

For further information info@sem-milano.com | sem-milano.com

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SEM

A spin-off of the renowned Milan-based Spotti store, SEM brings together 70 years of experience and craftsmanship. With a keen eye on experimentation, the company develops new types of furniture to meet the requirements of contemporary home living. Based in the industrial area of the Milan region – the epicentre of design back in the 1950s – SEM strives to bridge the gap in the furniture industry by meeting the demand for elegantly crafted custom-made designs that mass production companies are unable to fulfil. The SEM branded unlimited editions specifically focus on function and on collector design, thus connecting international designers and their original work with a community of highly skilled craftsmen based in Lombardy, across Italy and abroad.

MOTTA ARCHITECTURE

Motta Architecture is the Milan-based architecture and interior design studio directed by architect Giuseppina Motta. The interiors designed by the studio combine technical expertise and elegant style to create cosy and comfortable ambiances. Each project is unique and original, and takes into account customers' requirements as well as the architectural and cultural context within which the project unfolds. The interiors resulting from this combination feature elegant and unique items of furniture characterised by the skilful and balanced use of colours, next to architectural and design elements designed by the studio and custom-made by a selected network of craftsmen. The studio is located inside a Milanese historic building and has a portfolio of Italian and international customers.

Staircase

Slice Coffee Tables – In Sync Collection by Zaven
Check Sideboard – Check Collection by Elisa Ossino

Hallway

Alea Chair – Paesaggio Collection by Hannes Peer

Dining room

Huli Table– néolithique Collection by Motta Architecture
Nenet Chair - néolithique Collection by Motta Architecture
Chimbu Stool – néolithique Collection by Motta Architecture
Himba Sideboard - néolithique Collection by St Motta Architecture

Living Room

Muir Sofa – Paesaggio Collection by Hannes Peer
Nuvola Armchair – Paesaggio Collection by Hannes Peer
Butterfly Console – Paesaggio Collection by Hannes Peer
Butterfly Coffee Table– Paesaggio Collection by Hannes Peer
Magico Rug – Futuraforma Collection by Marcante Testa
Bolide – Simultaea Collection by Valentina Cameranesi Sgroi

Materials Library

Nuvola Sofa – Paesaggio Collection by Hannes Peer
Slice Coffee Table – In Sync Zaven Collection

Study

Dogon Desk – néolithique Collection by Motta Architecture
Gomito Chair – Gomito Collection by Vormen
B Bookshelf – Pivot Collection by Giacomo Moor