

atelier oï

PRESS NEWS

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**MILANO DESIGN WEEK
2018**

**ATELIER OÏ,
WHERE & WHEN**

Milan | April 17–22, 2018

COME AND FIND US ALL OVER MILAN!

Fuorisalone
10 am – 8 pm

Louis Vuitton
“Objets nomades”
Palazzo Bocconi
Corso Venezia 48
20122 Milan

Salone del Mobile
Rho Fiera
9.30 am – 6.30 pm

Hida Sangyo
“Gifoï”
New lounge chair by atelier oï
Hall 10 | E23

Passoni

“Genea”

New chair collection by atelier oï

Scenography by atelier oï

Hall 6 | Stand C46

CASA GIFU III

olfactory ceramics
by atelier oï

CASA GIFU III – OLFACTORY CERAMICS

atelier oï will be present at the FUORISALONE – MILANO DESIGN WEEK 2018, 17 – 22 April, representing the ongoing collaboration with the Gifu Prefecture in Japan.

Where to find it

CASA GIFU III – olfactory ceramics is a project exploring ancestral ceramic know-how from the Gifu Prefecture. The values of Japanese artisans and Swiss designers merge cultures and ages to become olfactory home products.

The province of Gifu in the center of Japan is a prosperous region with exceptional natural resources and ancient traditional crafts. *CASA GIFU III* is a reinterpretation of the regions's cultural heritage by the Swiss design studio *atelier oï* in partnership with the Gifu Prefecture. Made to measure for the *Fuorisalone – Milano Design Week 2018*, it presents the third of a series of cultural exhibitions in a new showroom in the heart of the Brera District.

Since its creation in 2016, the *CASA GIFU* project is composed of a collection of manufactured objects from the Gifu Prefecture. The concept

bridges both Japanese and Swiss cultures with the same values; close intimacy with the surrounding natural environment, handicrafts and materials. *CASA GIFU* emphasised on the ancestral art of paper-making and woodcraft at the *Milano Design Week 2016*, while *CASA GIFU II* followed with a focus on the cutlery know-how in 2017. For this upcoming edition, *CASA GIFU III* will reveal the ancient ceramic handicraft with an innovative olfactory touch.

Rich mineral sources

The cities of Mizunami, Tajimi and Toki in Gifu are home to Mino-yaki's most famous Japanese ceramic ware. It covers more than half of Japan's entire pottery production, spanning a wide range of varied products such as tableware, interior decor and tiles, as well for Japan as for Western export. Its history of 1300 years arises from the surrounding rich sources of minerals and high quality pottery clay. Mino-yaki finds its origin in dark tunnels on Gifu's mountain slopes, where the first Anagama cave kilns were handbuilt.

Developed with three manufacturing companies, the creations designed by *atelier oï* present a first edition of scented home products. The manufacturers *Housen-Gama* from Toki, *Miyama* from Mizunami and *Koubei-Gama* from Tajimi have been selected for the material properties constituting their unique ceramic know-how or their ancestral history.

Traditions & rituals

Circular gestures manipulate humid clay in a dim light. The earthy artisan's hands carry the unique ceramic object to the cave kiln, dug by his ancestors centuries before. From generation to generation, the know-how has been passed down to the present day and brings a rich heritage of ceramic craftsmanship to life. Ancient traditions and rituals are preserved in this way, such as the tea ceremony, where every aspect becomes a sensory experience. Following this inspiration, *atelier oï* intuitively went for olfactory ceramics; porous clay material diffusing pinewood scents

Natural from beginning to end, from the materials to the manual activation of the scent diffusion, the latest design creations mean to offer essential oils a ceramic diffuser, disseminating through the material parts deprived of enamel. Always with deep respect for the natural environment, essential Hinoki oil – a by-product straight from the luscious cypress forests in Gifu – immerse the user in a soothing pine and lemon scented atmosphere, inviting to a unique moment at peace with oneself and the surroundings, as does a purification ritual.



New showroom

Come and experience them in our new location on Corso Garibaldi 42, in the Brera Design District! We warmly welcome you to our press preview on April 16th all day long from 10 am to 9 pm. We look forward to greeting you!

Map

CASA GIFU III

Showroom

Corso Garibaldi 42 | 20121 Milan

Exhibition daily April 17 – 22, 2018

10 am – 9 pm

Press preview April 16th, 2018

10 am – 9 pm

GIFU NIGHT

April 17th, 2018

5 – 9 pm

(by invitation)

Cocktail Temakinho restaurant

Corso Garibaldi 59 | 20121 Milan

5 – 7.45 pm

(by invitation)

Showroom visit

Corso Garibaldi 42 | 20121 Milan

7 – 9 pm

(by invitation)

About

**atelier oï was founded in 1991
in La Neuveville, Switzerland,
by Aurel Aebi, Armand Louis
and Patrick Reymond.**

atelier oï has been striving to dissolve barriers between genres and foster cross-disciplinary creativity for 27 years. Over the course of their achievements, architecture, design and set design have intertwined on an international scale.

Transdisciplinarity, team spirit and an intimate rapport with the material are their watchwords. Born of an intuitive and emotional affinity with the act of shaping different materials, their projects have been recognised the world over.

Between experimentation, cultural exchanges and events devoted to their creations, they design for *Artemide, B&B Italia, Bulgari, Foscari, Louis Vuitton, Moroso, Passoni Nature, Pringle of Scotland, Röthlisberger, USM, Victorinox, Rimowa* and many others.

PRESS CONTACT

atelier-oi.ch

With our warmest greetings

Aurel Aebi
Armand Louis
Patrick Reymond

and the atelier oi team