



n.o.w. edizioni - made in italy

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/ 4 mani, sovrascritture / Pietro Gaeta & Alessandro Mendini

/ N.O.W. Edizioni presents
a collection of 18 wallpapers
4-hands design by Alessandro Mendini and Pietro Gaeta

Preview at the “Fuori Salone 2016”
April 12-17, Opificio 31, Via Tortona 31 – Milan
April 11, press preview at 3.00 pm

Milan, april 2016

N.O.W. Edizioni has chosen the Fuori Salone of Milano to present a preview of “**4 mani, sovrascritture**” – translated “**4 hands-overwrtings**”, a collection of 18 wallpapers, a 4-hands design, as the name itself suggests, by Alessandro Mendini and Pietro Gaeta. A new milestone in NOW Edizioni’s creative course to offer the public a wide selection of tailor-made wallpapers, frescoes and a production in small series of decoration elements, created by craftsmen from the best Made in Italy tradition.

“It all started with our friendship – says Alessandro Mendini – through which we share the same empathy and synchrony for colours and decorative effects. I have always been impressed by his velocity of execution and ability to achieve his goals. He recently introduced me to N.O.W. Edizioni, a brand on which he has been working for a few years, and I really appreciate his line of work; its romantic/expressionist approach, with products that express atmospheres rather than defined shapes, are obtained with special techniques and refined materials transformed into solutions made to measure.”

With his singular decorative jargon made of scratches, misprints, abrasions and textures, Pietro Gaeta offers his personal interpretation of part of Alessandro Mendini’s archive, transforming it into a collection of **18 unpublished graphics** for as many **wallpapers**.

The aesthetical result offers an entirely new picture: fresh suggestions make the rigour of Mendini’s marks fade away, as he states himself – leading to unexpected images and bringing to life new experiences.

“I love being interpreted and seeing my work become a starting point. My creative attitude is generally very rigid and I am curious about the final result that enables me to cope with new, unexpected and striking values” – says Mendini.

PUBLIC RELATIONS AND PRESS OFFICE N.O.W. EDIZIONI AND PIETRO GAETA

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"The idea of transforming such an interesting archive as Mendini's - Maestro and friend with a great sense of irony and always open minded - has been buzzing in my head for a while, that is why a few months ago I offered him this cooperation and he accepted at once with great enthusiasm, considering the overwriting project very interesting" – declares architect Gaeta.

The entire range of new wallpaper designs will be available at **Opificio 31, space Tecnic**, (via Tortona 31, Milan); Monday April 11 at 3:00 p.m. for the *Press Preview*; from April 12 thru 17 the space will be open to the public from 10:00 a.m. to 10:00 p.m., except on Thursday 14, when it will be open until midnight. The "4 mani" Wallpaper Collection will be displayed with some pieces in maxi format and others only for consultation; the added value of this project is their **dimensions** as they are fully **customizable** based on the client's need; this choice highlights the **highly sartorial vocation of N.O.W. Edizioni**. The brand stands out both for its first-class Made in Italy quality and for the "tailor-made" approach typical of craftsman productions. Unique *custom made* wallpapers, designed according to the client's space requirements.

This is one further step in Petro Gaeta's creative path, born from the will to design **collections that become surfaces** such as wallpapers, frescoes or artistic graphics and obtained through different techniques: overwriting interventions, overlapping images, sometimes contrasting, sometimes combining in a **path in the name of uninterrupted aesthetical and humanistic research**.

The Opificio 31 showroom will display the famous and sole existing "Magis Proust" armchair, decorated with a new image transfer technique by N.O.W. Edizioni.

"Special thanks go to Pietro, for the interpretation of my work. I am very satisfied, he was able to create **new works of absolute uniqueness**, and this is not an easy task when starting from graphics which are popular and that have been widely exploited in the past. I like to **describe the result as hedonistic** and the decoration as very fluid" – remarks Mendini.

"It is a "surface" project telling stories of extraordinary "humanity" that leads to unexpected "paths" – concludes architect Gaeta.

"4 mani, sovrascritture" – at the Fuori Salone 2016
Tortona Design Week Milano, Opificio 31, Spazio Tecnico, via Tortona 31
April 11 2016, h15:00 press preview
April 12-17 2016 from 10:00 a.m. to 9:00 p.m., Thursday 14 from 10:00 a.m. to midnight.

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ALESSANDRO MENDINI
Architect, Designer

Alessandro Mendini is an Italian architect, and was born in Milan. He has been editor-in-chief of the magazines Casabella, Modo and Domus. Monographs on his personal work and the projects he made in conjunction with the Alchimia group have been published in different languages. Alessandro Mendini makes design objects, furniture, interiors, paintings, installations and architecture. He produces work with international manufacturers, and is also a consultant for the image and art direction of companies in Europe as well as the Far East. He is an honorary member of the Bezalel Academy of Arts and Design in Jerusalem. He received the Compasso d'Oro for design (1979 - 1981- 2014). In France, he carries the title of "Chevalier des Arts et des Lettres". He has received recognition from the Architectural League in New York, and an honorary doctorate degree from the Milan Polytechnic and the École Normale Supérieure de Cachan in France. Mendini is an honorary professor on the Academic Council at the Guangzhou Academy of Fine Arts in China. His projects are found in museums and private collections around the world. Alessandro Mendini's theoretic and written work, along with his design work, finds its origin at the crossroads between art, design and architecture. In 2015, Mr. Mendini received the 2014 European Prize for Architecture from the Chicago Athenaeum; and honorary doctorate degrees from the Academy of Fine Arts in Wroclaw, Poland and from the Kookmin University in Seoul, South Korea. In December 2015, he was awarded the title Mestre de Design de la Catalogna in Barcelona, Spain.

PIETRO GAETA
Architect, Designer

Pietro Gaeta, architect and designer, was born in Matera in 1961. After obtaining a degree in Architecture from the University of Florence he started his professional career as Assistant to Alessandro Mendini, collaborating to various projects of architecture, interior decoration and industrial design.

Later he opened in Milan his own architectural studio, the N.O.W. Architecture & Design Lab, an atelier of rigorous experimentation and method applied to various projects, from architecture to interior decoration all the way to industrial design. The Study can claim a know-how gained during several years of architectural planning and design of both residential and commercial complexes.

During the course of several years he has completed projects for Alessi, Tendentse, Glas, Gattoni, Interflex, Lelù, Akanto, Phorma, Salviati, Colombostile, Segno and Swatch; for the latter he planned and designed the collection of Twintam and Twinset telephones and voice messaging sets. He was art director for companies such as Segno and Canal Street, for which he developed projects and coordinated the designers working on the development of lighting products. As designer he works for Antonio Lupi for whom he has designed a collection of digital frescoes presented at the last edition of CERSAIE; still during the course of last CERSAIE he created for Hafro a totally new company image. He has participated to numerous exhibitions as well as international fairs both in Italy and abroad.

He was also in charge of the designing, scenography and production of the theatre show "A Casa di David" performed at the "OUT OFF" theatre of Milan.

N.O.W. EDIZIONI – Made in Italy

N.O.W. Edizioni is the brand created in 2010 by Pietro Gaeta and since a couple of years, supported by the collaboration of Stefania Nicolini for the strategic development of the brand. Pietro, Stefania and the experimental atelier of N.O.W. Architecture & Design Lab of Milan, giving rise to projects where architecture and design come together to give rise to exclusive "Not Ordinary Works."

N.O.W. Editions offers the public a small-series production of furniture elements, surfaces and wallpapers tailored made by artisans and excellence of Made in Italy. The result is an exclusive portfolio of interior works, suitable for executive environments and designs for individual stores and chains, hotels, luxury homes, villas and representative offices for companies.

All projects promoted by N.O.W. Editions are under the concept of Total Design, a conscious approach that takes into account the aspects involved and active in the dynamics and strategies, including those related environmental sustainability. Welfare, sustainability and aesthetic quality are among the factors that show a strong inclination to the high design and highly specialized craft, thus allowing to offer a dedicated service tailored customer.

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