



Saporiti hub is a project by Saporiti Italia with Marti Guixé, to transform the Saporiti factory in a new meeting and working space.

The hub is located in the historical offices of Saporiti Italia, in Besnate, 30 km from North of Milan, a few minutes from the Milan Malpensa airport.

The Hub concept

A Hub, in the computer terminology, is “a central point in a network”.

A Hub, in the airport terminology, is “a place of convergence where planes, passengers, goods, arrive from one or more directions and are forwarded out in one or more other directions”.

Saporiti Italia not only sells all over the world its furniture, but it manufactures also its furniture all over the world, particularly in Asia.

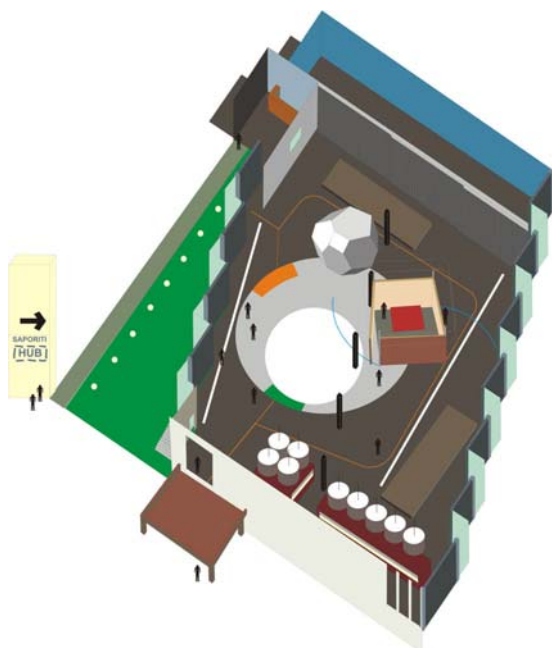
New researches and new technologies in fact, have allowed Saporiti to experiment and to use new outsourcing and manufacturing processes, developed inside and outside of Italy.

Therefore the Saporiti Italia "factory", has been transformed from a traditional manufacturing site, into a point of convergence of ideas, resources, experimentations:

the Saporiti Hub.

Designers, researchers, customers, suppliers, artists, can reach the Hub and work with the Saporiti people to re-elaborate their ideas and projects.

For this reason, the Saporiti Hub is at the same time an office, a factory, a design center, a showroom, an exhibition space, a training center, an outlet and more.



Hub Architecture and technology

The space designed by Marti Guixe is conceived as an empty area of approximately 1.800 square meters, filled up with a series block/sculptures, interacting with the Saporiti Italia furniture.

The project, from the philosophical rather than from the stylistic point of view, reminds to the concept of a Japanese tea garden.

The visit of the Hub is conceived as a sensorial experience, a journey through a landscape of objects, in which every item, color and material is in a strict relation with the other elements and it is "used" to explain the experience, history and philosophy of the Saporiti Italia company. People visiting the Hub, make a travel into the past and future of Saporiti Italia and, before they start working on their projects with the Saporiti researchers, they are served in the Hub-Kitchen a selection of drinks, teas and coffees coming from the many countries of the world where Saporiti Italia has done contract projects.

The Saporiti Hub is a WiFi environment, totally integrated with the most advanced domotic systems.

The wireless connection allows to work freely with personal computers both within the local area network or in the web. This wireless environment and the open architecture of the Hub, allow to use every corner of the building as a free space. This cancels the limitations generally given to the functions of a working space: every area of the hub is transformed into a multi-functional space to meeting, design, show, eat, drink, manufacture, etc.

A sophisticated domotic system allows to control lights, audio-video systems, openings, etc, through pre-set controls or customized scenarios.

The materials used for the structures and the architectonic modules of the Hub (wood, resins, plastics, metals, composite materials, etc.) are all derived from the Saporiti Italia researches or from the applications used in the contract market. In this way, the Hub is used by Saporiti Italia both as an exhibition space and as a development laboratory.

The most interesting elements of the Hub, from the architectural point of view are:

The Saporiti World according to Marti Guixe

An installation by Marti Guixe, 12 meters long, made with silver and orange scotch-tape and stainless steel lettering, representing the contract realizations made by Saporiti Italia all over the world.

Saporiti Timeline

In the Kitchen & Bar area, a graffiti wall made with stickers reproducing the most important Saporiti Italia furniture products, from 1950 until today.

El Balòn.

A 5 meter diameter ball, made with a sandwich of methacrylate, used as a small meeting room or a scenographic exhibition element. The external surface is made with a black, semi-transparent, glossy methacrylate, while the inner part is fully transparent, to show the interesting honeycomb structure of the "Balòn". The ball, totally black and "off" when is empty, it is turned "on" with reflections and spots when occupied by people working at the light of the suspended Taraxacum lamp by Castiglioni.



The Meeting Room

A meeting room apparently made with “traditional” materials (mahogany and maple wood) to contrast the close high-tech structure of the Balòn, but which is suddenly transformed into a technological object by the movement of the lateral walls. In fact, the closing of the doors/walls, transforms the ceiling into a 60 square meters large lamp, which turns off automatically and naturally when the doors are opened again.

Hot Spot

In the center of the exhibition space, a large graphic sign representing the Hub logo, marks the space as a focal point to present new products, objects, materials. The entire floor of the Hub is covered with colored polyurethane resins, to create airport signs, lines and graphics recalling the Hub concept.

Kitchen & Bar

The Kitchen & Bar area is conceived as a multi-functional space to be used as a meeting or working space, but also as a catering area for parties and events. Three classic “Paracarro” tables in concrete and glass, are surrounded by a selection of the most important chairs of the Saporiti Italia history.

Deck & Terrace

What once was a docking portal, is now an opening to the external world: a platform in Brazilian ipé wood, with a staircase leading to the Saporiti garden over the factory roof.



Martí Guixé



Born in Barcelona, in 1964. He studied interior design at the Elisava Escola Superior de Disseny in Barcelona and industrial design at Scuola Politecnica di Design in Milano. He lives and works between Barcelona and Berlin.

Dubbing himself an “ex-designer”, he dedicated his work to invent “brilliantly simple ideas of a curious seriousness”. As a “product designer who hates objects” Martí Guixé faces something of a conundrum. He reconciles himself to his professional role of continuing to develop new products because “I need to use them” and by focusing on the functionality of his designs, rather than what they look like and the materials they are made from. After working as a design consultant in Seoul during the mid-1990s, he began a long collaboration with Camper, the Spanish shoe retailer, in 1998 by designing its store in London. He has designed Camper stores all over the world developing a distinctive design for each one within the same visual language of anarchic illustrations and anti-materialistic slogans on its packaging such as “If you don’t need it, don’t buy it” on Camper’s bags. In 2004 he conceived FoodBall, the Camper restaurant in Barcelona.

He had exhibitions and collaborations with galleries and museums such as MoMA in New York, MuDAC in Lausanne, MACBA in Barcelona, Centre Pompidou in Paris, Gallerie H2O in Barcelona, Spazio Lima in Milan.

Among his most important clients, Authentics, Camper, Cha-cha, Desigual, Droog Design, Isee2, Pure Lustre, Saporiti Italia.

For **Saporiti Italia**, he designed the **Saporiti HUB**, the office, research center, showroom and factory store of the Italian furniture company, as well as **bigwheel**, **stairseat** and **6feet**, an innovative collection of furniture for bars and restaurants.



Bigwheel

A new way to conceive a table and chair set for a restaurant or a public space.

A central top in electro-colored steel is surrounded by a large round seat upholstered with leather or fabric, that allows to seat informally around the table.

A Marti Guixé's designed "user-instruction" graffito is laser-engraved into the steel top.



Stairseat

A system of "stair-shaped" seats for restaurants and bars, that forces to rethink in a more informal and innovative way the use of a public space.

The stair tops are covered with leather, while the structures are made in stainless steel, with a special surface treatment giving them a satin gold, bronze or steel tone.

A Marti Guixé's designed "user-instruction" graffito is laser-engraved into the leather surface of the stairs.



6feet

An extra-large bar stool, designed to seat two or more people comfortably in the same place.

An object to socialize and share a common space in public environment.

Available in two sizes, with seat of 100 or 75 centimeters, and also as low ottoman.

The six legs frame is covered with hide; the seat is upholstered with the leathers of the Saporiti Italia collections.

A Marti Guixé's designed "user-instruction" graffito is laser-engraved into the leather cover of the stools.

