

Artistic Space

Petals Exhibitions

It is a 80m² modular exhibition stand in DuPont™ Corian® for the Avanzini Group Distributor of Quality, leader company in the development of innovative materials. The inspiration comes from observing the petals as part of sensual and magic flowers, so large strips in Corian, 6 metres long and 2.4 metres high, which are designed to accommodate items of the Avanzini materials.

The composition of petals has been made simpler thanks to the use of light ashlars with sophisticated concealed steel closures. The complete modular stand is projected to be easily moved around an Italian tours at the main exhibition fairs.

The stand houses two large display elements (petals), one reception and brochure cases, all following the same soft line in Corian, designed to blend. All the furniture, tables and stools are part of the Ring Collection designed by Zema for the Giovannetti Collezioni d'Arredamento firm.

这是为Avanzini集团——创新材料开发领域的龙头企业打造的80平方米的模块化展台，由杜邦可丽耐材料制成。其设计灵感来源于设计师对充满诱惑的魔力花瓣的观察。6米宽、2.4米高的可丽耐花瓣内嵌入了Avanzini的新型材料。

由于采用了轻琢石和先进的内藏式钢质封闭条，使得花瓣装置的构成变得十分简易。整个模块化展台可以十分方便地辗转于意大利各大主要展场。

展台囊括了两种巨大的展示元素（花瓣）：接待处和放置宣传册的展架。所有设计都遵照并融合了可丽耐材料的软性特质。所有家具、桌椅都是设计师Zema为Giovannetti Collezioni d'Arredamento公司设计的“Ring”系列家具的一部分。

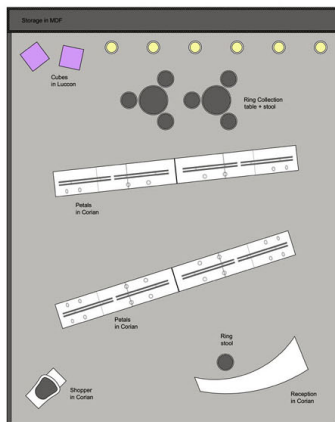
Name of Project • • • • •
 Petals: Modular Exhibition stand
 Location • • •
 Marina di Carrara, Italy
 Completion Date • • • • •
 2009
 Interior Design • • • • •
 Giancarlo Zema Design Group
 Photography • • •
 Giancarlo Zema Design Group
 Client • • •
 Avanzino Group srl

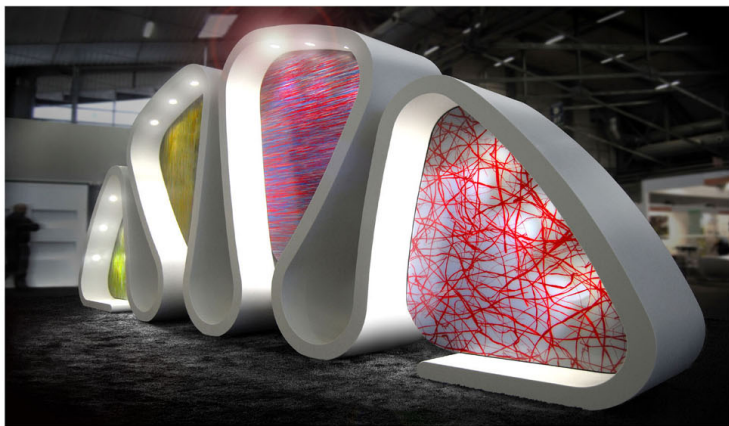
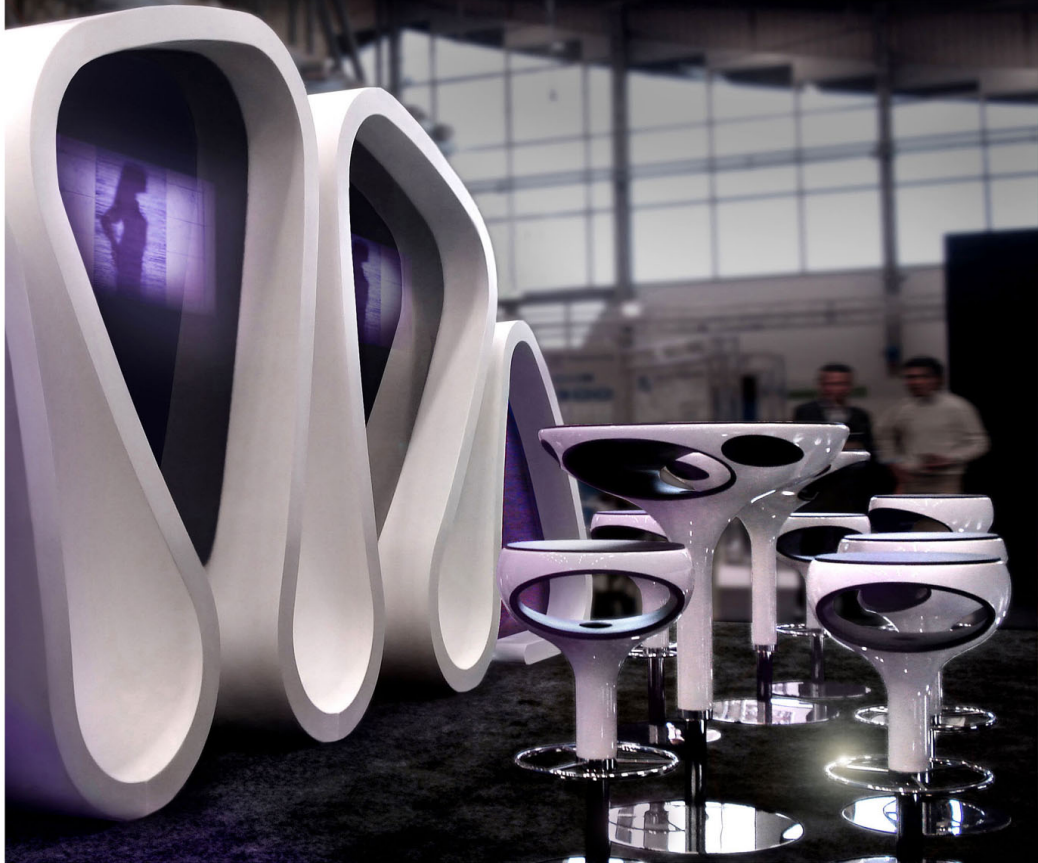


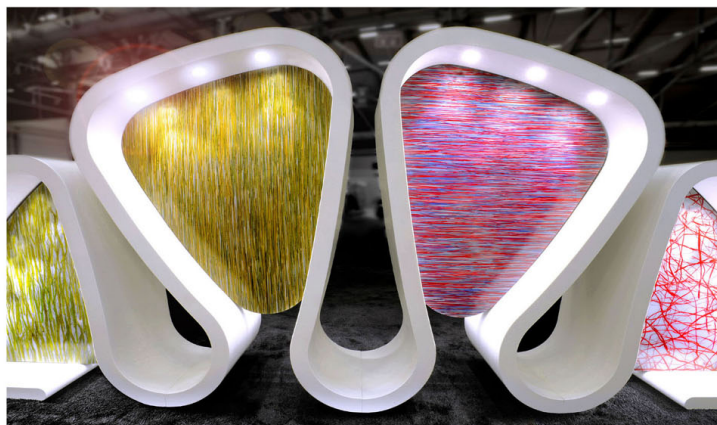


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本案设计灵感源于充满诱惑的魔力花瓣，由可丽耐材料制成的巨大花瓣装置与来自Avanzini的新型材料展品相映成趣。







Design in Nature

Design in Nature, the attractive exhibition promoted by Avanzini Group Distributor of Quality, will put on show Giancarlo Zema's bright creations capturing the space and giving rise to a spring of emotions.

The Avanzini's continuous research for new and unusual material solutions in architecture and design, perfectly matches with Zema's design instinct: with his sinuous pencil stroke, Zema is able to convert apparently rigid materials into sculptural works of art. A space full of energy, stimulated by primitive elements, exhibits an avant-garde style putting together both Nature and human being in a respectful cohabitation.

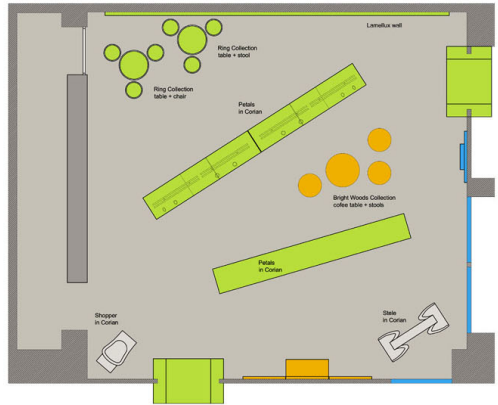
Like in a mutant living nature, fascinating creatures all designed by Giancarlo Zema, grow with their unmistakable organic shapes: the sinuous Leaf Collection in DuPont™ Corian® and the luminous magic forest of the Bright Woods Collection, for Avanzini Group; the Ring Collection, table chair and stool with their object-holder holes, for Giovannetti, that sprout like mushrooms; the Pressure Collection, two tone porcelain glasses and bottle-holder for Bosa; and finally the coloured fishes of the Fish radiator for Runtal and the Shark handle for Ghidini, that freely swim in their blue sea.

为Avanzini Group Distributor of Quality公司的推广而设计的展台“设计源于自然”充满了春意盎然的气息，十分引人注目的设计再次体现了设计师Giancarlo Zema的无限创意。

Avanzini始终致力于研究新型、特种材料在建筑设计中的应用。这与Zema的设计理念完美契合，即：随着笔下流畅的线条，Zema可以将普通的建筑材料幻化为雕塑艺术一般完美的作品。由基本元素构成的空间充满活力，在人文与自然和谐共融的氛围中完美地展现出展厅时尚、前卫的风格。

由Giancarlo Zema设计的装饰家具造型夸张、神秘而奇特，如同自然界中茁壮生长的异类植物：弯折的可丽耐“树叶”系列及“Bright Woods”系列中的明亮魔法森林是为Avanzini集团设计的；带有孔型把手、形似蘑菇的“Ring系列”桌椅是为Giovannetti设计；包括双色瓷杯及杯垫在内的“Pressure”系列则是为Bosa公司设计的；而那些色彩斑斓的Runtal鱼形暖气片及Ghidini鲨鱼把手，仿佛是海底世界中自由徜徉的美丽生物。

Name of Project • • • • •
Design in Nature
Location • • •
Milan, Italy
Completion Date • • • • •
2010
Interior Design • • • • •
Giancarlo Zema Design Group
Photography • • •
Giancarlo Zema Design Group
Client • • •
Avanzini Group srl











Natural materials cover each petal giving magical effects; from the attracting games of transparency and brightness of the backlit wood and translucent concrete to the elegant finishing of the stained glass; from the preciousity of the luxurious metal to the gold and silver lightness of the eco-plastic.

从透明晶亮的水材、半透明的混凝土到精致的玻彩色玻璃，再从精工细作的奢华金属到金、银色生态塑料，一切都在诠释着陈列于“花瓣”中的天然建筑材料的神奇效果。

