

proposte

2020

**World Preview
of Furnishing Fabrics
and Curtains**

**Villa Erba, Cernobbio (Como)
April 27- 28-29, 2020**

PROPOSTE 2020 - AGOSTINO IACURCI FOR PROPOSTE

The **twenty-eighth** edition of Proposte will be held **from Monday, April 27, to Wednesday, April 29, 2020** at the Villa Erba exhibition center of Cernobbio.

After years in which the Exhibition collaborated with representatives of the design world, **this year Proposte asked illustrator Agostino Iacurci to design the 2020 image.**

Agostino Iacurci, a multidisciplinary artist of Italian origin who lives in Berlin, is famous for his synthetic and surprising shapes and multi-level narratives.

"Fabric and drapes change the home. They create a narrative and describe stories and feelings. They transform spaces and reveal moods in everyday life," explained President Piercarlo Viganò. "Starting from this absolute concept, this year we wanted to entrust an artist with the task of describing and promoting the fundamental importance of the fabric and drapery industry in interior design from a perspective and with a language different from that of design, because illustration is the warmest and most engaging visual communication system in existence. In Agostino Iacurci we found the ideal exponent of this world to synthesize, in an exemplary way, what Proposte 2020 represents."

Today the result of this collaboration is a vibrant and lively new advertising page.

"When I was imagining the Proposte 2020 poster," explained the artist, "I thought of fabrics as a story-telling tool, due to their ability to transform spaces and objects. While I was pondering this idea, I remembered *Poltrona di Proust* (1978) by Alessandro Mendini and the re-design concept at the origin of that project. I therefore imagined placing at the center of the scene, theatrically crossed by two curtains held open with tie back braids, a classic armchair in which each element – the armrests, back and seat -- had a different fabric and decoration that helped generate the international, multicultural and open identity of the object and the event."

Proposte continues to share news about the trade fair and its exhibitors through social networks. For this edition, the hashtags on Facebook, Instagram and Twitter will be **#ProposteFair** and **#Proposte2020**.

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