

Milan, 8 March 2022

SITTING DOWN TO...

TheOneMilano's special area furnished with Tramae pouffes by B&B Italia

Sitting down to talk. And to rest. And to think. And simply to look.

At what? Hands dancing.

Meticulous work with painstaking attention to details. How precious, contemporary items are made: the ones created thanks to the slow fashion skills of the artisans at work in the area “*Slow Fashion Manifesto: visible skills*”, designed by TheOneMilano in collaboration with Confartigianato and with the support of MAECI and ICE/ITA.

TheOneMilano opens its doors to international buyers and reveals the secrets of the embroiderer, the tailor, the loom weaver, the shoemaker, the leather goods maker, the milliner, the furrier, the glasses maker, the engraver and the lace maker are revealed. All there with their bench and work tools; all ready to talk in terms of sustainability and waste minimisation; and all filmed live via webcams pointed at the individual workstations and transmitting the intriguing images of a product being created across the entire pavilion.

The area has been set up with the help of the creative mind of Margherita Palli, the world-famous set designer of important theatre shows in Italy and around the globe (from the Venice Biennale to the Piccolo Teatro in Milan, from Salzburg to Brussels and Tokyo), of art exhibitions and of visionary displays, such as the ones from Milan Fashion Week featuring masks on the Rinascente store front, and cascading fabrics in Piazza della Scala in Milan.

"Products need an accompanying story and the public must feel as if they're in a place with its own ambiance, a beautiful place that can inspire ideas. Trade fair exhibitions, as events for sector specialists, have to open up to the world of production in order to reveal and observe in all calmness the beauty of the production chain," says Margherita Palli, *"This is why I wanted to add seating to this space. A place where you can sit down to admire masterpieces, like in a museum in front of paintings. A place where you can sit down to talk and discuss. A place where you can simply rest."*

For seating the set designer wanted “**Tramae**”, designed by unPIZZO¹ for B&B Italia, three-dimensional pouffes, hexagonal-shaped objects full of character, with rounded edges so that the corners disappear. A

¹ unPIZZO is a design studio with a small artisan workshop that specialises in knot works for home furnishings. Established in 2014 by Agnese Selva and Bettina Colombo, the studio begins by considering the form of traditional Brianza lace and how it used, with the aim of enhancing it and reimagining it, experimenting with a new design approach to create contemporary aesthetics and functional purpose. The starting point of their projects is to look at traditional weaves and revisit them in a modern way, applying them to new products designed to add value to the age-old stories their work embodies. unPIZZO's highly successful debut at the Salone del Mobile in 2016 led to important collaborations that bear witness to the great potential of their output.

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choice dependent on their design, but also on the fact that the surface has uniquely dynamic materials and colours that come to life thanks to an exclusive weave that reinterprets how traditional wicker baskets are made, but in a contemporary way, also encapsulating the slow fashion message of the exhibition in the lifestyle sector.

Tradition, innovation, technological skill and manual expertise all merged into a single product with a powerful, clear message: **buying today is a cultural act, a conscious response to the issues of overproduction, pollution, and lack of respect for people and their work.**

Buying today means recognising the ability to create beauty and to want it.
