

***KME Design and Nilufar invite to:  
Copper Unlimited, opening December 13, 2012  
a show at KME Milan Showroom***



**KME**, one of the world largest fabricators of copper and copper alloy semi-finished products, welcomes the work of young Italian designer **Giacomo Ravagli** born in Tuscany and one of the most eclectic in the International scene. The main window of KME showroom in Milan will show **Tunisia**, sophisticated and elegant chandelier signed by Ravagli for **Nilufar**, the main modern and contemporary design gallery in Europe, based in Milan and online.

Tunisia is made of the natural copper net **KME Design Mesh Sunset Classic** and is an innovative and unpublished chandelier. **Sectional** and **modular**, Tunisia is part of the new collection **Nilufar Unlimited**, the new *design for all* catalogue Nilufar launched at Milan Design Week 2012 and only online distributed at [www.nilufarunlimited.com](http://www.nilufarunlimited.com).

**Copper Unlimited** is either a tribute to the new Nilufar collection and to the countless modular options of Tunisia while witnesses the endless possibilities to design with KME copper. The opening event of the show will take place on **Thursday December 13** at KME Showroom.

Tunisia is **the only chandelier in the world that can be expanded in its long-life** - if or when a change of domestic needs can require it - by adding further sections (in any sense: upon or under) to the standard configuration of three elements that is 1 meter and half high. **Tunisia can be also transformed in table or floor lamp** by using the same chandelier module and a complementary steel tube holder. The Tunisia lighting solutions in KME copper mesh will be soon added by other elements as wall lamps that will be **previewed at KME showroom** on the opening event.

An **over-turned cone** made of **three octagonal unities**, Tunisia is authorial, **fine design in open edition** and still capable to embody the **highest sophisticated personalization**. On show at KME showroom in the standard material (KME Design Mesh Sunset Classic), it also perfectly embodies the concept of "Copper Unlimited" because it can

be produced also in other finishing and textures that are present in the **KME Design** collection.

Uncommon and unparalleled design, **Giacomo Ravagli** has conceived **Tunisia** to "celebrate the atmospheres and the architectures of Milan at its first years of XXth Century, still present in the area around **Viale Tunisia/Repubblica/Porta Venezia** that is the district I live when I am in town. There, the massive presence of new and bold skyscrapers still gives room to those keen travellers to unhide adorable persistence of older times: community buildings, old hotels, swimming pools and superb *endroit* - mixing metals, marble, styles and unnumbered abilities of Italian craftsmen. **I loved to transfer the signs of these architectures** and of the artisanal skills in a highly actual chandelier that is endorsed by an even stronger engineering system - able to translate a new philosophy of marketing that suddenly interested to my gallery and her owner, Ms **Nina Yashar**. **I also strongly looked to read back such a noble metal as copper.**

Already starring my first design collection - the Barometro Lamps for Nilufar Limited Editions where I plied copper slices in new postures and coupled them with *rosso levanto* carved marble - I have been searching new *stimuli* when Ms Yashar invited me to design again for her, this time an open edition furniture for her new brainchild Unlimited. **I am from Tuscany and am not believing to my eyes once discovering that one of the biggest world players in copper was Tuscany headquartered either!** So I have been lucky to meet architect **Simone Alberi** (KME) in Carrara on July 2011 close to my carving workshop, when I was searching an industrial supplier and partners to experiment with metals applied to sitting elements and furniture.

When I saw the potential of **KME Design catalogue** I moved so again to design lighting and this time I have chosen **copper in a never used type for design uses, the expanded mesh** that is normally applied in other parts of home design (as roof and wall cladding, where is hidden and not celebrated as happens with Tunisia). I especially derived a founding intuition from the KME Design Mesh that led to the birth of Tunisia: again after Barometro, copper is able to carve light by creating never experienced atmospheres and in the same time by pouring a **warm and abundant source of light** in the ambient hosting the chandelier in any of its possible scales, making of it a design piece suitable for home industry and better for contract, especially for hotels and public halls."

**Simone Alberi**, KME Italy SpA, Architectural Solutions: "At Milano Design Week 2011, KME launched new products for interior design with the mission to make a collection of new materials, to reinvent existing materials in order to give infinite creative possibilities to architects and designer. The confirmation of the way KME contributes to a new life in design for copper declined with luxury and timeless style, came also from a feature on Italian Press (*Corriere della Sera*, February 25, 2012) in which copper, brass and bronze are again starring in the scene of contemporary furniture.

With **Copper Unlimited**, KME starts a new communication agenda by setting small and keen events hosted by its Milan Showroom in order to promote and test new products as well as the design boundaries.

To having met Giacomo in Carrara has been a shining time for me: the cooperation with a young artist was opening us new commercial ways in furniture but also a new corporate glance. Once I saw the first **Tunisia** drawings, it was clear to me that the chandelier was embodying the main keys of *KME Design - the evolution of ideas*. The

final result is a **mix of light, lightness and solidity**. Giacomo Ravagli's choice to use natural copper, not covered by any protective coating, underlines the beauty of the material that can modify itself in the time: the evolution of copper!"

**Nina Yashar (gallery Nilufar):** "Tunisia is a **constellation of light to be distributed without any boundary**. Or to easily be re-shaped in any moment in domestic habitat, in work spaces or in hospitality areas. I immediately liked its project and Tunisia has been the first design piece of Unlimited to be ready. I deeply appreciated the touch with which Giacomo Ravagli, one of the youngest designers working with my gallery, translated the Unlimited Manifesto and also the way he declined a new marketing philosophy in a sole family of lights: a chandelier; three or more single pendants in one; one to many; to end, light sources to suspend plus table, wall and floor versions."

KME SpA and Nilufar invite journalists to book the **press preview on Thursday December 13 from 2 pm to 8 pm** while architects and the public to the opening of Copper Unlimited from 6 to 8 pm that will be followed by refreshments. At **7 pm**, the KME Design team chaired by **Simone Alberi** will have a **conversation with Isabelle Valembas** (Nilufar Unlimited) and **Giacomo Ravagli** and other invited guests to unveil the design of Tunisia and its declination in unusual and elegant interiors: from the hotel halls to *Pariesien endroit* dating back *fin de siecle* as happened during recent Nilufar show in the days of art fair FIAC, to home interiors with more usual sizes.

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**Copper Unlimited, from December 13th, 2012 to May 2013**

**Where:** KME showroom, Via F. Sforza 2, 20122 Milano - Tel.: + 39 02 7787861 info-showroom@kme.com, web: www.kme.com, www.nilufarunlimited.com

**Opening schedule Thursday December 13, 2013:** from 2 to 6 pm press preview (rsvp); from 6 to 8 open to the public, included talk at 7 pm.

**Showroom opening hours:** Monday-Friday 10am-1pm / 2.30-5.30 pm or by appointment

**Rsvp for press:** Diana Marrone, pr/undercover - press officers&event designers in Milan, Venice, Naples

**ph:** +39 349 5517623; +39 041 8778249 (all days 10am-8pm)

**Email:** prundercover@gmail.com

**HI-RES images and instant movie IT-EN** upon request (free of rights)



A **chandelier, three pendants.** Tunisia stands for the greatest Italian design and for splendour, versatility, safeness, durability and maximum versatility with all the plus of KME Design copper: **eternal, natural, sustainable**

**Three modules** formed as a cone in variable perimeters, can be **hang with a simple clic:** the **first chandelier able to follow the changes in house life-cycle**

Tunisia has been conceived and designed by Giacomo Ravagli by mainly thinking to the **needs of young customers who wish to buy Italian quality design** that is **more affordable** than a limited edition. **Without renouncing to the great tradition of hand-made production and extraordinary artisanal knowledge** those pieces as Tunisia embody and offer. Ravagli likes that his young followers will appreciate to have made a good deal, because Tunisia is not a chandelier as the others. **It is the only one able to follow the life-cycle of any interior: it can be expanded in any combination and side** (upon, down each module) by following the changes in lighting needs. Or, by starting from the standard configuration in three modules, **it can be separated to go in new spaces** - as it happens when relocating - by transforming itself in three pendants that can also make light for more rooms.

**On sale either in single pendants and in its standard configuration of three** that are modular and hitched up with a simple clic, **Tunisia is provided** of three ceiling covers to hidden fixing and electrical plugs and also three hangers to hang independently each section. Changing lamps is easy with another simple clic as it is also very easy to enlarge the chandelier by adding a new pendant or by adding a base for floor and/or table version of the same unit.

**Each pendant is composed by an octagon of plied natural copper KME Design Mesh of the catalogue KME Design by KME Group,** the central pendants soul is a stainless mirror steel providing three steel-dressed lamp holders: the chosen light is a very elegant Linestra/Osram tubular version.

The steel tube is the real soul of the design: it hides the electrical plugs and is able to couple easy with the hanging systems and any bottom is providing an extra electrical wire to plug further

units. A metal tap is also provided to end the chandelier, enriched by a same copper mesh octagonal cap.

Tunisia suspension is operated with a steel cable that is provided in three different modules to satisfy suspension of each unit (the exceeding cable can be hidden in the hanging system).

Tunisia is an extraordinary piece of lighting either when on and off. When it is on, the copper mesh textures mirrors on the rounded soul in stainless steel - drown in the reddish nuance. When Tunisia is off, no cables or plugs are visible and even the lamps holders are disappeared in the neutral steel.

**Safeness, durability and the maximum versatility** are the technical attributes of Tunisia. **Conceived with 220 v electrical standard**, and produced in Italy with full warranty **for Nilufar, the chandelier can be personalized** to follow all the **electrical standards** and can be also produced **in different sizes on order**.

By passing years, each client will be able to change Tunisia and its components: for example by **separating the pendants** in different rooms, by **hanging them in different orders** or by separating them in the same room, or why not, by **adding new ones**.

**Technical facts**

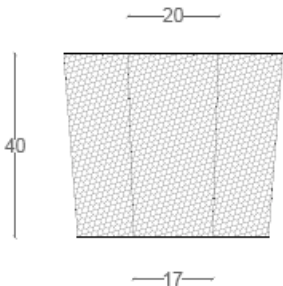
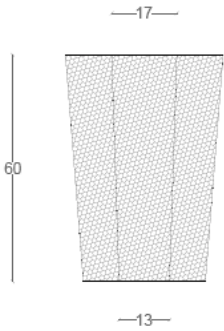
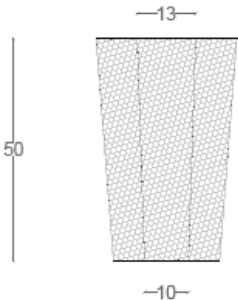
Tunisia Chandelier is three pendant autonomous and expandable units, also for table and floor (total standard configuration is 1.50 m)

Designer: Giacomo Ravagli

World manufacturer and seller: Nilufar for Nilufar Unlimited

Copper: **KME Design Mesh Sunset Classic** Expanded mesh, KME Design collection by KME Group Spa

Materials (all): Copper, stainless steel, CE electrical cables, Lincestra Lights

<p><b>MODULE A, Top:</b></p> 	<p>Maximum Diameter 516 mm</p> <p>Highness 400 mm (hanger is further 50 mm)</p> <p>3 Osram Lincestra Lamps: 32x50x305mm + 1 extra</p> <p>Weight: Kg 7</p> <p>Accessories: 1 octagonal ceiling cover (copper mesh), 1 hanger, 1 steel wire with blocker, 1 octagonal tap for bottom (copper mesh), 1 rounded steel tap for bottom tube</p>
<p><b>MODULO B, Mid:</b></p> 	<p>Maximum Diameter 445 mm</p> <p>Highness 600 mm (hanger is further 50 mm)</p> <p>3 Osram Lincestra Lamps: 32x50x505mm + 1 extra</p> <p>Weight: Kg 8,4</p> <p>Accessories: 1 octagonal ceiling cover (copper mesh), 1 hanger, 1 steel wire with blocker, 1 octagonal tap for bottom (copper mesh), 1 rounded steel tap for bottom tube</p>
<p><b>MODULO C, Bottom:</b></p> 	<p>Maximum Diameter 341 mm</p> <p>Highness 500 mm (hanger is further 50 mm)</p> <p>Weight: Kg 7</p> <p>3 Osram Lincestra Lamps: 32x50x305mm + 1 extra</p> <p>Accessories: 1 octagonal ceiling cover (copper mesh), 1 hanger, 1 steel wire with blocker, 1 octagonal tap for bottom (copper mesh), 1 rounded steel tap for bottom tube</p>

**Giacomo Ravagli** (1981) lives and work between Italy and New York. He learns marble and stone carving in the artisanal workshops based in Pietrasanta dealing for years with sacred and classical subjects, ornamentation and decoration, top quality furnishing for Italian and foreign private clients, for homes or for cruise ships, with large scale artworks, collaborating with many of the world's creative A-list artists like Antonio Trotta, Pietro Cascella, Ans Hey, Knut Steel, Helaine Blumenfeld, Eppe De Haan, Jill Watson, Nelly Sarmiento, Eja Siepman Van Den Berg, Louise Bourgeois.

On 2011 he presents Barometro Lamps in world premiere for Edizioni Nilufar (Milan). Barometro Lamps is a family of floor and table lamps composed by Italian copper lampshade and a base in rare marble, *Rosso Levante*: it is the first design collection signed by the young Tuscan designer and entirely produced by him by hand in Tuscany. The pieces, all unique, have been on show at Pavillon des Arts et du Design; at Milan Design Week in the Nilufar Gallery headquarter, at Design Miami/Basel and in London within Frieze Art Fair. Still on show at Nilufar, the collection has been also touring in Turin, Montecarlo and Dubai. Also for Nilufar, Ravagli is producing Barometro second generation. During Milan Design Week 2012 he also presented in the gallery the special collection Home Around a Void, marble furniture that celebrated and encapsulated the void and the perimeter. Two are the pieces actually on show: the twins consoles in Green Guatemala and in Pink Portugal marble.

In addition he is working on a new lighting project mixing onyx and steel.

Giacomo Ravagli: "I am sculptor since ten years. Marble means imagination, patience, stubbornness. Above all marble means courage: to reign over it, to modify, to soften, to deflate, even to kill it means to engage an inner match up with myself and with all my creative gestures because when you start to carve it is uneasy to return back."

The designer is also interested to refuse and to discarded materials and he is currently working on the creative reuse of marble and glass fragments. The firsts have been the kick off for the collection Alpi, modular marble furniture (tables, bedside tables, pouf and stools) previewed at Milan Design Week during up/market show. The seconds will be presented soon as unpublished material for a room and a garden divider - plus a curtain - in the Venetian glass workshops.

Ravagli's design has been featured and reviewed on, among the others: Wallpaper, World of Interiors, The New York Times and T Magazine, Design Today, AD France, TL Magazine, Vogue, DLux, Interni Magazine, Abitare Magazine, Designboom, Ansa Design, Corriere della Sera and Corriere Fiorentino.

*Giacomo Ravagli on Youtube (EN):*

<http://www.youtube.com/watch?v=pcTbgK3H-pM>



## **KME - THE EVOLUTION OF COPPER**

**KME** is an all-European industrial Group, which has for over a century played a major role in the global copper processing industry.

With its headquarters in Florence and staff numbering approx. 6,500, **KME** is a Group with a **strong international vocation**, with **12 production plants** strategically located in **Europe's major countries and markets**, one additional plant in **China**, and a **world-wide commercial presence** thanks to its network of sales companies and partnerships spread across 5 continents.

Quoted on the Milan Stock Exchange since 1897, KME is focused on four main product lines: **Rolled Products** (copper, copper alloys and zinc); **Copper Tubes; Copper and Brass Bars; Special Products**. Thus KME offers its customers a **unique and complete range** of semi-finished goods, whose many properties make them ideal for use in a vast array of products and solutions aimed at the industrial world, building and construction, architecture and design.

Thanks to collaborations with internationally renowned architects on projects featuring copper exteriors, including **Renzo Piano** for the Padre Pio Pilgrimage Church in San Giovanni Rotondo (Italy) and **Herzog & De Meuron** for the De Young Memorial Museum in San Francisco (USA), KME proceeds with its plans to make **copper an essential material for the world of design and architecture** by opening its own space in the city recognized the world over as one of the major international design capitals.

### **KME DESIGN**

**KME Design** is a **collection** that KME dedicates to the world of **interior design**, creating cladding and finished objects for it which are both precious and elegant.

KME Design is a **colourful palette of copper and copper alloy surfaces** presented in all its changing hues, and enriched with a series of alloys which have both a high aesthetic value and excellent technical properties. A wealth of chromatic variations distinguishes KME copper: a truly unique metal, ranging from the traditional bright red of copper, to a sober dark brown, to the verdigris patina, to name but a few of the shades yielded by the oxidation process of this precious and age-old material. And now KME brings you more and equally fine hues with its **range of copper alloys**: bright gold, the warm blend of pink and brown, high-tech grey. Colours and materials with which to create exquisite new objects and unusual interiors for a new generation.

**Diverse textures and finishes** complete copper's sensuous physical impact, giving rise to a wide array of solutions for interiors endowed with a translucent, lively, refined effect. **Perforated surfaces, mesh and flatmesh sheets, interlaced coloured copper** for delicately crafted fabrics, three-dimensional patterns... And in addition to all of this, innovative surface treatments yielding the effect you personally desire: opaque, scratched, brushed, burnished, and even more...

The precious and lively palette offered by KME Design is but the first step toward new vistas enabling creative architects and designers to achieve unique interiors... **A collection that grows daily,**



and will unveil new customized surfaces and products to suit all tastes and project requirements...

Officially presented at the **Fuori Salone del Mobile 2011**, the **KME Design collection** for interiors has been completed with exclusive and innovative interior design solutions authored by the famous designer **Ferruccio Laviani**. On occasion of the **Fuori Salone in 2012** the KME Design Collection has been further enriched with new objects of design (lighting and interior design furniture) signed by well-known designers such as **Nendo**, **Front** and **Francesco Rota**.

KME is waiting for you in the Showroom on **Via Francesco Sforza 2**, just one block from the area in which the boutiques of the most important Italian furniture brands are concentrated. Come and visit KME to discover...**the endless possibilities of the KME Design world**.

**KME Showroom**

Via Sforza 2, 20122 Milano

Ph: +39 02 7787861

Fax: +39 02 77878681

info-showroom@kme.com

www.kme.com

**NILUFAR**

Nilufar was established in **1979** due to Nina Yashar's initiative. Ever since its first steps the gallery has distinguished itself for its search of precious ancient carpets. Starting from the knowledge of Persian, Chinese, Indian and Tibetan carpets, an eclectic approach brought Nilufar to widen its horizon of lands and time. In **1980** Nilufar brought Kilim carpets for the first time to Milan, in its showroom in Via Bigli. In **1985** it's the turn of Gabbeh, carpets woven by nomadic tribes of southern Persia.

In **1989** the gallery moved to its actual seat in Via della Spiga. The first exhibition here was *La rosa nel tappeto*, widening the theme of the rose as iconographic pattern for carpets. In **1995** Nilufar organised *Aubusson e i mobili di Orazio Bagnasco*, making Italy discover Aubusson carpets and paving the way to rediscover European carpets. In 1996 it's the turn of Chinese carpets, in **1997** of carpets and objects from Tibet. In **1998** the exhibition *Tappeti Svedesi e mobili scandinavi* - with furniture and interior decorations by Alvar Aalto, Hans Wegner and Arne Jacobsen from the Thirties to the Sixties - proposed the theme of matching furniture and carpets, a theme finding its natural development in the exhibitions *Crossings* in **1999** and **2001**, where objects coming from India, Scandinavia, France and Tibet were exhibited together for the first time and in a completely new way.

In **1999** the gallery widened its space acquiring the second and third floor. The renovating works were managed by designer Giancarlo Montebello. The catalogue of the show *Untitled (2001)*, consecrated to the school of French rationalists Adnet, Leleu, Motte, Perriand and Prouvé, set up the new cooperation with Studio Cerri to design catalogues, a cooperation going on for a decade. Nilufar's books have turned into a cult object sought after by experts, collectors, operators of the business area. Always in 2001 Nilufar held the exhibition of silicone carpets by Gaetano Pesce.

In **2002** *Objects d'affection* showed the work by Roger Tallon. In **2003** *Why* proposed works by Borsani, Aalto, Boyer, Buzzi, Mollino and Pergay. Nilufar revealed Europe the extraordinary work by Paul Evans with *Gallery*, in **2004**. In **2005** *Metropolis* dealt with the origin of a global style in the period 1940-1980. In **2006** the *Short cuts* show exhibited objects by Gardella, Fornasetti, Pesce and Adnet.

**2007** saw the beginning of the cooperation with Martino Gamper during the gallery's traditional presence at Design Basel: Gamper shocked the audience sawing the furniture designed by Gio Ponti for Hotel Parco dei Principi and then recomposing them into his own works. The same operation would be proposed also in Milan, during the exhibition *Onehundred*, held in the same year.

Starting from the end of the Nineties, the Gallery knew how to cut out its own space and become the reference point to lovers of historical design as well as to people following the evolution of contemporary design, above all within that more learned, poetic and visionary area shifting between production and contemporary art. Nilufar took part in several editions of Pavillon des Arts et du Design in Paris and London and is always present at Design Miami/Basel. In **2011** Nilufar takes part for the first time at Design Dubai and in **2012** at FIAC (Foire Internationale d'Art Contemporain) in Paris.

Nilufar Unlimited was born in **2012** as a platform for researches. It is a meeting point between artists and designers. It represents Nilufar's passion for design. It is an open dialogue, a challenge. Unlimited as energy and creativity. Unlimited means to follow a vision and get inspired by the world. Nilufar Unlimited contains 15 creations of artists and designers who work habitually with the gallery. Creations can be purchased on the website [www.nilufarunlimited.com](http://www.nilufarunlimited.com).

Besides Giacomo Ravagli, Martino Gamper, Michael Anastassiades, Robert Stadler, Nendo, Bethan Laura Wood, Nucleo, Fabien Cappello, Duccio Trassinelli, Miassimiliano Locatelli-CLS, Paola Petrobelli, Daniele Innamorato, Adele Roder of Das Institut, Alexander May and Sam Baron.

Nilufar, tappeti e mobili rari

Via della Spiga 32, 20122 Milan | ph. + 39 02.780193

Email: [agira@nilufar.com](mailto:agira@nilufar.com)

[www.nilufar.com](http://www.nilufar.com)

[www.nilufarunlimited.com](http://www.nilufarunlimited.com)