

proposte

2019

World Preview of Furnishing Fabrics and Curtains Villa Erba, Cernobbio (Como) 15, 16 and 17 April

The 27th edition of Proposte is scheduled to be held in the exhibition center of Villa Erba in Cernobbio from Monday 15th to Wednesday 17th of April 2019.

On its constant quest for new projects with figures from the world of Design, this year the Fair **has decided to work with the Italian designers of Studiocharlie who have created the image of Proposte 2019 and who will be in charge of the decoration of the pavilions on the days of the fair.** The choice stems from the will to bring a new outlook on textiles at a time when the proclivity for fabrics is favourably changing.

Studiocharlie was founded in 2002 by Gabriele Rigamonti, Carla Scorda and Vittorio Turla. In 2004 they received the Honourable Mention at the 20th Compasso d'Oro ADI with the Csuni typeface. They design for: Atipico, Billiani 1911, Boffi, Bonacina 1889, De Padova, Designercarpets, Lanificio Leo, Lema, Made a Mano, Mipa, Nemo, Salvatori, and other prestigious brands. They also participate in design-related editorial and cultural projects. In 2018 they won the Compasso d'Oro ADI prize with the Eclipse line of taps for Boffi.

"The idea of inviting Studiocharlie to work with Proposte arose because **of the studio's capacity to deeply interface with materials as well as because of their knowledge of textiles** acquired thanks to their work with sector operators – the President Mauro Cavelli explains – The aim of planning the upcoming edition with a designer studio is to **elicit and propose a vision of living and professional furnishings that is more global and integrated, in which the central position of fabrics and curtains must stand out more, until it plays a key role in the conception of design and interior decoration products**".

Studiocharlie, who are famous for their rigorous methods and strong concepts, at Proposte 2019 will illustrate the **uniqueness of the history of furnishing fabrics through the voices of its actors, the fair's exhibitors**, by means of an installation that will be set up in Villa Erba. The name of this installation, and of the next edition, is "**Woven Stories**".

The work with Studiocharlie today is being introduced by the presentation of the new advertising page, as described by Vittorio Turla: "Every fair is first of all a meeting place, a space in which manufacturers and clients meet, become acquainted and start commercial relations that in some cases evolve into personal relationships. The advertising page works with this concept in an abstract manner. Graphically speaking, the colours and typeface evoke the tones and materials that we will use for the installation. We have graphically associated the fair-space of Villa Erba with the concept of the installation, obtaining something that elegantly recalls the letter P of Proposte."

Proposte continues to use the social networks to share the news regarding the Fair and its exhibitors. For this edition, the hashtags on Facebook, Instagram and Twitter will be: **#ProposteFair #ProposteFair2019** and **#WovenStories**.

Organization: PROPOSTE Srl – via Alberto Riva Villasanta, 3 - 20145 Milano
telefono +39 026434054 - e-mail: info@propostefair.it

Image and Communication: I-AM Comunicazione - via Milano, 26 - 22100 Como
telefono +39031304792 - e-mail: pressoffice@propostefair.it