



L'architettura per le mani / *Handling architecture*

**Stefano Boeri Architetti, Alfonso Femia,
Maurizio Varratta, Cino Zucchi, 967 Arch:
five architecture firms and five handles
for the 50th anniversary of Dnd**

17-21 April 2018
at the Lualdi showroom,
Foro Buonaparte 74, Milan
Brera Design District

An event curated by **Giulio Iacchetti**.

Casto, 16 April 2018

For the FuoriSalone 2018, Dnd presents an event hosted at the Lualdi showroom, in the heart of the Brera Design District: **"Handling Architecture."**

To involve architects who have never – or seldom – worked on product design, asking them to create a handle: this is the challenge imagined by Dnd, based on an **idea of Giulio Iacchetti** – artistic director of the Brescia-based firm – suggested to **five firms** of founded in Italy but also very active on the international scene. Their response was enthusiastic.

Stefano Boeri Architetti, Alfonso Femia, Maurizio Varratta, Cino Zucchi and 967 Arch have worked for months together with Giulio Iacchetti and the Dnd staff to create **five new handles** that approach the "project" in five different ways.

During the FuoriSalone, the handles designed by the five studios will be presented – **mounted on Lualdi doors** selected by the architects – in an **installation by Francesco Librizzi**.

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FMN Martinelli S.p.A.
Unipersonale
Loc. Piani di Mura, 2
25070 Casto (BS) Italia

t. +39 0365 899 113
f. +39 0365 899 118
info@dndhandles.it
www.dndhandles.it

p. iva IT 02246600981
C.F./Reg. Imprese 02246600981
REA 434252
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The five handles created by the architects



DUE / design Stefano Boeri Architetti

A handle that totally reinvents the relationship with the plate, generating an authentically new product. The design of the DUE handle makes it approach the “archetype” in which the two traditional functional parts of the object – the grip and the attachment plate – are transformed into a pair of slender, perfect equal parallelepipeds: a solution of essential sculptural force.



(IN)finito / design Alfonso Femia

A project that entirely revises the relationship between door and handle, granting the latter an unprecedented and previously unimagined physical space: a two-dimensional line arrives from the edges of the door and “draws” the handle before continuing on its way, towards the other side, upward, in the opposite direction. The relationship between the surface of a door and its thickness thus becomes similar to a movement drawn on that surface.



Levante / design Maurizio Varratta

A perfectly balanced handle, slim, subtle, unexpectedly comfortable in the hand. A terse, simple form adds character to an object whose design is identical to its function: a pragmatic project, easy to adapt to any type of door, becoming a natural part of it.



Drop / design Cino Zucchi

A soft, surprising, affable object in which brass presents itself in its most admirable guise.



Blend / design 967 Arch

Refined reasoning on an archetype, using simple forms – the cylinder and the rectangle – and the connection between two cylindrical shapes. The character comes from a detail: the attachment plate with its unusual proportions generates the overall design of a new handle. A reinterpretation of self-contained forms.

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Giulio Iacchetti, from the event catalogue

"Five important architecture firms, involved in the design of five handles for Dnd: this was my initial thought, immediately shared with the management of the company, to celebrate the first 50 years of Dnd. A thought that became a challenge, namely that of convincing and guiding architects along the path of product design, people who normally concentrate on much larger projects, or even on urban planning, industrial and residential complexes, all over the world. Five Italian architects, stimulated to consider that small object we all grip with our hands every day to pass from outside to inside, from one space to another, and then back outdoors.

The handle is the front line of architecture, a modest but also indispensable declaration of intent: so it should come as no surprise that the five architectural champions called into play have met the challenge of coming to terms with this object that always – tirelessly – insists upon being inserted in space with new aesthetic canons, new geometries, new balances of form.

I have enjoyed the privilege of watching the design genesis of the five handles: seated at the worktable with each of the architects, I etched in my memory the meaning of five different interpretations of the word design." – G.I.

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17-21 April 2018
at the Lualdi showroom
Foro Buonaparte 74, Milan
Brera Design District

Curated by Giulio Iacchetti
Set-up: Francesco Librizzi
Graphic design: Studio Sonnoli

every day from 10.00 to 20.00
aperitif 18 April, 19.30

DOWNLOAD Press kit / Milano design week 2018:

http://dnd.dndhandles.it/Design_week_2018.zip



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Launch of the new Dnd catalogue for 2018-2019

For Dnd, Design Week in Milan also includes the presentation of a **new print catalogue of the company's products**. Starting last year, with the appointment of Giulio Iacchetti as artistic director, the firm has sharpened its focus on the world of design, involving important new creative talents: the catalogue now features **four new handles** designed by **Odoardo Fioravanti, Jaime Hayon, Enrico Martini and Inga Sempé**.

Dnd celebrates its 50th anniversary in 2018: the company, today and looking to tomorrow, becomes a hotbed of ideas for Italian and international contemporary design, ready to put in-depth research and productive prowess at the service of the most outstanding designers and architects.

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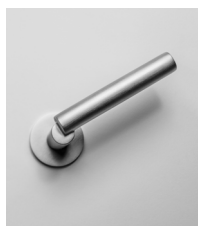
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The four new handles



Boole / design Odoardo Fioravanti

Two cylinders meet and intersect in a situation of slight reciprocal slippage, sharing a small portion of the material.



Zeppelin / design Jaime Hayon

Assertive rounded volumes as a formal – and decorative – reference to the Zeppelin airships of the start of the 1900s, for a contemporary handle based on remarkable technical know-how.



Safety / design Enrico Martini

A metal ribbon becomes a handle by bending at its end to provide a reassuringly perfect grip.



Madeleine / design Inga Sempé

A tribute to the famous madeleine cakes from beyond the Alps, in a small decorated handle that echoes their seashell shape.

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Dnd / Company profile

Since 1968, combining fine craftsmanship and innovation. A company that is now an international reference point for the production of handles with a focus on high quality and good design.

The Dnd story stems from the remarkable tradition of craftsmanship throughout Val Sabbia, in the province of Brescia. A territory with an age-old material culture, above all in the production of steel, as one of the major European centers for this sector. In this region, at Nozza, the company FMN Martinelli was founded in 1968 under the leadership of Angelo Martinelli, an expert on the production of handles, knobs and knockers of the highest quality.

The firm has evolved over time, concentrating on production growth, updating manufacturing processes and specializing in the use and finishing of various metals for the production of handles, including zamak and aluminium as well as brass.

Today, with the name Dnd the company is helmed by Vilma Martinelli together with her children Pietro and Simona, who have been important figures of reference and support for years now: their ambitious goal is to make Dnd a hotbed of ideas, combining extensive production experience with the creativity of exceptional architects and designers selected to create particular products. Designers, craftsmen and suppliers are seen as precious, active resources for Dnd, which relying on its history of industrial know-how can look to the present and the future with confidence: as a solid corporate – and territorial – resource at the service of Italian and international contemporary design.

www.dndhandles.it

Lualdi / Company profile

Since 1960 Lualdi has produced tailor-made decor projects and doors for residential interiors, retail facilities and hotels. The company is now positioned in the upper segment of the market, and its products have become concrete symbols of the excellence of “Made in Italy” in the world. Besides a large assortment of doors, Lualdi produces a world of coordinated items that provide unlimited decorating possibilities. The doors can be combined with paneling, wardrobes and complete systems, with an eclecticism and compositional flexibility that meet the needs of even the most demanding interior designers. Passion, research, quality, environment: these are the cardinal points of a family business now at its fourth generation, which stands out for its unique approach of excellence and the finest eco-friendly materials. All the production processes are based on the most advanced technologies, deployed for constant refinement of details, while paying close attention to the needs of the market and ongoing experimentation with new finishes and colors. All of the company’s products thus become tangible examples of the highest quality, symbols of the transformation of every door and furnishing solution from a simple industrial product to a signature creation.

www.lualdi.com

Press Office press@dndhandles.it
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