

LookINg AROUND Project

Based on six decades of experience of Pialorsi Arredamenti, in Piacenza Stradone Farnese 3 opens: a showroom space but also a design studio and a place for events of various kinds





Recently opened in the historical center of Piacenza, Stradone Farnese 3 is a showroom of about 700 square meters based on six decades of experience of the Pialorsi family, involved for three generations in the design of architectural solutions capable of combining contemporary aesthetics, technology and values of craftsmanship. Not just a showroom as a showcase for the products of some of the best names

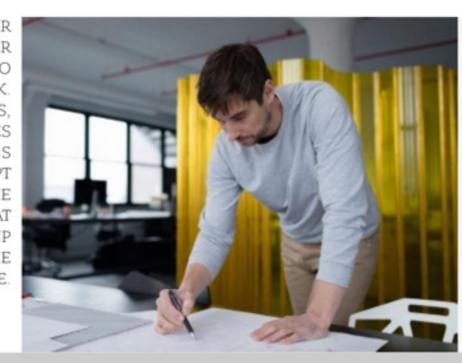
in furniture – including Valcucine,
Arrital, Edra, Antoniolupi, Magis,
Poltrona Frau, Rimadesio, Flou, Mutina,
Davide Groppi and Catellani & Smith –
Stradone Farnese 3 has been conceived
as a multifunctional location, a place
to host events and to help customers
approach the world of interior design.
The ground floor is entirely set aside for
displays (including a functioning kitchen
for cooking demonstrations), while the

basement with its exposed brick vaults contains the Materioteca: a zone for

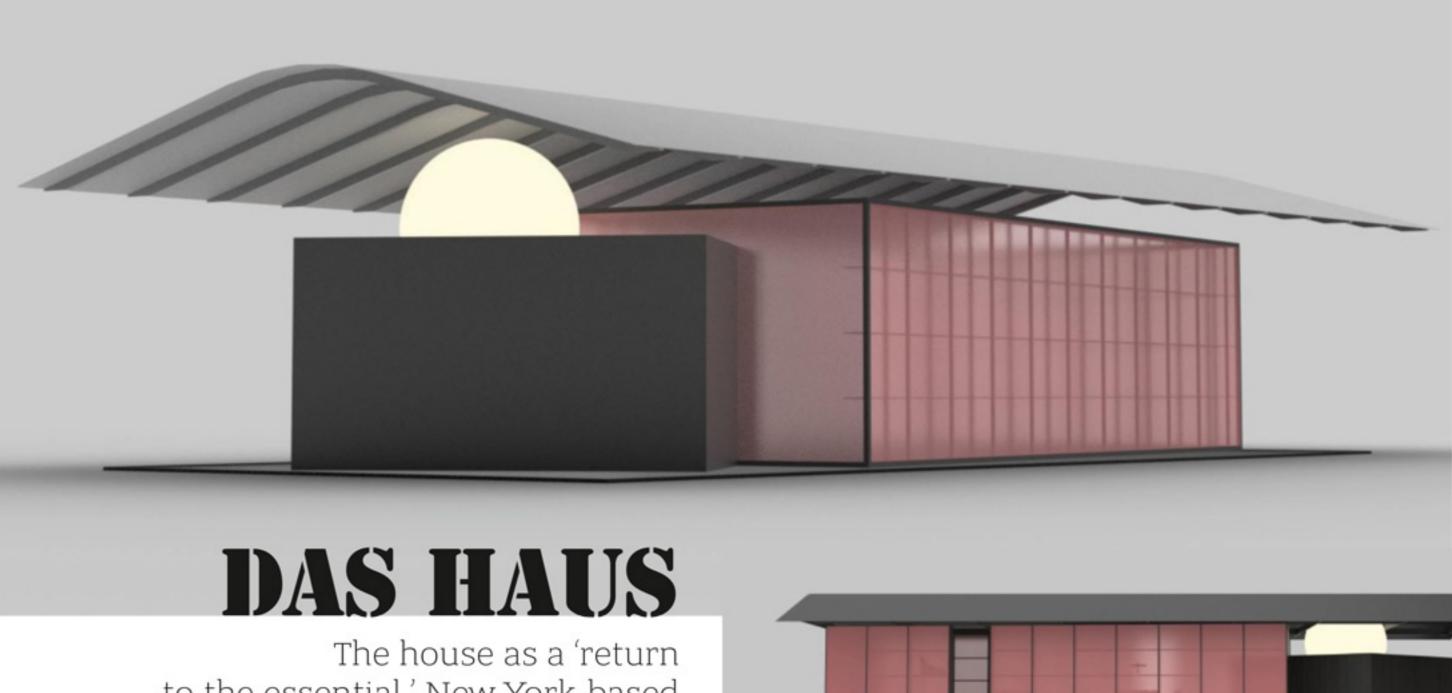
basement with its exposed brick vaults contains the Materioteca: a zone for design work featuring a large display of materials. A corridor leads to the wine cellar, a traditional place for convivial gatherings.

• A.P.

RIGHT, THE DESIGNER
TODD BRACHER
AT WORK IN HIS STUDIO
IN NEW YORK.
IN THE OTHER IMAGES,
PRELIMINARY SKETCHES
AND RENDERINGS
OF THE CONCEPT
OF DAS HAUS, THE
INSTALLATION THAT
WILL BE SET UP
AT PAVILION 2.2 OF THE
FAIR IN COLOGNE.







The house as a 'return to the essential.' New York-based designer *Todd Bracher* has created the Das Haus installation at *IMM Köln* 2017

Every year, the Cologne Furniture Fair invites a young designer to present his or her vision of contemporary living in an ideal house of about 240 square meters: a concept that brings together architecture, interior design and furniture design. In two volumes of almost Zen minimalism, under a floating roof, the 6th Guest of Honor Todd Bracher has organized an idea of the home as "an elementary synthesis of needs and functions that is very precisely directed toward supporting the people who live inside it in their daily lives and their growth," in which everything happens in an organic, integrated

way. The designer explains his holistic approach: "In substance, the house has three functions: nutrition, rest and hygiene. I have interpreted Das Haus not only as a physical space, but also in philosophical and psychological terms." Based on this concept, he develops reflections on the Western way of living and the evolution of spaces, from a layout divided into rooms to an open plan. "My aim is to try to get beyond this layout, and instead of blending zones in a confused way as we have done in the past, to integrate them completely. Why have separate spaces for reading, learning and

eating, when the common theme is actually nourishment? This is why I have invented the definition 'Sustenance Haus,' a whole that fully incorporates the deeper meanings of living. Space, body and soul, in short." The shower thus becomes an experience of contact with nature, the bedroom a place for thinking, as well as sleep, the kitchen a metaphor of physical and spiritual nourishment. All connected with the outside world: the house has no windows and rigid structures, but is encased in a semitransparent skin that is protective but communicative as well. Katrin Cosseta

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