



## **ALDO 150**

**APPARTAMENTO LAGO DESIGN OBJECTS**

**TORINO & ITALIA 150 EDITION**

### **What is Appartamento Lago?**

The Italian furniture company Lago has invented an innovative way to display its furniture in everyday life situations rather than in an aseptic showroom. The kitchens are cooked in, the beds are slept in and the living room is lived in. Clients are invited to come and see the furniture in use and try them for themselves. The first appartamento Lago was set up during the Salone del Mobile 2009 in via Tortona and has been a huge success with press and visitors. Since the Salone del Mobile 2010 the Appartamento Lago Milano is in via Brera 30. However there are other appartamento Lago in Venice, Bologna, Torino, etc. You can find out all details on [www.appartamentolago.com](http://www.appartamentolago.com).

### **What is ALDO (Appartamento Lago Design Objects)?**

In order to make the apartment “livable” it needs to be furnished not only with furniture but also with objects. Being a company producing only furniture so far (but this may be changing in the near future) Lago would like to use this opportunity to invite emerging designers to reflect about the way we use our living spaces today and produce working prototypes of accessories which can be used and tested in the space.

## **What objects are we looking for?**

We invite the designers to reflect on how we live our spaces, on how our habits are reflected in the objects in our home, on how our culture is expressed through our belongings. Objects that make us smile, objects that are useful, objects that are innovative, objects that provoke...

We also invite designers to reflect and to be inspired by **Italia 150<sup>th</sup> anniversary** celebrations, which are taking place this year 2011 in the whole country and especially in Torino, as it was the first city capital of Italy.

We will appreciate objects that are especially produced as expression of self-made design, where designers directly self produce the objects or develop them in co-operation with craftsmen.

We will appreciate objects that are not already in production, or in stores, or in catalogues. Would be also accepted new editions of existing products (such, for example, a new color version inspired by the "Italia 150<sup>th</sup> anniversary").

We are interested in the different areas of the house: entrance hall, kitchen, living room, bedrooms, bathroom & wellness, study and lighting in general.

## **Why do it**

To present your ideas and products to a wide audience connected to design culture and directly promoted by a design firm like LAGO.

To test the objects in a real life situation. in a place of meeting and cultural exchange where people can live and interact with them.

Lago will organize a webpage within the [www.torino.appartamentolago.com](http://www.torino.appartamentolago.com) web-site to promote the Design objects leading the visitors directly to the designers.

Lago will offer every designer participating at the exhibition the opportunity to show and promote their projects at a dedicated event (Friday 4<sup>th</sup> of November at 7pm) and exhibition (4<sup>th</sup> November – 31 January 2012) at Appartamento Lago Torino.

Designers will be invited and will have the opportunity to introduce their own project at the Appartamento Lago Torino presentation.

## How to participate?

Send in your project proposal (sketches, renderings, explanatory text, material and technology) by **1 October 2011**.

Lago will select the projects most suitable for the spaces and give the go-ahead for the realization of a small production by 3 October 2011.

For those projects selected produce 1 working objects (explanatory text and photography to be consigned) and deliver/send them to Appartamento Lago Torino to via Massena 25, I-10128 Torino by **25 October 2011**.

## Conditions

The designer carries the production cost of its own objects. The designer is responsible for the delivery of the prototype by **25 October 2011**.

The designer remains owner of all copyrights of his/her own design. Lago is free to publish the designs under form of a catalogue/brochure, website and any other media form promoting the event. The name of the designer shall always be mentioned. Lago will insure the prototypes during the time they are exposed in the Appartamento. (The insurance will be calculated on the material cost of the prototype documented with receipts). The objects will remain in the Appartamento Lago Torino for 3 months following the event.

The positioning of the objects within the Appartamento is up to the event staff. No name tags will be positioned next to the prototypes.

By participating in the event the designer accepts the above conditions.

## Suggestions

Think of objects that are technically feasible. The apartment will be extremely busy at times, beware of objects that are too small, too fragile or too precious. You will have to cover the cost of the prototype... avoid materials, technologies which are too costly. If your product has to be mounted (wall, ceiling etc) make it easy for whoever has to do the job.

## Contacts

For any further questions or information please contact:

[Torino@appartamentolago.com](mailto:Torino@appartamentolago.com)

Marco Crepaldi, tel. +39 347 8413029

