

SICEPREVIT & SP-LAB

Fuori Salone 2024

## ***Factory Reflections***

**Fuori Salone out of town: luxury and comfort beyond the city**

Via degli Alpini 14, Segrate (MI)

16-21 April 2024

Sice Previt, a Milanese **construction and furnishing** company that creates architecture and interiors with a "sartorial" approach for the shops of the leading international **luxury** brands, proposes in its "design ateliers" in Segrate an exhibition focused on two different cores. The first is the ***Maison au Bord de l'Eau***, designed by Charlotte Perriand in 1934, the second consists of surprising pieces of **marble and wood furniture** designed and manufactured by Sice Previt. The theme of the exhibition is the relationship between Humans and Nature, the Built and the Material, underlined by an installation that plays on the ambivalent and intriguing presence of water.



### ***A House on the water***

The ***Maison au Bord de l'Eau***, owned by Sice Previt since 2016, has been standing on the roof of the factory for a decade now. How did this small architectural masterpiece, designed by the pioneer of modernist architecture Charlotte Perriand, end up there in Segrate (Milano)?

For Sice, the opportunity to measure itself against this historic architectural project came in 2013, when a historic client proposed that the company **build** the ***Maison au Bord de l'Eau*** for that year's **Art Basel** in Miami. After this first exhibition on the beach, the ***Maison*** returned to Milan for the Fuori Salone in 2015, placed in the courtyard of Bocconi Palace. It was once again exhibited on the water in Paris in 2019, during the exhibition "Le Monde Nouveau de Charlotte Perriand".

The one curated by Sice Previt is **the first and only realisation** of the ***Maison***, an ante-litteram conscious project conceived by Charlotte Perriand back in 1934, in response to a competition announced by the magazine *L'architecture d'aujourd'hui*.

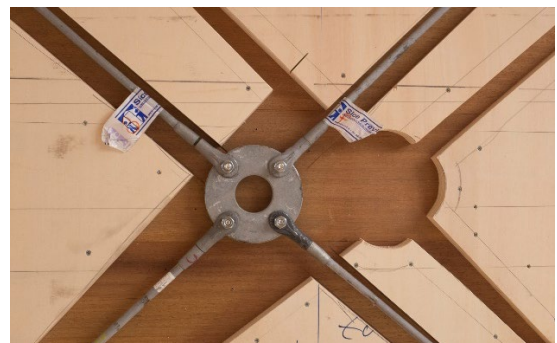
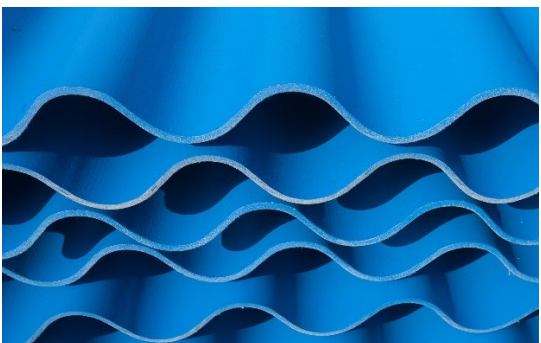
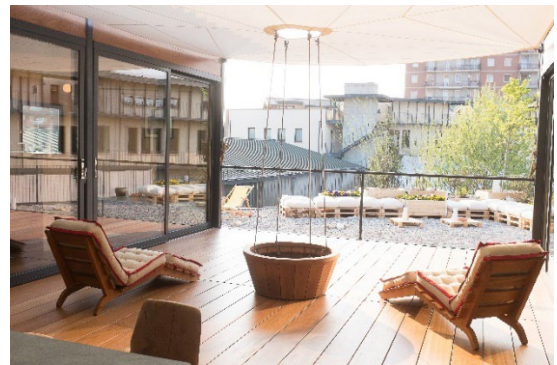




Pioneer, trendsetter, non-conformist and traveller, Charlotte Perriand (1903-1999) was a leading figure in 20<sup>th</sup>-century design history, and one of the very few women of her generation to build herself a career in the world of design and architecture.

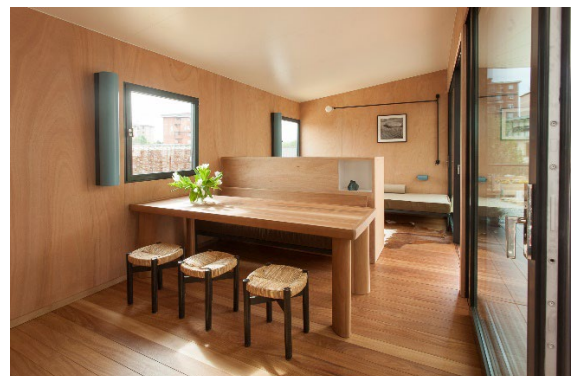
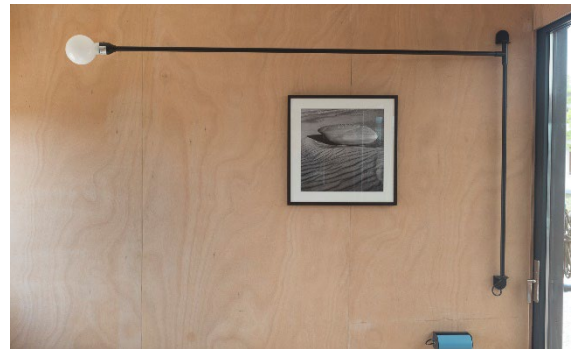
From the very beginning, after studying the decorative arts, she broke with tradition. Fascinated by **industrial culture**, she championed the use of **new materials** such as iron, aluminium and glass, with which she believed it was possible to create **innovative products** that would improve everyday life.

At the same time, her thinking immediately turned to the search for a **composition between industrial modernity and past craftsmanship, the built environment and the natural one, the interior and the exterior.**

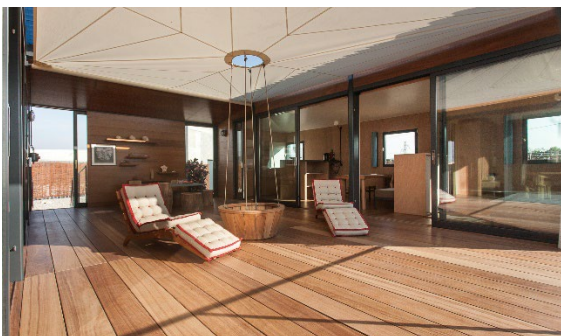




The theme of the competition from which the *Maison Au Bord de l'Eau* was born resonated with these insights and with the spirit of the times. The task was to design an **inexpensive and easily transportable dwelling** that would be suitable for the **holidays of French workers**, who had recently earned the right to paid holidays. The need to find a moment of respite from the hectic city life and to get closer to **nature**, rediscovering a harmonious and regenerating relationship with it, started to emerge.

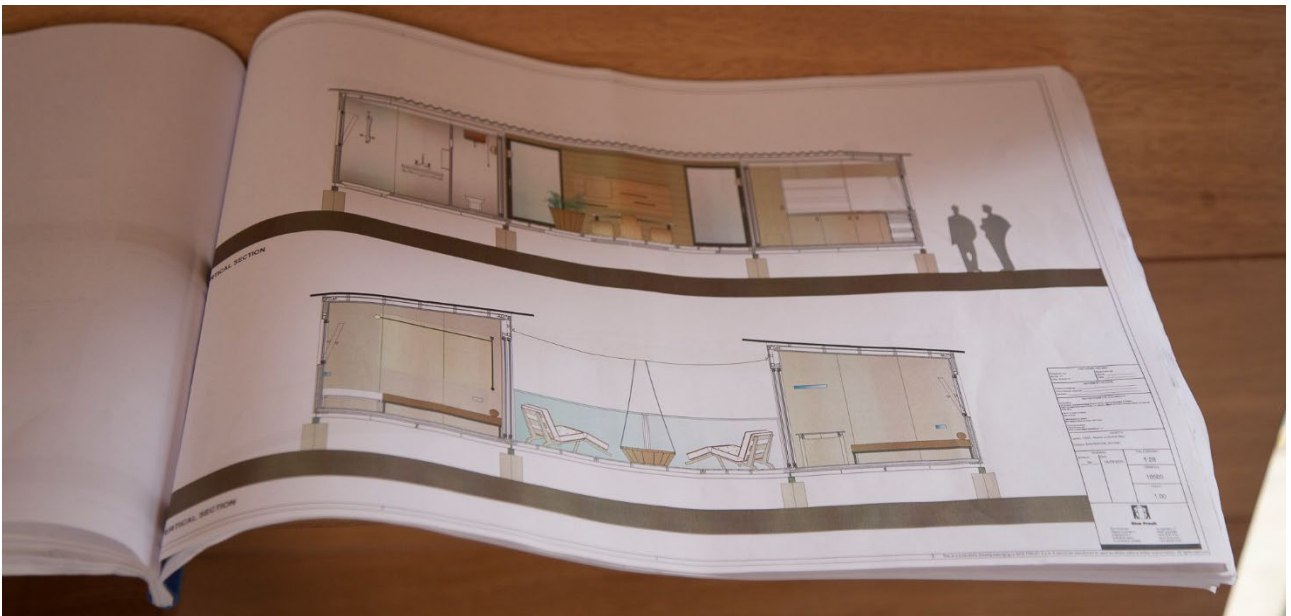


Several projects conceived in response to the competition envisioned simple one-storey dwellings that could be easily assembled and disassembled, made from simple materials such as wood. The one by Charlotte Perriand, in particular, in its articulation of space, light, voids and solids, opens organically to the outside space, and is designed to be on the **water's edge**. It is, in short, a masterful **interpretation** of the **harmonious relationship** that can be established between the two human needs to modify natural Matter in order to **build** a separate space in which to live and, at the same time, to **remain in contact** with the organism of **Nature**.





However, the project was never realised, which explains the lack of detailed drawings and the great variety of versions found in Charlotte Perriand's sketches. Sice Previt's first task was therefore to revive the original concept by interpreting the historical drawings of 1934, in direct collaboration with Pernette Perriand, daughter of the famous designer, and the historical archive dedicated to her mother.



The engineering process for Charlotte Perriand's project aimed at reaching the highest achievable **quality** in the production of finishes, using the combination of **craftsmanship and industrial technology** that



characterises the entrepreneurial reality of Sice Previt, which began as a construction company and grew, over the time, into a factory organised for the integrated production of furniture.



A hybrid characteristic that brings Sice Previt closer to Charlotte Perriand's vision of design, summed up in the phrase "**architecture-furniture-environment**" which she liked to use to define her activity. Other elements they have in common are their **aptitude for experimenting** with new materials and forms that have never been tried before, and their dedication



to taking **care of every detail** in order to improve everyday life through carefully designed and constructed objects and spaces.



In *Factory Reflections*, visitors will be able to come into contact with the production areas where this vision is realised, and **immerse themselves in Charlotte Perriand's world** by exploring the interior of the ***Maison au Bord de l'Eau***, which is **open to the public** and displayed on the water, as in the original design.





### ***Marble shapes***

The exhibition then presents a new chapter in the company's reality, revealing the furniture designed and produced in our **design workshop: SP\_Lab.**

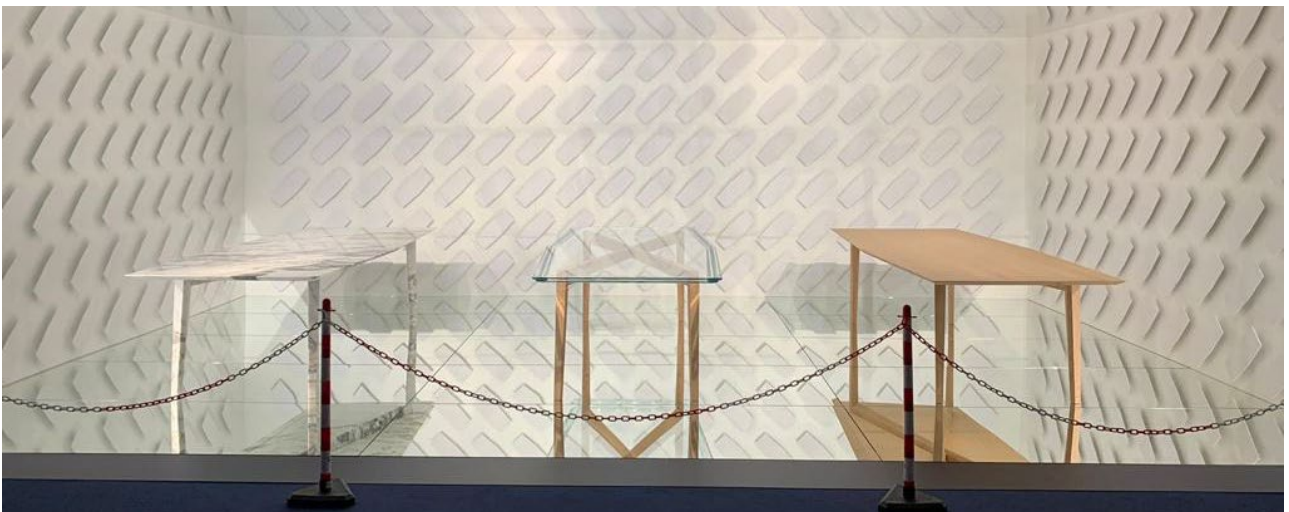
Created to give vent to the **creativity** enclosed in Sice Previt and to the **technical skills** acquired in almost twenty years of experience in the production of high-end furniture, SP\_LAB is inspired by modernism and the Milanese design masters of 1950s', with which it shares the drive to reach essentiality and functionality of the forms.

Like last year, the exhibition focuses on the concept of table, first presented during Fuori Salone 2023 for the exhibition *Building Innovation* at the Leonardo da Vinci Museum of Science and Technology.





If the focus was then on presenting **TABLE**, the first piece of furniture designed by SP\_Lab, in different combinations of finishes, to represent an initial research concentrated on the declination of a shape in different materials, this year, on the other hand, the geometries and shapes of the table itself will change. **Factory Reflections** expands the range of tables offered within SP\_LAB, now available in different sizes, colour shades and materials, among which **marble will be the protagonist**.



These prototypes expand the first SP\_Lab furniture line, 'SP\_ZERO', which aims to draw beauty from the trinomial of **scientific design, handicraft inspiration and industrial technology** that characterises Sice Previt as a manufacturer.





As in the illustrious example constituted by the *Maison au Bord de l'Eau*, here too the creative action of Nature, in the form of marble and wood - which are always different in each slab and in each piece - finds a **composition with human creative action**, which moulds it into shapes suited to enhance its beauty.

In particular, seven design pieces are the protagonists:  
- TABLE: a 'prismatic' table in different finishes and sizes, up to 3m



- GIANT: a 6m 'prismatic' table, which doubles the maximum dimensions of TABLE
- ROUND: a round table
- SQUARE: a square table
- COMMA: a coffee table
- DOT: a side table
- MAST: a bookcase with an integrated lighting system

All SP\_ZERO furniture combines attention to **aesthetics** with **refined engineering**.

Starting with TABLE, in the design of the ZERO line SP\_Lab seeks a **lightness** that conceals the greater **strength** of the internal structures.

As a result, the experiments and **structural analyses** carried out over the past year now allow us to present an even larger version of TABLE, which remains unchanged in outward form but **doubles in size**.

The wide **range of finishes and designs** currently available, which can be freely combined on request, makes the SP\_ZERO line particularly broad and allows it to meet any requirement, presenting it as a reflection of the **versatility** of our factory's production and design capabilities: a factory that is also a design atelier.



Thus, the layout of *Factory Reflections* plays on **water**, first of all to enhance the very **observability** of the furniture, which will be visible from multiple complementary viewpoints, including from below. At the same time, if the presence of water recalls the relationship with Nature and the raw material indispensable to any creation, it enhances and reflects the **connection between the design pieces on display and the factory environment** in which they were developed.

### ***Riflessi di fabbrica***

*Factory Reflections* is first and foremost an exhibition that invites **reflection on the factory** and aims to highlight its creative capacity. As in Nature, the directions and outcomes of its activity are always multiple and in some ways unpredictable. Here, the same material moulded into new forms is transfigured into other bodies, appropriating volumes and geometries of inimitable design.

Between the two main nuclei of the exhibition - the Maison and the SP\_LAB furniture - other junction spaces will deepen the connection with the world of the **contemporary factory**, open to **innovation** in an effort to make itself useful in everyday life and open up new horizons for the future.





Photographs by Danilo Borrelli - available on request in different formats and higher resolution -

***Useful information, media & co:***

[eventi@siceprevit.com](mailto:eventi@siceprevit.com)

16-21 April

Via degli Alpini 14, Segrate (MI)

Tuesday 10:00 - 22:00

Wednesday 10:00 - 17:00

Thursday 10:00 - 22:00

Friday 10:00 - 17:00

Saturday 10:00 - 22:00

Sunday 10:00 - 22:00



**Sice Previt**