

A TRIBUTE TO COMPONIBILI

26.09.2017 - 29.01.2018

From September 2017 to early 2018, the ADAM- Brussels Design Museum has the pleasure to host the exhibition *A Tribute to Componibili*, realized in collaboration with the Kartell Museo (Milan - Italy) and part of the Brussels Design September festival.

A Tribute to Componibili will celebrate the 50th Anniversary of the *Componibili*, a new type of furniture designed in 1967 by Anna Castelli Ferrieri. These were the first modular interior design pieces which could be assembled too. They were made of the very new ABS, a material which was an important milestone in the history of plastic due to its mechanical and aesthetic characteristics. Anna Castelli Ferrieri was able to understand, often before her male colleagues, the living needs of her times and she responded with very functional products such as the *Componibili*, which bore out that concept of modularity and became a leitmotif lasting down through the following decades. Far from the traditional furniture intended for certain specific environments with clearly defined functions (such as the sideboard, the night table or the commode), *Componibili* fit into any context and met the living needs of young people in the 1960s.

The exhibition tells the story of *Componibili* from an emotional viewpoint, to recount the way in which *Componibili* modular furniture interpreted interior design and encountered new tastes in contemporary living trends from the '60 to date.

To complete the exhibition, designers as Ron Arad, Mario Bellini, Antonio Citterio, Ferruccio Laviani, Piero Lissoni, Alberto Meda, Alessandro Mendini, Nendo, Fabio Novembre, Philippe Starck, Patricia Urquiola, Tokujin Yoshioka, and Emilio Pucci and Missoni, will present their own personal interpretation of the *Componibili*.

Furthermore, the exhibition will show the new interpretations of *Componibili* by the Belgian designers Xavier Lust Unfold and Muller Van Severen, which will enrich the exhibition and will emphasize the strong connection with Brussels Design September festival.

ADAM - BRUSSELS DESIGN MUSEUM and KARTELL MUSEO

Thanks to the affinity between their collections that consist of design objects made of plastic, the collaboration between ADAM and Kartell Museo was born.

Both museums are dedicated to the study and promotion of cultural values of design in plastic material, obtained with the most diverse materials and production processes. The objects collected by these museums tracing the history of contemporary and 20th century design through the skillful hand of the most famous designers in the world.

In September, the ADAM collection, that already includes several historical Kartell objects, will be enriched by new objects from Kartell Museo.

The strong connection between the Kartell Museo and ADAM will also be shown in a section of the exhibition *A Tribute to Componibili*, that will display some Kartell objects from the ADAM collection.

THE ADAM - BRUSSELS DESIGN MUSEUM

The ADAM [Brussels Design Museum] is a space devoted to design from the 20th century until today. It was established after the Atomium's acquisition of the 2000- items- Plasticarium collection. The ADAM gives an innovative and surprising insight on both the plastic design from the fifties to now (permanent exhibition / Plasticarium) and on other forms, materials, periods and themes combined with design (temporary expositions). The ADAM also contains an auditorium with about 400 seats and a LAB where educational and cultural services with activities designed for children, teens and school groups are offered. Lectures and screenings, linked to the