

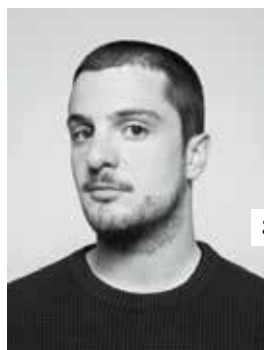
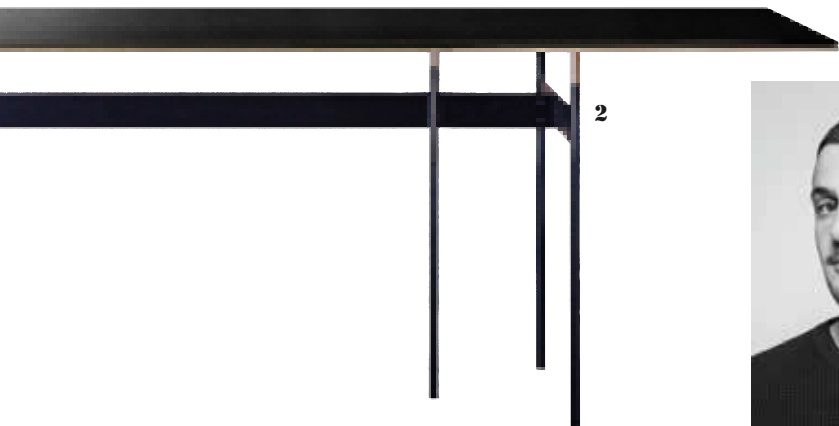
LookINg AROUND

YOUNG DESIGNERS



1. SIENA CHAIR WITH THREE LEG VARIANTS, **MDF ITALIA**, 2018.
2. TARTAN METAL TABLE, **MINGARDO**, 2017.
3. SIMONE BONANNI, BORN IN PORDENONE, FRIULI, IN 1989.
4. OBON COLLECTION OF TERRACOTTA TABLES DESIGNED FOR **MOOOI**, 2018.

As the hermetic I Ching would say: two times no, great good fortune. Rejected for various banal reasons when he applied for design courses at the Milan Polytechnic and then the IUAV in Venice, Simone Bonanni was welcomed by IED in Milan, where he took a degree with honors in 2011. That same year an announcement appeared on the IED digital bulletin board regarding the possibility of an internship in the studio of Marcel Wanders, and he applied. After a Skype interview and a live encounter in Amsterdam, he was offered a chance to skip the internship, and to be immediately hired by the studio. During three years spent in the kingdom of Moooi, Bonanni was able to work with a team of 70 creative talents. After 12 months he was given the chance to personally handle contacts



PRECOCIOUS DEVELOPMENT

He is **young** but already works for **many companies**, **serious** but at the same time **amusing**. The projects by Friuli-born **Simone Bonanni** embody a fertile contrast between **tradition** and **contemporary spirit**



LookINg AROUND

YOUNG DESIGNERS



1. HERBCHOPPER, A LIMITED EDITION OF CHOPPERS IN BRONZE OR FORGED ALUMINIUM, 2018 **2.** BOLD MOSAIC CENTERPIECE, LIMITED EDITION OF DECORATIVE PLATES DESIGNED IN COLLABORATION WITH THE MOSAIC ARTISTS LAURA CARRARO AND MOHAMED CHABARIK, 2018. **3.** LOOM FAMILY OF BATH ACCESSORIES, **IB RUBINETTI**, 2018.



4. DAMA JEWELRY BOX WITH MIRROR COVER, DESIGNED WITH FEDERICA BIASI, **INCIPIT**, 2017. **5.** THEO GLASS TABLE WITH BASE IN CAST GLASS AND METAL, **FIAM ITALIA**, 2019. **6.** HOMEY COLLECTION OF WASHSTANDS AND BATHTUBS IN CRISTALPLANT AND METAL, DESIGNED WITH ATTILA VERESS, **FALPER**, 2018.



with prestigious companies, and in 2015, at the young age of 26, he was ready to set out on his own. What did he learn in Holland? "I found myself in a positive vortex, with a great quantity and variety of projects, many different types, for exceptional clients. After two years I began to understand that my tastes and my language were different. From Marcel Wanders I learned the taste for surprise, that innate capacity to put something unexpected into every project."

Back in Milan in 2015, he set up his own practice and gradually began to show his creations to Italian brands. The reaction was good, and in 2018, during the 42nd edition of the China International Furniture Fair (CIFF), he was selected for the Shanghai-Milan new talents show, featuring ten young talents from Milan and ten from Shanghai. It is no small feat for a thirty-year-old to have about a dozen projects in production, and the fact that he has achieved this perhaps depends on the reassuring, mature image of many of his objects – the Homey collection and the Loom accessories for the bathroom, the Tartan table, the Siena chair – enlivened by a light, playful spirit, as in the Obon tables, the small metal choppers and mosaic plates. In Italy they say: "the word no can help you to grow." ■
Virginio Briatore