

Total Living. The mosaic of living on show in Verona

From September 17th-21st, the mosaic of living is creatively composed to offer a wide, comprehensive and harmonious picture of quality, able to project itself beyond the crisis. From conception to distribution, while looking at architecture, design, and decoration, there are so many surprises in store for you again this year: “a river of ideas” which runs through Verona and finds expression in the only Italian exhibition able to unite 18 different product sectors, all linked to the décor sector; all of the highest quality.

A well-constructed presentation of the concept of “total living” which Abitare il Tempo has chosen as the format for the twenty fourth edition of the fair.

A 360-degree perspective on show, featuring the various sectors which come together to define the interiors landscape - furniture, kitchens, bathrooms, upholstery, decorative accessories, table ware, lighting, wall and floor coverings, and furnishing fabrics, of classic and contemporary taste, of haut décor and design – this is the winning commercial formula of the exhibition.



A new, different and fascinating Abitare il Tempo

The logical division of the 7 halls, entirely dedicated to exhibitors, endorses the value of the “Total living” formula: a unique opportunity to bring together the latest décor in all its various forms. So we find the names from the textile sector united in halls 2 and 3, whereas the classic ranges and haut décor are on show in halls 4 and 5 as well as part of hall 2. Design in all its forms is on show in hall 6, together with decorative accessories, decorative objects, and table ware. This also extends to part of hall 7, where innovation in kitchens and bathrooms predominates, and where fashion designers exhibit their décor creations.

The quality of the selected companies, demonstrating Italian excellence, requires an adequate and periodically updated framework. For this reason, Abitare il Tempo has renewed its “look”: the new set up, sober, functional and relaxed, has been devised to respond to the needs of the exhibitors, but also to make visitors immediately aware of the specific identity of each hall and its merchandise categories.





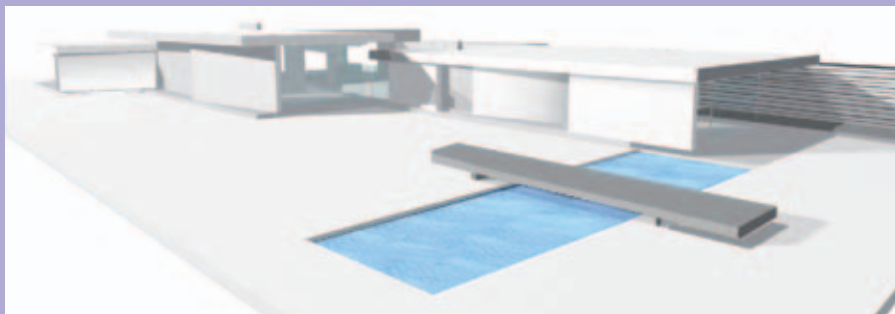
The evolution of sales outlets

SHOPPING LAB. (Hall 8)

A theory rich in ideas, which has at its centre, the concept of creative entertainment, will feature a large showroom based on an idea by **Lino and Elleno Squassabia and Gianni Salvioni**, and based on a design by **Bestetti Associati**: a complex but co-ordinated reference from which it is possible to extrapolate personal and personalised solutions.

When we think of an interiors shop today, we must, above all, identify the values it needs to transmit. There are fundamental values which must be represented by the architecture, and there are values which are induced and must therefore determine the purchase. We sell design, we sell values for which Italy is known the world over. The architecture must represent this, it must be both silent and empathetic, it must provoke curiosity while at the same time transmitting solidity. The design choice must therefore make very basic volumes speak and communicate with each other, through the sequence of full and empty spaces, generating affirmation, and expectations which must be internally satisfied by following a path apparently freely chosen, which leads those who enter to choose and therefore buy. We can often learn from the past. If we think of Italian towns, maybe the shop of the future should start from the point where everything centred on the piazza, because that was where goods came together, and where people bought.

Bestetti Associati



Abitare il Tempo 2009

will present a series of installations, dedicated to the evolution of sales outlets in the décor sector, workshops for experiments on a future which, in many cases, is already here, and theories for decor showrooms.

The shops created in 2009, represent the first edition in a journey of research and experimentation which will be developed in the forthcoming editions of *Abitare il Tempo*.

BEYOND COMMERCE. THE FUTURE OF DESIGN DISTRIBUTION: THREE INNOVATIVE CONTRIBUTIONS (Hall 8)

The **ADI** and its Department of Distribution and Services continue to maintain that, within the best Italian distribution, there are cultural and professional resources capable of providing solutions to the current crisis. The intention of the project, conceived by **Claudio Vaona** and supported by the Italian President of the ADI, **Luisa Bocchietto**, is to make a concrete contribution to the search for a solution to the problem, which the contemporary décor and design sectors are going through; the crisis of the traditional sales outlet, caught between production and large organised distribution. Some prestigious members of the ADI will present their hypothesis of a shop for the future: three innovative solutions for sales outlets, orientated to design products and services related to décor.

Three ADI members will present their hypotheses on how this could work, by creating a real shop. They are: **Ezio Ramera**, owner of Stile in Brescia, one of those who, under the guidance of Piera Gandini, created the history of the furniture business in Italy; **Dario Maiocchi**, owner of DIMA-DESIGN in Vimercate (Milan) - an exponent of art design; and **Franco Passamonti**, of Franco Passamonti in Cagliari, an expert in contract and digital communication.



Hospitality is the virtue which induces us to feed and lodge certain persons who are not in need of food or lodging”

Ambrose Bierce (1842-1914), an American mystery novelist.

ISLANDS OF HOSPITALITY. By Ettore Mocchetti (Hall 1)

The project intends to explore the theme, dear to Italians, of hospitality, designing a sort of “voyage of hospitality and the senses” illustrated by a series of mini boutiques.

It has been decided, above all, to focus attention on **haut-décor**, by designing the set ups using furniture, textiles, and decorative accessories on offer by Abitare il Tempo exhibitors.

The other point of reference, are those aspects of hospitality linked to a sense of taste, putting them in context, or rather multi-layered settings, based on current cultural themes, and stylistic trends open to various influences. Each of these “islands” will be set up according to criteria of mixing and combination, of stylistic juxtaposing and counter posing.

The climax of the journey will be the Futurist Restaurant, intended to celebrate both fine Italian creative cooking and the Marinetti Futurist movement, which this year celebrates its centenary. The restaurant will be decorated with re-editions of futurist furniture, made in the past for Abitare il Tempo. The kitchen will be run by Giancarlo Perbellini, the two-star chef, who will be put to the test through the concepts of a futurist recipe book which even now remains provocative and far-sighted.

ARTS AND CRAFTS ROAD. By Ettore Mocchetti (Hall 2)

A special section in the commercial area will be dedicated to the reality of the finest Italian craftsmanship, which is characterised by design creativity, the culture of materials and the mastery of workmanship. This could be summed up as “the intelligent hand”, which represents perhaps the most fascinating and secret aspect of Italian style.





Art, design, experimentation

ARTVERONA Now as never before, can one talk about the complete convergence of art and design. At the same time as the twenty fourth edition of Abitare il Tempo, the fifth edition of **ArtVerona** will take place. This is an exhibition which hosts **170 galleries** amongst the most important in the world of modern and contemporary art in Italy; a marriage which creates positive synergy between two similar and complementary worlds. From hall 9, Abitare il Tempo visitors will be able to go into ArtVerona free of charge, and vice versa.

As a link between art and design, there will be the exhibition **AN ENIGMATIC UNIQUENESS. 25 years of Sawaya & Moroni between dissonance and correspondence, by William Sawaya** (Hall 9).

Twenty five years on a journey which has covered the design and visual culture of our time, with a unique and enigmatic coherence. Unique because it has never cultivated the obvious trends, and has paid constant attention to that which expresses itself in each phase as dissonant experimentation not resulting in conformity, and openness to new worlds. Enigmatic because in observing how, as if on a stage, the furniture, objects, and silver presented in this period of time, give rise to a fascinating spectacle constructed on dissonance and correspondence, where the major designers of our time, from Michael Graves at the beginning of the '80's, to Zaha Hadid, from Jean Nouvel to Daniel Libeskind, present themselves as interpreters of the contemporary whose characteristic is an irreducible complexity.





BEAUTIFUL BY DAY, BEAUTIFUL BY NIGHT

16 Totemic ceramics by Linde Burkhardt. (Hall 9)

In September, Abitare il Tempo will be the second stage in a travelling exhibition of the latest works by the artist and designer Linde Burkhardt, an exhibition project which sees the Museo Civico della Ceramica di Nove, and the Museo Internazionale delle Ceramiche di Faenza (MIC) in co-operation with Abitare il Tempo.

CLETO MUNARI: THE MAGNIFICENT 7

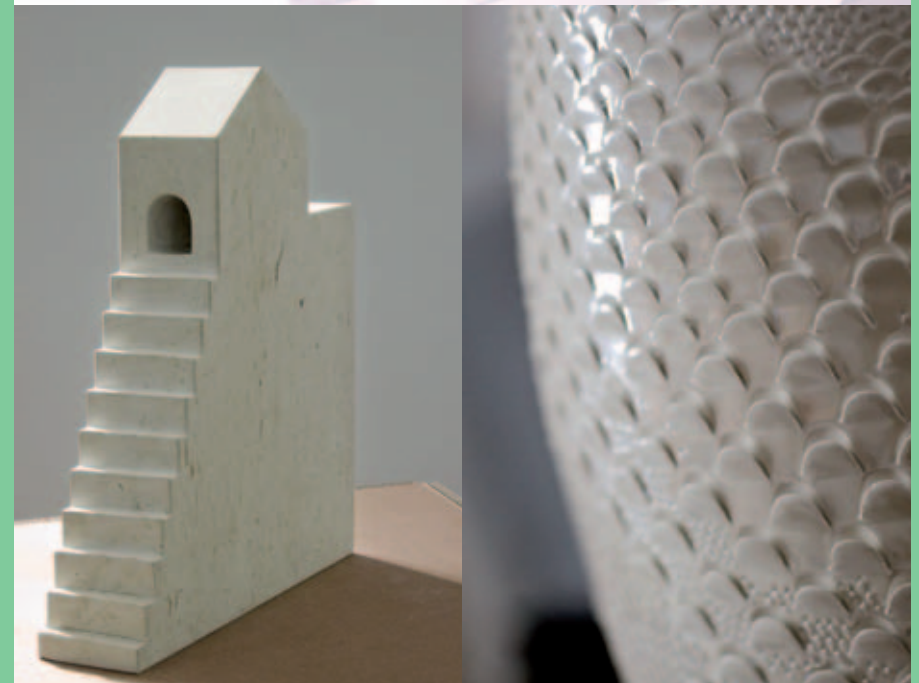
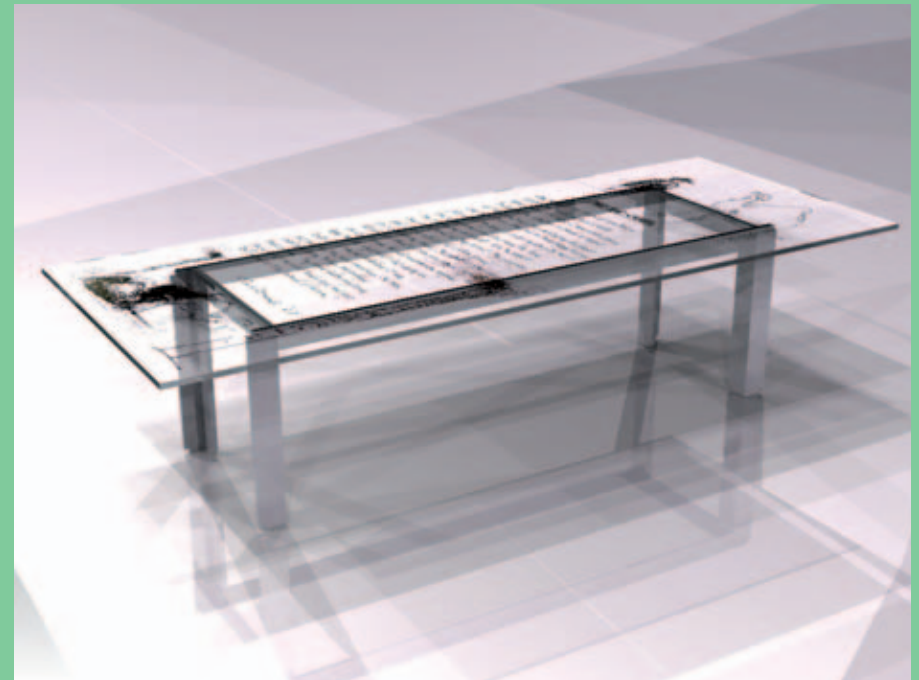
By Elvilino Zangrandi. (Hall 7)

The idea was to put together personalities from international and diverse cultures with total liberty of expression, in a unifying project "THE TABLE". A new important project by Cleto Munari, tirelessly continuing the search for "difference" in the design world. The magnificent 7 are: Lawrence Ferlinghetti-poet, Mark Strand-poet, Sandro Chia-artist, Mimmo Paladino-artist, Mario Botta-architect, Alessandro Mendini-architect, Cleto Munari-editor.

CAMBIOVASO- CHANGING VASES

By Gumdesign. (Hall 8)

Some of the most representative international designers have been involved in a word game, which is the basis for the creation of an original project, on the theme of the vase as word and as object. The vase has an archetypal and symbolic value; it is an open container which has various uses. For Cambiovaso, the designers confront this object defining it in various forms.





The outdoor project

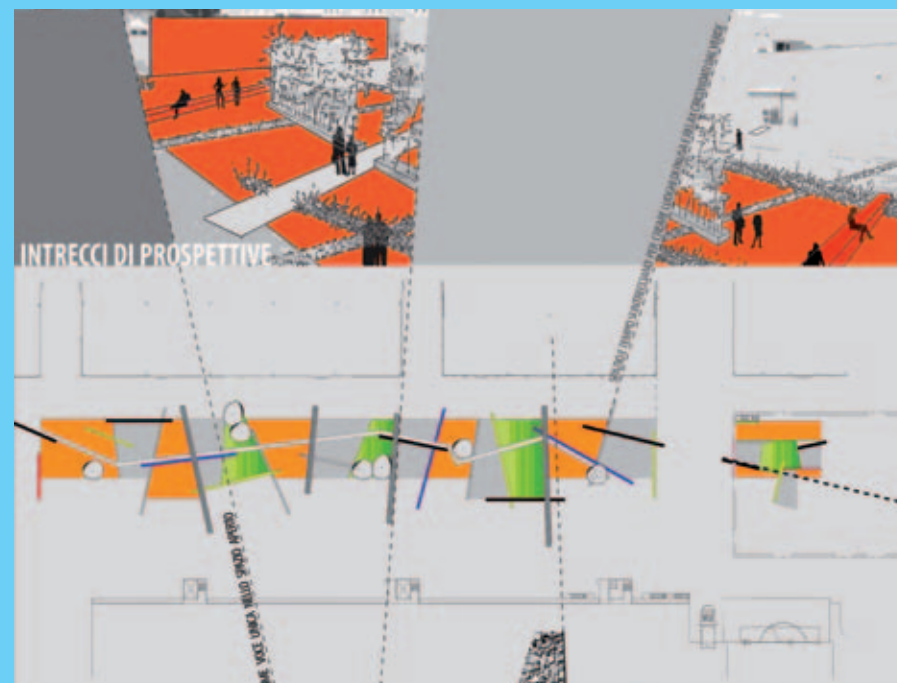
Another innovation for Abitare il Tempo is represented by the outside project covering 15.000 square metres, entirely dedicated to outdoor décor. The area situated in the piazza of the fair in front of the halls, will be reserved for ideas from the finest representative companies in this sector, which has been in constant growth in recent years, creating a small but organic exhibition within an exhibition.

INTERWOVEN PERSPECTIVES

By: Frassinagodiciotto - insideout

Design: FrassinagoLAB - landscape architecture Bologna

In what is the outdoor concourse, a filter between the outside and the heart of the fair, a gigantic coloured carpet is unrolled, intercepting the trajectories and pathways of the visitors, who are captured in a new system of perspectives through lines which, taking on volume and substance, become things to go around, transforming themselves into chairs, a back-drop, or expanses of green.



LINKING PEOPLE CONTRACT

Linking People: third act

By Carlo Amadori and Simone Micheli. (Hall 7b)

The third appointment for “Linking People”, created and curated by Carlo Amadori and Simone Micheli, promises to be exciting and packed with prestigious and intelligent contributions.

“Linking People” is an illuminating catalyst of attention for operators in the contract world, wishing to live perceptive, visual experiences full of content, connected to the present and future of this growing productive and thought-provoking dimension.

“Linking People” wishes to talk, in an understandable but sophisticated way, to the professionals in the hospitality sector, in order to generate extensive areas of reflection on the future. It believes that, only through the vehicle of experimentation and research, is it possible to design really renewed scenarios which can be transformed into excellent business models of high cultural content. There are many directions in the content of this edition: from the most varied “mood” for top quality hotels, to symbolic, multifunctional architecture, from futuristic sales outlets, to interesting concepts dedicated to the world of the sea.

LINKING PEOPLE - ANNUAL GUEST

Starting this year, it has been decided to invite, as a guest of honour, a famous international designer to present an exemplary account of Italian excellence in the contract sphere. The first two “special guests” of Linking People will be **Massimiliano and Doriana Fuksas**, to whom an appropriate installation is dedicated, with the projection of one of their video contributions.



LINKING
PEOPLE
CONTACT

Maurizio Favetta
Riyadh Gallery Hotel - What a dream!

Raffaello Galiotto
The Doge's marble. Design and hospitality

Ronen Joseph Design Studio Milano
WINIT. Wellness Innovation in Interior Topography

Mario Mazzer
Fireandwater

Simone Micheli
E-M-B Extraordinary Multifunctional Building in Pescara

Luca Scacchetti
Portraits of Veronese hospitality
with the cooperation and the contribution of the Verona Chamber of Commerce

Madiba Architecture Studio Susini
Hotel Carnet. Travel Experiments

Patricia Urquiola
Marbleous Garden

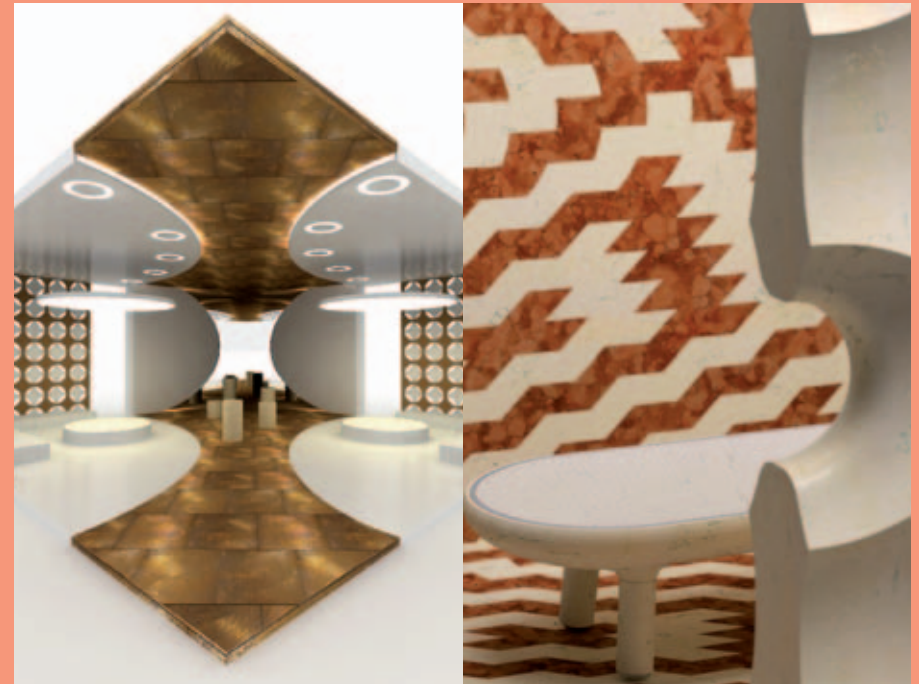
Walter Vallini and Nello Teodori
Be visible with invisible

Gianni Veneziano
Nowhere

VISTO architectural workshop
Monochrome

A NAUTICAL PROJECT

Luca Dini Design
Luca Dini Design & Sea Force One



Sea Force One, Luca Dini Design

ARCHITETTURA
D'INTERNO

Interior Architectures (Hall. 8)

As usual, the research and experimentation events take on an important role within the trade fair, allowing visitors to investigate themes and topics in our memory, the current and future prospects for decoration, design and architecture.

This year, we renew the appointment with contemporary living and its trends, in the area dedicated to Interior Architectures, where 4 authors will present their totally decorated "homes", with the collaboration of important companies particularly involved in the field of research and innovation. Among the themes to be explored: energy saving, domotics, environmental sustainability, and design for the disabled.

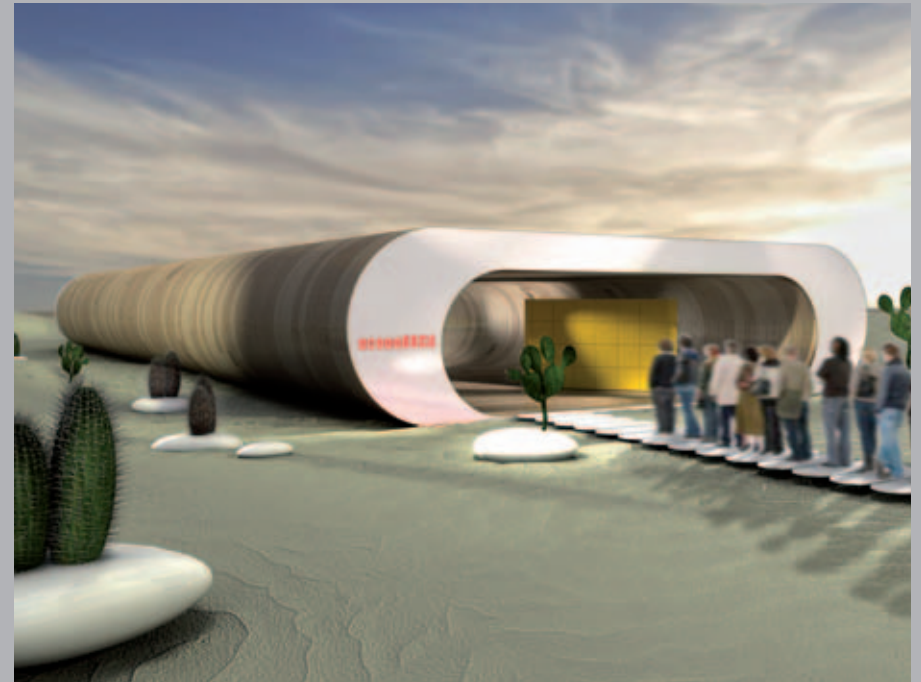


Carlo Colombo
Colombo's house

Simone Micheli
Ecoooarca

Roberto Semprini
Green Home

Ben Zur
(AIPi)- International competition for Interior Designers, 2008/09.
Abitare x due



ABITARE
IL TEMPO 2009

*An arena for ideas,
where we can meet,
get to know each
other and talk.*

YDMI FOR EUROPE

Co-ordination: **Termitestudio**



Young Designers Meet the Industry / YDMI for Europe arrives in Italy for the first time, as a special guest of Abitare il Tempo 2009. A selection of the 30 finest

young European designers from Italy, France and Belgium, together with 8 tutors representing 8 prestigious companies in the sector, will be the protagonists in an international forum dedicated to the encounter between the industrial and design worlds. YDMI for Europe has a dual role: on the one hand to help young designers communicate with the professional world, extending the frontiers to the whole of Europe, and on the other, to promote creativity as a lever for development, offering industry an exclusive and international selection of the emerging studies in design. YDMI for Europe has developed according to a special formula created and patented in 2007 by the German Design Council. The prestigious German Institute has already produced the first editions of the event in Berlin in the last two years, to great critical acclaim. Abitare il Tempo, with particular attention to its international vocation, has invited, together with the German Design Council, the equivalent Flemish institution, the Design Vlaanderen, thus expanding the dialogue to another market, Flanders, one of the most prosperous regions of Europe. The selection of the Italian designers and tutors will be guaranteed under the auspices of the ADI and INNOVeTION VALLEY, and other institutions qualified in the teaching and promotion of design. There will be three key moments in the event: an intensive workshop for the 30 designers with lectures on themes entrusted to the tutors, an exhibition of the designers' prototypes in hall 6, and the introduction of the designers to the public in the Palazzo dei Congressi, where the Exhibitors Prize will be awarded to the three best designers.





*An arena for ideas,
where we can meet,
get to know each other
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CONFERENCE

“THE SALES OUTLET AS A QUALITY MEDIUM”

Organised by Abitare il Tempo, in collaboration with Federmobili and Innova.com.

Monday 21st September at 10.00 in the Sala Rossini.

DEBATES AND CONFERENCES

The **Agorà** area in hall 8 will host daily debates and mini conferences, on specific aspects dedicated to the world of distribution, and sales-related problems.

The events are organized by Abitare il Tempo in collaboration with the ADI and Federmobili.

The complete programme will be published on the internet at www.abitareiltempo.com

THE PRIZE. EIGHTH EDITION

The Scientific Committee and the Technical-Cultural Committee have decided to award the 2009 Abitare il Tempo prize to **Gillo Dorfles**, acute and genial art and design critic, a professor of aesthetics at the Universities of Milan, Trieste and Cagliari, awarded the Compasso d'Oro ADI and the Medaglia d'Oro from the Triennale di Milano, and an honorary degree from the Milan Polytechnic, but above all the author of memorable books including “Il discorso tecnico delle arti” (1952), ‘Il divenire delle arti’ (1959), ‘Il disegno industriale e la sua estetica’ (1963), ‘Nuovi riti, nuovi miti’ (1965), ‘Artificio e natura’ (1968), to the most recent ‘Horror Pleni’ (2008) and ‘Arte e comunicazione’ (2009).

The prize will be awarded on September 17th at 13.00 in the Sala Rossini, in the exhibition centre.





Verona City Events

A stimulating framework for the trade fair, the city of Verona will, once again, be the theatre for numerous events. With the project and the Verona City Events guide, the city will offer visitors a rich programme of design, art and fashion exhibitions and events.

We must also mention “The Significant piece of furniture” prize organized by the Fondazione Aldo Morelato, a historic partner of Abitare il Tempo. This year, the designers are called on to examine the theme “Places of rest”. The award will take place at the Villa Dionisi, on September 18th, during a special evening organized in collaboration with Abitare il Tempo.

The double name art and design will also involve the city of Verona. Important exhibitions and events (we cite one as an example: the exhibition dedicated to Marc Quinn set up at Juliet’s House), will mark the five days of the trade fair.

And finally, as is traditional, the guests of Abitare il Tempo will be invited to special evening events at the Gran Guardia in Piazza Bra, in the spirit of the best convivial tradition of Verona.



www.abitareiltempo.com

if you want to know more!



On the web site you can find the complete programme, the list of exhibitors, and participants in the side events. From the web site you can also access Abitare il Tempo TV, with reports and news on the 2008 edition and advance information about the 2009 event.

You will also be able to book your hotel, and buy your entrance ticket to the fair in advance, and print it yourself.

Daily ticket for 1 person	16,00 euros
ticket for 2 entrances per person	28,00 euros
ticket for 5 entrances per person	50.00 euros

Abitare il Tempo is for trade professionals only.

The public will only be admitted on Sunday 20th September.

On trade only days, entrance is strictly forbidden to minors under the age of 12 years. There will be a free kindergarten service available for children between 3-12 years of age.

Organisers

ENTE AUTONOMO FIERE DI VERONA

Organising secretariat

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Verona exhibition centre

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Opening hours: 9.30-18.00 daily, Sunday 9.00-18.30.

145,000 square metres occupied throughout the exhibition centre

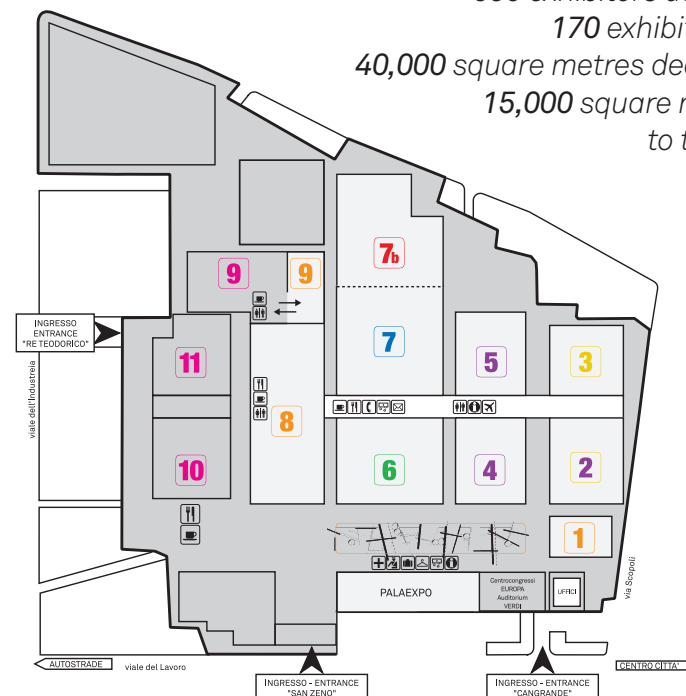
650 exhibitors at Abitare il Tempo

170 exhibitors at ArtVerona

40,000 square metres dedicated to events

15,000 square metres dedicated

to the outdoor "hall"



- 1 ISLANDS OF HOSPITALITY
- 2 HAUT DÉCOR, THE EXCELLENCE OF ITALIAN CRAFTSMANSHIP
- 2 TEXTILE EDITORS
- 3 TEXTILES
- 4 5 HAUT DÉCOR
- 6 DESIGN, TABLE WARE, ACCESSORIES, FASHION DESIGN
- 7 CONTEMPORARY DÉCOR, FASHION DESIGN, KITCHENS, BATHROOMS
- 7b CONTRACT, NAUTICAL
- 8 9 EXPERIMENTAL SHOPS, INTERIOR ARCHITECTURES, ART AND DESIGN
- 9 10 11 ARTVERONA
- OUTDOOR CONCOURSE: OUTDOOR DECOR



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