

Nº2 | 8 EURO

A VOICE FOR VISIONARIES

SUMMER 2016

PLATEA

MEET

THE KID
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ANN SOFIE BACK
DJ SHADOW
EDHER CAMPOS
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DANIEL LIBESKIND
DJ HELL
MARTIJN VAN STRIEN
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THE BEAUTY OF VERSAILLES

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FUTURE ON DEMAND

THE SALONE DEL MOBILE PROBABLY IS THE MOST IMPORTANT DESIGN AND FURNITURE FAIR IN THE WORLD. EVEN MORE EXCITING THAN THE "SALONE" ITSELF ARE THE NUMEROUS SATELLITE-FAIRS AND POP-UP EXHIBITIONS, TO BE EXPLORED AT THE SIDE-STREETS AND BACKYARDS OF ITALY'S CREATIVE CAPITAL.

Branding, desire, and design come together each year at Salone del Mobile in Milan. Started in 1961, the furniture trade fair turned into something of a spectacle in the mid-2000s, as scores of companies, designers, and manufacturers competed for the attention of those who descend upon the city for this annual event. Ranging in taste from the ostentatious to the refined, the presentation offers up the new to those eternally searching for that quality in pieces of furniture, or other products for the home and office – essentially, this event seems to be nothing more than a delicious cacophony of consumerism, a temple for those designers whose eponymously christened companies churn out one product after the other. Or is it? While true that the event was dominated by flash-and-bling in the prior decade – perhaps

Text by JOHN BURGOLD
Photography by VINCENTO BUCCHETTI
Production by BERNARD WERKMEISTER



DANIEL WEHRLI and NADJA STÄUBLI
Milan, 16th April 2016