

**13 April - 5 May 2018**

Press Preview: 16 April 11 am - 6 pm



*After last year's success, Fattobene - the platform dedicated at rediscovering Italian objects that have existed for generations - reconfirms its presence at Fuorisalone with a pop-up store dedicated to Italian timeless design.*

*In the context of Brera, a district historically relevant for the presence of artisanal shops, Fattobene will create a sophisticated space, halfway between a contemporary emporium and a niche souvenir shop. The aim is to recreate the atmosphere of an old-time Milanese shop.*

The store will be divided into thematic areas: beauty, stationery, home, food, free time.

*All the selected objects are part of a wider research, recently merged into the book FATTOBENE - Italian Everyday Archetypes, published by Corraini.*

Even this year, the Fattobene pop up store will be an authorized retail point of the "Salone del Mobile.Milano" collection, created by Vittorio Martini 1866 exclusively for the 57th edition.

*The shop opens on April 13th, on the occasion of MIART Art Fair, and closes on May 5th.*

The objects selected by Fattobene for its Brera pop up store, are some of Italy's everyday masterpieces: each object has been chosen because of its special story, unique design, original graphics.

*"Bringing these Italian classics to a place like Brera means creating a bridge with the past. Our desire is to turn back to our roots, finding inspiration for the present moment in order to transmit the richness of our material culture: Italy is extremely rich in well-designed everyday objects. From soap to notebooks and toothbrushes: everything here is possessed by the sign of history",* says Anna Lagorio, co-founder of Fattobene.

At the entrance, a *milo straw broom* installation – handmade by Giuseppe Brunello, one of Italy's last broom makers – focuses on the archetypes of anonymous design.

And anonymous design is the *fil rouge* that connects the whole space, as shown by new products, like *mandillu da gruppu*, a traditional handkerchief that was once used to preserve bread and harvest fruit.

The first room is dedicated to *beauty products* in their original graphics from the early twentieth century: the *Valobra soap collection* heavenly matches with *Naturae talcum powder with puff* and with *Pilogen Carezza* historical line: this year, to celebrate its 120 anniversary, the company relaunches two great classics: *Manibel hand cream* and *Piedibel foot cream*.

The essential design of *Acca Kappa brushes* – a company born in 1869 as a horse brush factory – will be enriched by the presence of its *travel perfumes*, inspired by Italian gardens.

Among the selected fragrances, *Lavanda Coldinava* stands out as a cult item for vintage perfumery lovers, while the *Cella shaving line* – in production since more than a hundred years – keeps the original formula unchanged, offering a top quality product that is extremely sought after by those who look for the perfect shave.

**Stationery design** includes almond-scented glue *Coccoina*, in production since 1927 in its original aluminum tin, and the *Zenith stapler*: with its whale-shaped profile, it is considered one of the most beautiful staplers in the world and today, to celebrate its 70th birthday, the company has just launched the limited-edition *Zenith 548 E Replay*, which faithfully reproduces the original color of the first model.

For those who love illustration, there is a brand new selection of *Tassotti notebooks*, enriched with patterns that come from wallpapers, tiles and decorations of the 18<sup>th</sup> century. Wooden rulers and set squares are the most epic products by *Vittorio Martini 1866*, while a selection of signature pens – such as *Divina fountain pen* or *Revolution* – are a tribute to the first fifty years of the Milanese pen company *Parafernalìa*.

Home design is a tribute to Italy's tradition of excellence: next to Lanificio Leo textiles, stand the *Toscanini clothes hangers*, born in the '40s for department stores like La Rinascente and now a reference of style for the most prestigious fashion brands and *Tre Spade coffee and pepper grinders*, that are some of MoMA Design Store's bestsellers.

The space will be surrounded by the olfactory note of *Blue Eritrea Scented Paper*, a recipe that was in production until the end of Second World War and has been recently rediscovered and relaunched on the market.

This year, the Fattobene pop up store hosts a new section dedicated to some of Italy's *top quality confectionery companies*: next to *Leone Candy Originals*, a rainbow of tasty bon-bon in their iconic metal tin, comes *Amarelli liquorice*, extra pure liquorice produced in Calabria since 1731, which is considered to be the best in the world, according to Encyclopedia Britannica.

*Bonajuto chocolate*, is produced according to the ancient recipe of *el chocolate a la piedra*, that arrived in Modica with the Spanish domination at the end of 17<sup>th</sup> century.

Finally, *Paneangeli baking powder* represents the archetype of Italy's pastry production: calendars, recipe books and the Paneangeli cake are part of the collective memory from more than 80 years.

The last room hosts an installation made by **Quercetti** toy company with **Georello's** gears: the wall can be activated with a crank handle, creating colorful and hypnotic shapes. An homage to the founder **Alessandro Quercetti**, the inventor of some of Italy's most beloved pastimes of the 20<sup>th</sup> century.

*On this occasion, Lanificio Leo will launch a special edition of four pochettes inspired by Fattobene's four different book covers.*

**FATTOBENE POP UP STORE**  
**BRERA Design District**  
Corso Garibaldi, 46 Milan

**16 April - 22 April**  
**TUE / WED / THU / SAT**  
10 am - 8 pm  
**FRI / Brera Design Night**  
11 am - 10 pm

**Other days**  
**TUE / SAT**  
10.30 am - 6.30 pm  
or by appointment at: [info@fatto-bene.com](mailto:info@fatto-bene.com)

**SPECIAL EVENT: un caffè all'italiana (an "Italian style" coffee)**  
Every day from 10.30 to 11.30 you can enjoy the ritual of a real Italian coffee. Coffee will be prepared with the iconic **Bialetti Moka Express**, an Italian classic since over 80 years, and served with the excellence of Sicilian pastry made by **Antica Dolceria Bonajuto**.

**Metro:** Lanza / Moscova  
**Tram:** 2 / 4 / 14 Arena

**Press office**  
Fiammetta Gamboni  
[press@fatto-bene.com](mailto:press@fatto-bene.com)  
[www.fatto-bene.com](http://www.fatto-bene.com)

**The event is kindly supported by:**  
Acca Kappa, Amarelli, Cella Milano, Coccina, Coldinava, Grafiche Tassotti, Pastiglie Leone, Paneangeli, Pilogen Carezza, Quercetti, Toscanini, Tre Spade, Zenith

**Technical partners:**  
Antica Dolceria Bonajuto, Bialetti, Lanificio Leo