

Slow Wood presents "The senses of wood", a site-specific installation, a material and sensorial experience interpreted by Claudio Larcher and edited by Andrea Manfredi - AntiMeridian design consultancy.

During the Milan Design Week 2018, Slow Wood proposes an in-depth analysis of the company's most used material, through the senses of the visitors. The various wood species presented on this occasion are going to participate in an intense dynamic human interaction.

Milan, March 20, 2018

Let your fingers run between the veins of the wood surface, listen to the noise of natural crunches, smell the characteristic aromas, sometimes they are shown and sometimes hidden, it will be possible to enlance **a direct relationship with the wood** and interact with a neutral space, emphasized by the light that enhances its materiality, rediscovering the primitive and sincere bond between matter and human.

"The senses of wood" is the title that tells the way in which the material is going to be explored. The **installation has been interpreted by the architect Claudio Larcher**, designer for Modoloco and professor at the NABA in Milan, and **edited by architect Andrea Manfredi**, founder of AntiMeridian design consultancy and professor at the School of Design of the Politecnico di Milano.

From **17 to 22 April** the visitors are invited to discover, **in the Slow Wood Labstore of Foro Buonaparte 44/A, the wood in its multiple sensorial aspects**, in a space designed to be protagonist of an experience of a direct contact with a selection of wood species. This installation is the achievement of a strong synergy between designers and Slow Wood.

The discovery will be the key to the installation: as for Alice, in the famous fantasy novel by Lewis Carroll, the **mirror** will unveil unusual curiosities and historical values related to the wood species, used for the creation of custom-made stools. The talking flowers in the fairy tale garden will be represented by **Bois de Rose sticks** (*Dalbergia decipularis*), from which the flowery and sweet aroma of rose is released. Visitors can pick them up and take them away, continually modifying the shadow drawing of the wall that hosts them. The sense of smell will be stimulated through the use of **olfactors** designed for this experience, in an aromatic and growing path of intensity.

Through an **empathic relationship with the wood**, material which are made most of the furniture that surround us, the user has the sensation of controlling the space, exploring it through the involvement of all the senses.

Slow Wood for the realization of the installation has chosen to enlance an important partnership with **Platek**, a leading company in the production of lighting fixtures. **Wood and light ennoble the space once again, creating a sensorial scenography** inside the Labstore of Foro Buonaparte 44/A.

SLOW WOOD®

THE WOOD EXPERTS

ABOUT CLAUDIO LARCHER

Born in Milan in 1971, he graduated in architecture at the Politecnico di Milano. He moved to Barcelona and Madrid where he conducts researches and collaborates with several Spanish architectural firms. Back in Italy in 2002 he founds Modoloco design studio together with Flavio Mazzone, with the aim of building an open space for experimentation and research, in where different experiences have the opportunity to take form in the fields of architecture, design and visual communication.

His motto is "Will beauty save us?" by Fëdor Dostoevskij.

Creativity is at the base of all the things that it does, it is a constant necessity, which pushes him to imagine and create new projects every day; since 2010 also in the field of social utility, where architecture and design can be put at the service of the communities also on an international scale.

He has edited and participated in various exhibitions in Italy, Japan, Spain, France, England and Sweden

He is the author of the books "Globetrotting designers" (by Composers) and "Design, school and solidarity" (published by Fausto Lupetti).

Claudio Larcher is currently Course Leader of the design bachelor degree at NABA in Milan, and also he has been teaching at Italian and foreign universities.

ABOUT ANDREA MANFREDI - ANTIMERIDIAN DESIGN CONSULTANCY

Founded by the architect Andrea Manfredi, AntiMeridian has been involved since 1998 in event designing and consulting for the design and communication field. From the beginning, the studio has distinguished itself for the multiplicity of its operative areas, offering in a single solution the experience and expertise of architects, designers and artists. Enlacing a network with a team of professionals, AntiMeridian is able to experiment and research new technologies and forms, providing effective solutions in the shortest time possible.

Andrea Manfredi, after various abroad experiences, comes back to Italy, where in addition to design he decides to transmit his passion, creativity and experience also through teaching, a further source of intellectual stimulation and personal growth. He enlance collaborations with the School of Design of the Politecnico di Milano, IUM, SPD and with the Accademia Fondazione Fiera Milano, also as a speaker at various conferences in Italy and abroad.

His motto is: "When you move, be as fast as the wind, as majestic as the forest, as greedy as the fire, as unshakable as the mountain". Sun Tzu

ABOUT SLOW WOOD

Slow Wood was founded in 2014 by Gianni Cantarutti, one of the best wood expert in Italy, and Marco Parolini, project manager who has always been fascinated by the world of woodworking.

Slow Wood is a company specialized in designing custom wooden furniture and floors. Slow Wood's most meaningful collaborations are the ones with interior designers, which find here a variety of woods that goes beyond all expectations and skills in the woodworking that allows to carry out the most exclusive projects.

The Xiloteca is the most original work of Slow Wood, and also an instrument for spreading wood culture and passion.

A careful selection of wood species from all over the world, a collection of finished woods, and heat-treated wood examples, is available to designers: in this way, the Xiloteca makes it possible to use the woods efficiently in every interior project.

From its Milan headquarters in the heart of Brera District, SW manages every phase of the projects, from support to designers, to the production and installation on site. Slow Wood has chosen to act concretely to be sustainable, obtaining the FSC certification and using only woods coming from responsibly managed forests.

Slow Wood s.r.l.

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