

Food Furniture

**Marti Guixé, 10 years of Food Design
by saporiti Italia**

An installation by Marti Guixé on the occasion of the milan design week 2007

Milan, April 2007

The collaboration between Marti Guixé and Saporiti Italia continues.

After the realization of the Saporiti Hub and the collection of furniture designed in 2006 for Saporiti Italia, the Catalan artist conceives **Food Furniture**, an installation presented on the occasion of the design week in Milan.

From April 18th to 22nd 2007, at Via Tortona 32, Milan , Marti Guixe presents Food Furniture, representing his first ten years of works and experimentations ion the world of food.

From the most famous European Art Galleries to the Museum of Modern Art in New York, Marti Guixe's research on the concept of food and on the technique to prepare, show and eat it, reaches ten years and introduces itself with an installation that captures the joyful and innovative spirit of the Catalan artist who anticipated some of the alimentary habits and trends of the last years.

From Spamt and Techno-Tapas to eatable Berlin Bar-wall, from Pharma Food Installation to Olive Atomic Snack Performance, from Camper FoodBall to GAT FOG Party, the extraordinary food experiences by Marti Guixe create a witty and dynamic atmosphere, surrounding the researches done for Saporiti Italia about the living and eating spaces furniture.

Food Furniture is also the occasion to introduce a world premiere the new joint project by Saporiti and Guixe: **SEDNA_K**, a research to re-design the kitchen in the home, in a contemporary, informal and ex- industrial way.

SEDNA_K, by Marti Guixe, is the first concept created for **Saporiti_K**, the Saporiti kitchen collection, by which the group from Besnate presents itself as a supplier of exclusive and original kitchen furniture and accessories, both for the residential and the contract markets.

Food Furniture

**Marti Guixé, 10 years of Food Design
hosted by saporiti Italia**

Via Tortona 32, Milano

From Wednesday April 18th to Sunday April 22nd 2007

Every day, from 12.00 to 22.00

marti guixe
www.guixe.com

saporiti italia
www.saporiti.com

press office
studio grassi
via san francesco d'assisi 6, 20122 milano
T +39 02 58435112, F + 39 02 5832.0151, E infopress@grascom.it

Saporiti_K **geography of a kitchen**

Great changes occurred within communications, travels and professions, that **expanded the spaces** of our experience and knowledge, while **squeezed the times** dedicated to our job and interpersonal relationships.

Relations among people changed, and this actually modified the relations between people and things. Living and working spaces undergo a **geographic change**, they have been globalized, that is they convinced to transpose in the same place experiences and traditions which are very distant among each other (expansion) while they obliged to share places and functions once very different among them (compression). The places dedicated to work, rest, amusement, once separated become now linked, not multiple but single, to fit to a more fluid and fast world. From rigid they become modular and flexible. This is one of the reasons for the always increasing presence of a **contamination between environments**, among domestic and professional, among private and public, among spaces dedicated to functions apparently quite far each other.

Today, a home is also an office, a bar is a library, a museum is a coffee shop.
A living room is a study, a bedroom is an office and a bathroom is a spa.

A kitchen is a home.

Saporiti Italia designs and manufactures homes and offices since over fifty years.

When homes and offices mix with other places and become something different, they become a kitchen as well, and so Saporiti designs and manufactures kitchens.

The **Saporiti_K** project considers such contaminations among habitats, in order to offer a new concept of kitchen, more in line with the changing of our times and with the globalization of our spaces.

To achieve this goal, Saporiti Italia asked to some international designers who already collaborated with the company in its contract projects – Park Associati, Alain Renk, Eric Maria, Marti Guixé – to imagine a new kitchen system.

The experience in the contract realizations strongly marks the approach of Saporiti Italia to kitchen design.

It differentiates the Saporiti products from the experience of the traditional kitchen manufacturers: while they are more oriented toward a “collection” of kitchen furniture, Saporiti thinks to a series of “prototypes and archetypes” used to study specific furnishing solutions for a new, contaminated, kitchen space.

Sedna_K, designed by Marti Guixé, is the first Saporiti Italia step inside the kitchens world.

Besides, it is the Catalan creative, who re-designed the “Saporiti factory” turning it into the “Saporiti Hub”, who placed a kitchen in the center of this huge space-showroom-laboratory-office.

Guixé imagines **five independent elements** that can freely be associated in a space devoted to food preparation, preservation and consumption, as well as to meeting, working, relaxation...

It is a totally free interpretation of the kitchen space, closer to the traditional planning of a living habitat, where elements and functions can be quite different in every home.

The materials are also far from being ordinary, thanks to the use of aesthetic choices and functional reasons usually reserved to other, personal or professional, spaces.

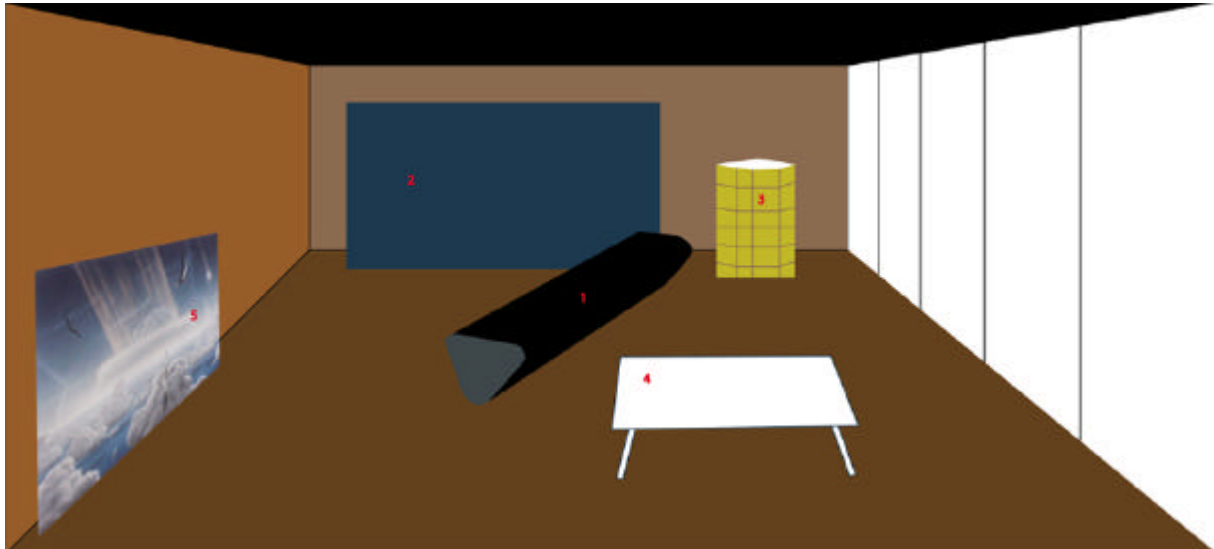
marti guixe
www.guixe.com

saporiti italia
www.saporiti.com

press office
studio grassi
via san francesco d'assisi 6, 20122 milano
T +39 02 58435112, F + 39 02 5832.0151, E infopress@grascom.it

Sedna_K

by Marti Guixé



1

COOKING UNIT

It's the water and fire platform. A piece made of dark or light hard surfaces, with an internal light source made with 126 high power LEDs, used to stimulate and to enhance the chef's cooking-performances.

2

TECHNO WALL

It hides and shows the machines to preserve, transform and cook the food. Its finishing are technological, as technological are the machines inside.

3

GOLD MONOLITH

It's a central element in the kitchen used to store tools, hardware and food. It can be accessed from all the sides, to freely organize the work in the kitchen.

4

WORKING TABLE

It is a working place, used not only to prepare food, but also to meet people, write, compute, eat.

5

ART PIECE

A piece of art, to make every kitchen different and exclusive.

marti guixe
www.guixe.com

saporiti italia
www.saporiti.com

press office
studio grassi
via san francesco d'assisi 6, 20122 milano
T +39 02 58435112, F + 39 02 5832.0151, E infopress@grascom.it

Martí Guixé



Born in Barcelona in 1964. He lives and works between Barcelona and Berlin.

He studied interior design at the Elisava Escola Superior de Disseny in Barcelona, and industrial design at the Scuola Politecnica di Design in Milano.

Ex-designer (as he describes himself), he expressed a series of new theories on how to understand and interpret the culture of industrial design products through a schema of “curious seriousness”.

He lived and worked in Seoul, and after that he opened his own studio based in Barcelona/Berlin in 1997. Since then he made several art and museum installations as well as some business projects, such as Camper's. As from 1998 he designed all Camper shops in the world as well as the relevant furniture. In 2004 he conceived FoodBall, Camper's restaurant in Barcelona.

Among the many exhibitions, books and shows made by Martí Guixé around the world, we note his collaborations with H2O galleries in Barcelona and Spazio Lima in Milano, as well as the researches made with Droog Design: Couleur Locale, Droog Design for Oranienbaum and Do-Create. His installations and studies on the culture of objects and, over all, of food, brought his works to the worldwide most important museums of modern art and design: MoMA of New York, MuDAC in Lausanne, MACBA Barcelona, Centre Pompidou in Paris.

Among his best clients there are Authentics, Camper, Cha-cha, Desigual, Droog Design, Isee2, Pure Lustre and Saporiti Italia, for which he designed the “Saporiti HUB”, the company's headquarter, factory and showroom in Besenato.

martí guixé
www.guixé.com

saporiti italia
www.saporiti.com

press office
studio grassi
via san francesco d'assisi 6, 20122 milano
T +39 02 58435112, F + 39 02 5832.0151, E infopress@grascom.it