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The Italian Lounge at CIFF Shanghai 2024

The Italian Lounge is an event focused on exploring Italian design and lifestyle, which took place during the CIFF Shanghai 2024 fair from September 11th to 14th.

It was a successful first experience aimed at proposing and promoting companies, products, professionals, concepts, and Italian values in China in a new, effective, and synergistic way. The goal was to collectively spread, each with their own identity and potential, the precious values of the Italian Lifestyle. Additionally, it aimed to create fruitful collaborations and develop new business opportunities in the common interest.



Conceived and organized by **Edimotion** (1) as an institutional exhibition space with the goal of highlighting the value of the Italian Lifestyle and demonstrating how it can transmit emotions and positive sensations to living, hospitality, and working spaces, The Italian Lounge also intended to be a place of encounter and dialogue between Italian companies and professionals on one side, and interior designers and key players in the Chinese market on the other. The goal was to show how these values could contribute to improving the quality of interiors even in China. It was, therefore, a space designed to promote Made in Italy in China and create new opportunities for collaboration.

The design of The Italian Lounge was curated by **AIPI, the Italian Association of Professional Interior Designers**, with the goal of creating an experiential and immersive event that would allow guests to fully experience the true "Italian Lifestyle" through deep engagement.

The project, developed by **Davide Pavanello Lab**, aimed to offer a multisensory experience by engaging all five senses. The visitors' sense of touch, sight, hearing, smell, and taste were stimulated by the materiality and refinement of the selected products, the evocative sounds of the natural Italian environments, the emotional lighting, and the colors chosen to recreate the sunset in the visuals on the walls, the sand on the floor, and the sky on the slanted ceiling. The Italian Lounge was conceived as a flexible space, ideal for welcoming guests into a relaxing environment, discussing business, organizing presentations, and hosting a forum dedicated to the topics of added value and collaboration opportunities offered by the Italian Lifestyle.

Laminam, **Masiero**, and **Natuzzi Italia** were the brands selected and strategically included in The Italian Lounge project, thanks also to the art direction of the **Vudafieri Saverino Partners** studio (4), to best represent the values of Italian design and the extraordinary richness of the Italian furniture industry. **Laminam** (5), further strengthening the strong Italian character of The Italian Lounge, presented the brand-new Automobili Lamborghini Surfaces collection, the result of the meeting between Laminam's pioneering expertise in large ceramic slabs and the unmistakable personality of Automobili Lamborghini.

To properly illuminate and decorate The Italian Lounge, the Nappe lamps by **Masiero** (6) were installed, inspired by the tassels, a typical ornament of Venetian salons of the past, which also express the company's connection with its territory. Given the informal and welcoming spirit of The Italian Lounge, soft and comfortable seating by **Natuzzi Italia** (7) was incorporated, particularly the colorful, soft, and enveloping pieces from the new Terra pouf collection, whose name evokes a close bond with nature and the warmth of the Apulian land.

The realization of The Italian Lounge was made possible thanks to the valuable support of the **CIFF Shanghai** organizers and the precious collaboration of **Canton Fair Advertising**, which set up the space. Additionally, Italian media partners **DDN**, **DesignWanted**, and **The Design Week Guide** contributed to spreading the word about this new project.

Forum

"The intrinsic value of the Italian Lifestyle".

Bringing benefits to the quality of living & working and creating opportunities for collaboration

The forum "The Intrinsic Value of the Italian Lifestyle," organized on September 12th within the informal setting of The Italian Lounge, aimed to explore how the value of the Italian Lifestyle, when adequately promoted and disseminated, can give rise to constructive dialogue and fruitful collaborations, particularly with Chinese interior designers. The goal was to improve the quality of residential, commercial, and hospitality spaces in China, and consequently, effectively promote Italian professionals, brands, and products in the Chinese market.



The forum, moderated by **Fabrizio Todeschini**, managing partner of Edimotion, first welcomed the institutional greeting of **Peter Bao**, head of marketing at CIFF Shanghai. Bao emphasized how CIFF Shanghai, which hosted The Italian Lounge for the first time this year, could be the ideal platform for establishing collaborative relationships with top interior designers and key players in the Chinese market. **Antonio De Antonis**, president

of AIPI, highlighted how the role of the interior designer is fundamental in defining quality environments—not only residential spaces but also hospitality spaces, like The Italian Lounge—and strategic in creating a dialogue between different cultures.

Roberta Mutti, editor-in-chief of The Design Week Guide, described how the Italian Lifestyle is, in fact, an extraordinary combination of various cultural aspects that touch multiple fields such as furniture, fashion, food, automotive, and more, as well as the places and architecture that house them. This has made Italy the premier destination for design tourism. **Sebastiano Cattiodoro**, project director at the Vudafieri Saverino Partners studio, based in Milan and Shanghai, shared stories of significant projects completed worldwide and in China. He explained how their design philosophy, deeply rooted in Italian identity, is based on the right combination of client values and the identity of the location.

The forum continued with discussions from other professionals in the sector. **Davide Pavanello** shared how his project for The Italian Lounge sought to emphasize Italian style by stimulating all five senses through forms, materials, colors, sounds, and more—elements that express the Italian character of the space. **Juan Augusto Torres Ramirez**, creative director of DesignWanted, offered his perspective as a foreign professional living and working in Italy on Italian design and the Italian Lifestyle. He confirmed that their proper promotion can represent added value in promoting Italian design abroad and in dialogues with foreign audiences. **Andrea Busanelli**, CFO of Laminam China, emphasized the importance of design, quality, and the value of the Italian brand for proper positioning in China and fostering relationships with Chinese designers and companies, for whom collaboration with a company of Laminam's caliber represents a significant growth opportunity, as well as a business opportunity.

Qiu Zhiyun, a Chinese journalist and content director at Z Media, expressed his interesting perspective on the Italian Lifestyle, which he summed up in a few key words: relaxation, enjoyment of life and leisure, and a unique sense of humor that, along with the culture of design, can be perceived in every place and at every moment. Italian design is greatly appreciated in China, but it is naturally different from Chinese culture. This difference presents a great opportunity for Chinese interior designers to successfully combine Chinese culture with Italian design concepts.

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EDIMOTION: specialists in the promotion and strategic positioning of international clients in the design, furniture and architecture sector, Edimotion has been working in marketing and communication since 2009 with the aim of offering effective solutions to build identity and reputation, identify new opportunities, create relationships, partnerships and develop customized business models in the markets that count, with a particular focus on the Chinese market and the relations between China and Italy. For 15 years, Edimotion has been a partner of CIFF – China International Furniture Fair for marketing, communication, and its international promotion.

www.edimotion.it

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AIPI - the Italian Association of Professional Interior Designers: established in Milan in 1969, AIPI is founding member of ECIA, the European Council of Interior Architects and of POLI.design, post-bachelor graduate master school in partnership with the Politecnico di Milan, a member since 1974 of IFI, the International Federation of Interior Architects/Designers,

official partner of the NEB New European Bauhaus initiative of the European commission, aims to unify and represent Italian professional interior designers in Italy and worldwide by enforcing high standards of practice, promoting professional development, and ensuring client interests.

www.aipi.it

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DAVIDE PAVANELLO LAB: founded in 2007, it is a design studio active in the fields of interior design, architecture, design, and graphics. The studio firmly believes that the cross-contamination between these disciplines adds value to projects, allowing for innovative results rich in personality. Davide Pavanello Lab is a member of AIPI, the Italian Association of Professional Interior Designers, and is responsible for the association's Scientific Technical Committee.

www.davidepavanello.it

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VUDAFIERI SAVERINO PARTNERS: is a design firm specialized in architectural and corporate design projects based in Milan and Shanghai. Its approach is based on both architectural culture and sensitivity to current trends in design, fashion, and art, dialectically and transversally leveraging our experience and knowledge in these sectors. The design of luxury boutiques, large private homes, restaurants, residential and office buildings is therefore taken on along the lines of Concept Design, Client Identity and Storytelling Strategy.

www.vudafierisaverino.it

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LAMINAM: is an Italian company and a leader in the production of large-format ceramic surfaces for architecture and design. Innovative and sustainable, it stands out for its use of advanced technologies and natural materials. Its surfaces are versatile, durable, and suitable for both indoor and outdoor spaces, combining contemporary aesthetics with functionality.

www.laminam.com

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MASIERO: is a high-end Italian lighting company, renowned for the fusion of artisanal tradition and contemporary design. Specializing in luxury chandeliers, it uses premium materials and innovative techniques to create elegant and sophisticated lighting solutions, suitable for exclusive and refined interiors.

www.masierogroup.com

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NATUZZI ITALIA: is a leading company in the furniture sector, renowned for its craftsmanship and Made in Italy design. Founded in 1959, it combines elegance, comfort, and sustainability, offering high-end sofas, armchairs, and furniture. The company's mission is to create harmonious spaces that enhance people's well-being through innovative and sustainable design solutions.

www.natuzzi.com