

PRESS RELEASE

KINDOF

takes part to

**MILAN DESIGN WEEK
17-22 april 2018 @ BASE Milan**

KINDOF takes part to the project **[Re]design** la trasformazione digitale e le PMI, which will take place at **BASE Milano** (via Bergognone 34, 20144 Milano).

Kindof produces single elements and mixed components for interior decoration, entirely built with the use of single ribbed steel rebars, without joints. All Kindof elements are manufactured through hand bending of the rebars, with the help of specific machinery of limited and controlled number. Furthermore, not only does Kindof construct unique pieces, but they are also sustainable: every Kindof product is made of rebars extracted from waste or scrap material, and not from mineral extraction.

Kindof produces a large number of products, including:

• **BOOKSHELVES**

Minimal and functional, there are several models, to be placed at your own choice: on the floor, on stairs, on tables, or even overlapped.

• **CHAIRS**

After being subjected to numerous interpretations and reinterpretations over the centuries, the chair has now become synonymous with design, functionality and comfort. The elasticity of Kindof chairs ensures a particular comfort, in addition to captivating design and attractive shapes.

• **MIRRORS AND PHOTO HOLDERS**

Support element, minimal. Available on scalable geometry, according to the size of the object to be supported.

• **SMALL TABLES**

Frame and panel coupled for a pure and essential design. Small and discreet, the table is no longer just a useful item for the living room, but the ideal and multi-functional piece of furniture for every room.

• **HOLDERS: OBJECTS, PILLOWS, WOOD..**

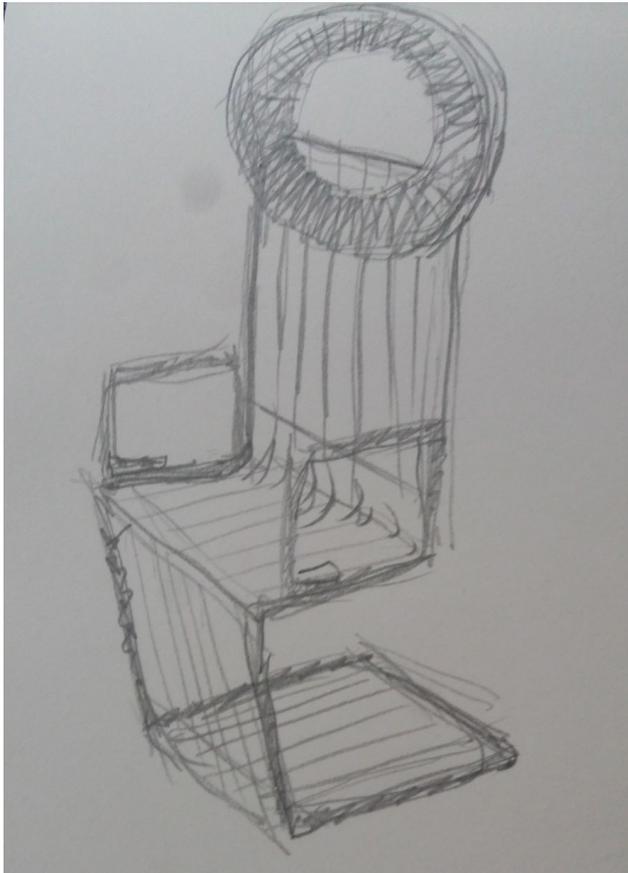
Available in various sizes, suitable for every environment. Thanks to a subtle balance between its three dimensions, this simple frame is appropriate to accommodate various types of objects.



Kindof is the result of an idea of the brothers Luca and Mattia Ghielmi, merchants of construction products in a business established by their father Arnaldo in 1972 in Tessin, Switzerland. Thanks to the inherent strength of steel, the first Kindof libraries emerged, followed by varying kinds of chairs, small tables and other products.

Steel rebars have fascinated designers and artists around the world for their rough and coarse quality which, when creatively interpreted, is capable of transforming and mutating into new harmonious and sinuous forms.

As firm believers in the interdisciplinary quality of the arts, Kindof and **[dip]** contemporary art have united in a joint venture to favour the mash-up of elements, procedures and possibilities with the intent of promoting the fusing of different ideas, materials and techniques to create pieces of art and design of limited edition, following a single fil rouge: the steel rebar. In the hands of artists and designers, this specific construction piece is capable of assuming various forms and appearances, always different and mutating. The outcome of this collaboration is kindofART, a project which has the goal of offering different industrial products in varying styles, shaped according to the artistic creativity of the makers, both designers and eclectic artists, always remaining faithful to the original identity and idea behind Kindof. KindofART is an open project. The first creation born from the collaboration between Kindof and Italian artist **Paolo Canevari**.



Paolo Canevari Biography

Born in Rome in 1963, Paolo Canevari lives and works between Rome and New York. Born in an elevator and raised in a family where his grandfather was a painter mosaicist and his uncle a sculptor, Canevari is one of the most internationally renowned artists of his generation.

He has participated in numerous museum exhibitions, public commissions and publications throughout Europe, the Americas and Asia. In 2007 he participated at the 52nd Biennial in Venice curated by Robert Storr. His work is collected by major museums throughout the World: Centro per l'Arte Contemporanea Luigi Pecci, Prato; Museum of Modern art MoMA, New York; Foundation Louis Vuitton pour la Creation, Paris; Cisneros Fontanals Art Foundation, Miami; Macro, Museo d'Arte Contemporanea, Rome; MART Museo d'Arte Contemporanea di Trento e Rovereto; Johannesburg Art Gallery, Johannesburg; Istituto Nazionale per la Grafica Calcografia Nazionale, Rome; GNAM Galleria Nazionale di Arte Moderna, Rome; Perna Foundation, Capri; Olnick Spanu Art Program Garrison, New York.

[dip] contemporary art

[dip] contemporary art is a newborn contemporary art gallery located in Lugano opened in 2016 by Michela Negrini. Representing a range of international artists, **[dip]** aims at being a stimulating platform for exploring new developments in international contemporary art, across a range of practices and media, building a bridge between art and society, raising public attention on the issues that inspire and challenge our society.

www.dipcontemporaryart.com



Exhibition view
Paolo Canevari, **CONSTELLATIONS**
[dip] contemporary art, Lugano
ph. Marta Orlandelli

Kindof takes part to **[Re]design** la trasformazione digitale e le PMI at **BASE Milano**, an innovative experiment of innovation and cultural contamination between Art, Creativity, Enterprise, Technology and Welfare.

Seen as a true creative ecosystem, with an explicit vocation to innovate the relation between culture and economy, **BASE** Milan is situated in ex Ansaldo's historical places, in one of the liveliest and dynamic area of the city, right in the heart of Tortona district, cultural centre internationally known, where design, fashion and culture meet during the year, joining the best of talents, corporations and creative realities, both Italian and international. The architectural project of **BASE** has been selected as one of the best practice at the Italian Pavillion, Biennale di Architettura 2016 in Venice.

For info

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