

Milano, Salone del Mobile 2013

Maelström

An enchanting magical chamber that illuminates and exudes the colors of Melogranoblu's visionary poetry

During the Milan Furniture Design Week, Melogranoblu once again presents us with a breathtaking interval of light, music, visual illusions and emotions.

At Superstudio Più's Temporary Museum for New Design, the company belonging to Massimo Crema and Ermanno Rocchi presents the installation 'Maelström': hundreds of luminous drops in a range of dimensions – listed in the catalogue with the name Sigma – combine to create an endless vortex of light and darkness, music and visual suggestions.

The obscurity is dissipated with colored effects and sensory contrasts that reveal the poetic and visionary movements, the harmonious or clashing discord of light and glass. The lights have been multiplied by a large mirrored wall that confuses the space and drags the visitor into a magical atmosphere where illusion and reality merge.

For the first time Melogranoblu exploits colored light that is delicate, soft and embracing. Protagonists of this initial experimental approach to color are the cooler shades that accent a symphonic and instrumental impact.

The direct light beams that extend and return from a plate, reflect on the mirror to form an escape corridor that magnetically draws the eyes. Maelström also produces diffused capillary light that spreads untidily through the ambience.

Both of these movements of light and the relative shades of color are in perfect harmony with the music composed by Andrea Tinelli that exalts the central nature of the installation: powerful or delicate, friend or enemy.

The extremely delicate crescendo, in which the atmosphere is intimate and pleasant yet compelling, is followed by a movement in which the drops of light and the instruments move independently to whirl into an abstract choreographed dance that is followed by rolls of thunder. The lightning is joined by the rain drops, irregular and refreshing like a summer storm, paving the way for a sense of peace and tranquillity.

In every instance, light reflects the sound and the rhythm of the music.

Ethereal yet tangible, thanks to the organic white droplets, Maelström provides superb moments of serenity and proximity to nature, authenticated by the combination of shapes, lights, colors and music.

The company Specchio Piuma supplied a large mirrored wall that reveals and amplifies what is real, representing the unlimited and the infinite dream designed by Melogranoblu. The symmetry of the light and the music – from the outside to the inside, from the outside to the inside of the space – further processes the dual dilatation by the magical mirror and projects the vision beyond the horizons and into the future.

melogranoblu

The magical spell of Melogranoblu is simply a magnificent interpretation of Sigma, an ensemble of brushed or clear glass components, belonging to the Hydra collection. The installation can therefore be repeated with the same performances, thanks to the high quality craftwork and the versatility that has always been a corner stone of Melogranoblu's production know-how.

ph: Giacomo Agnetti

press: melogranoblu@press-office.co

melogranoblu srl
via boschetti 87
grassobbio (bg) italia
t.+39 035.4522451
f.+39 035.3843626
www.melogranoblu.com