

# proposte 2018

## World Preview of Furnishing Fabrics and Curtains

2nd 3rd 4th May  
Villa Erba, Cernobbio  
Lake Como

The 26<sup>th</sup> edition of **Proposte**, to be held at Villa Erba in Cernobbio from May the 2<sup>nd</sup> to the 4<sup>th</sup>, 2018, as notified previously, can boast **the collaboration of Mario Bellini**, the world-famous architect and designer who in 1986 actually designed the exhibition center that has always been the Fair's venue.

The Mario Bellini Architects studio is working on the design of the settings for the central pavilion of the exhibition spaces of Villa Erba during the three days of the Fair. The drawing that has inspired the textile installation is visible in this year's advertising image: the first sketch signed by Mario Bellini proved to be so striking as to become the leitmotiv of the entire communication plan of the upcoming edition.

**Bellini has designed for Proposte 2018 a spiral-shaped installation** whose rotational and fluctuating movement, starting from the architectural core of the central round-shaped pavilion, ideally expands to the entire exhibition complex, including the surrounding park.

The idea behind the project therefore is closely connected to the architectural layout, and completes it. Hence, just like the central pavilion is the fulcrum of the Fair complex installed in the park, the installation is the heart of Proposte. **In fact, the absolute stars shall be the fabrics** of the exhibitors the installation will be constructed with: 230 strips of fabric will join into a single spiral 130 metres long and hung from the grand cupola all the way down to the ground. The Architect has chosen to use the colours white and ecru in all of their hues, with the intent to heighten the idea of lightness and abstraction.

Greater details shall be provided by **Bellini himself in a lecture to be held on the first day of the Fair**, during which the Architect shall illustrate the project conceived for Proposte and his personal experience with the world of furnishing fabrics.

*Organization:* PROPOSTE Srl – Viale Sarca, 223 – 20126 Milano

Phone: +39 026434054 - Fax +39 0266119130 – [info@propostefair.it](mailto:info@propostefair.it)

*Images and Communication:* I-AM Comunicazione – Via Milano, 26 – 22100 Como

Phone: +39 031304792 – [pressoffice@propostefair.it](mailto:pressoffice@propostefair.it)

