

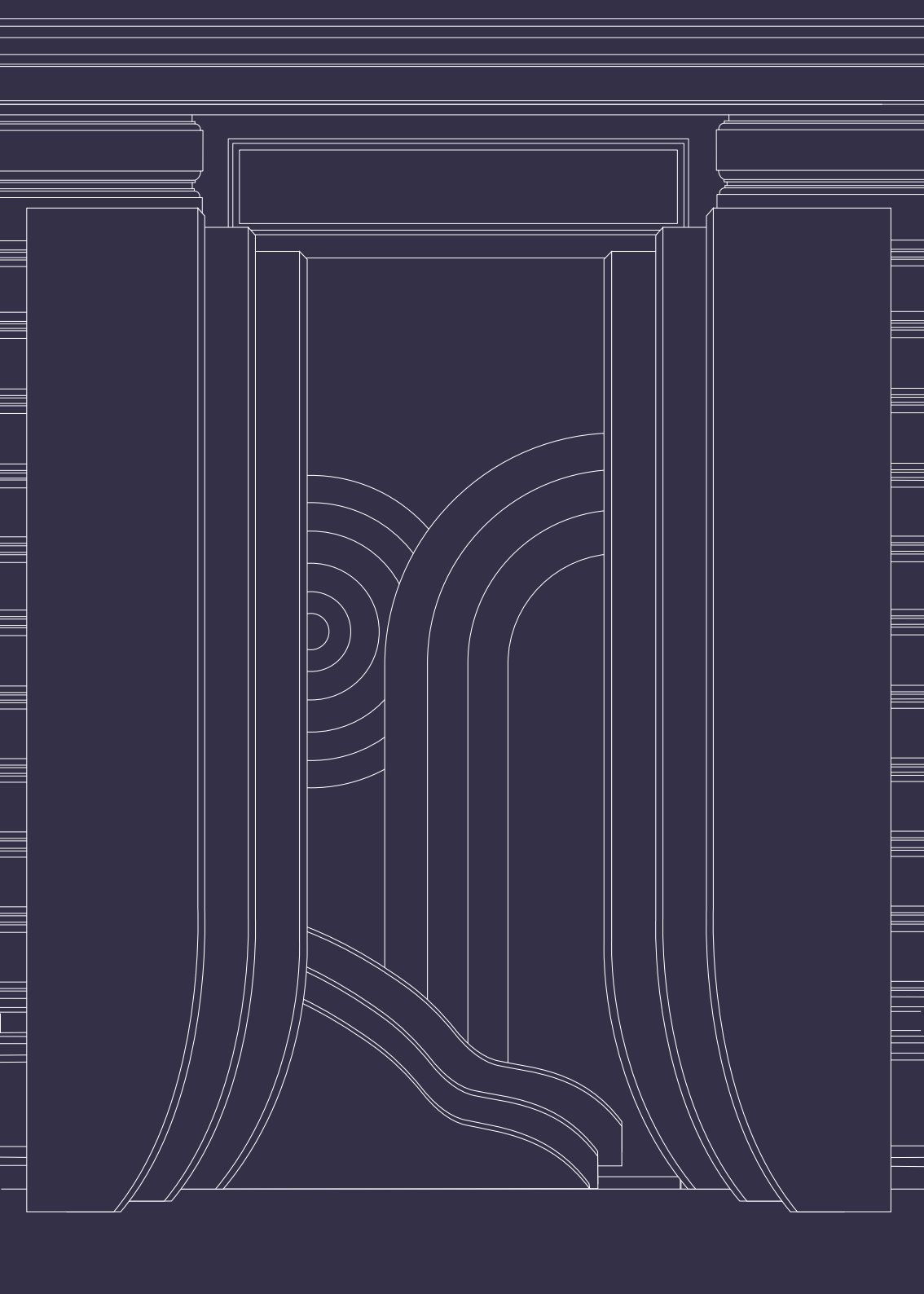
FENIX SCENARIO


musa

SURFACES WITH A VIEW

Unconventional Of Matter Stories

BY ZANELLATO/BORTOTTO WITH MUSA



SURFACES WITH A VIEW

Unconventional Of Matter Stories

“Surfaces with a view” opens FENIX Scenario to the community, turning the showroom during Milano Design Week into an open-air theatre. A platform with long stepped seats invites you to observe through the windows the “theatrical” performances taking place inside the space and then enter to discover them up close. You will enjoy stages designed with materials of elegant colour combinations, creating an area of different cultural stimuli.

The long Milanese tradition linked to the world of theatre and music is interpreted within FENIX Scenario, which is transformed into an environment that combines retail, art and entertainment.

On the occasion of FENIX®’s 10th and the 110th anniversary of Formica® Brand, the two brands join forces, together with other Group’s companies, in a scenographic project of interaction and inclusion.

Designed by **Zanellato/Bortotto** and **Musa**, “Surfaces with a view” becomes an opportunity to stage the future of surfaces and materials proposed by the companies and tell innovative ways of conceiving spaces.

A multisensorial performance by **KHOMPA** and **Akasha** also forms part of the show at FENIX Scenario. Involving sound and visuals in a symbiotic interaction, the artistic duo stages the electronic music of KHOMPA’s drums leading the projection of images by Akasha. You will digitally explore the materials shown in rhythm with the music play.



ZANELLATO/BORTOTTO STUDIO

In 2013, after having completed their degrees at the IUAV University in Venice and the ECAL in Lausanne, Giorgia Zanellato and Daniele Bortotto founded the Zanellato/Bortotto studio, based in Treviso.

In the same year, they presented their first project at the Salone Satellite in Milan. The collection, named “Acqua Alta,” pays homage to Venice. This moment marked the beginning of their longstanding, constant research into the relationship between places and the passing of time, a connection analysed through the reinterpretation of traditional artisanal techniques.

The studio's works include product design, limited editions for galleries, art direction and interior design projects. The studio collaborates with Italian and international companies.

Its works have been displayed in several galleries and institutions such as Rome's MAXXI; the Triennale Design Museum and the Poldi Pezzoli Museum in Milan; the Somerset House, and The Aram Gallery in London.

In 2015, Elle Décor Italy nominated them as Young Talent of the Year.

In 2016, they won the NYXxDESIGN prize awarded by the Interior Design magazine, as well as a Red Dot Design Award for their project “Storie per Cedit.”

In 2018, they were recognised with a Good Design Award for B-Line's Bix chair.



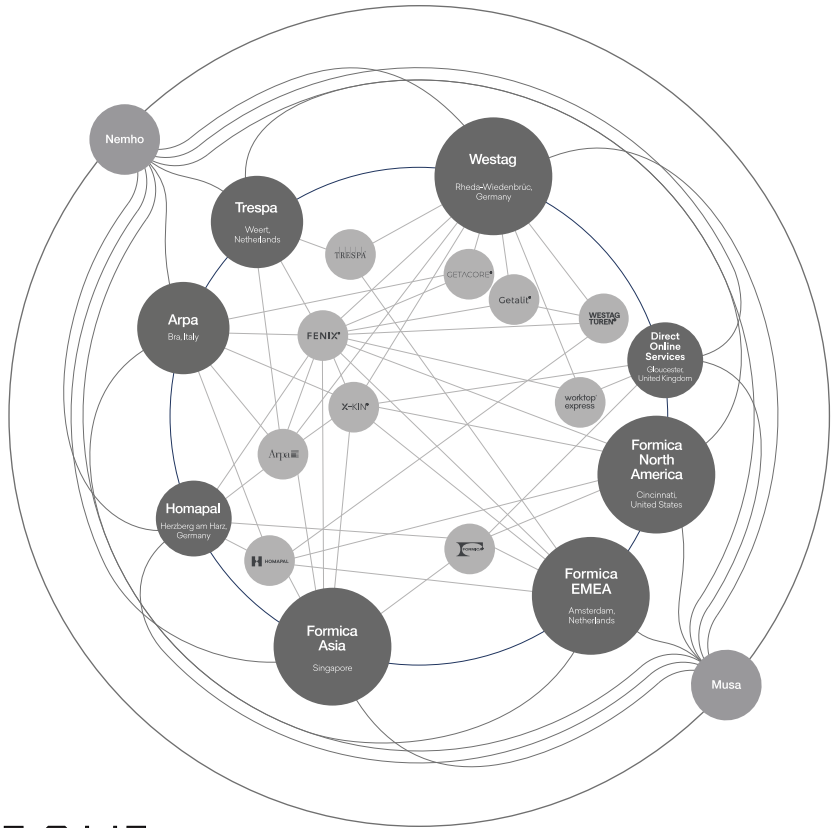
MUSA @ FENIX SCENARIO

MUSA - Marketing and Unexpected Solutions for Avant-garde - is headquartered at FENIX Scenario, a flexible project built around the concept of multifunctionality. Here the multicultural team works as marketing, communication and design hub, while visitors are able to experience applications of the different products in a real setting. An unprecedented stage machinery where volumes, exhibitions and meeting spaces interact with each other.

Visitors become spectators while having a leading role.

A main feature of the space is the material library, where architects and designers can touch and experience the materials of Arpa, FENIX®, Formica® Laminate, Getacore®, Homapal® and X-KIN®.

The windows interact with the outside, the city and the Brera design district. They present the corporate values through temporary and creative displays, that showcase the materials and that have been conceived and built jointly with trusted partners. Inside, a dynamic sculpture by Zaha Hadid, made of Formica® Laminate is showcased.



THE GROUP

We are the leading global group in surface materials. We are Formica Group, FENIX, Homapal, Arpa, Westag, Trespa and Direct Online Services. All active in material technology.

Panels, doors, worktops: our product ranges from HPL to solid surface, and from decorative metals to FENIX. Applications include façade cladding, furniture for home, office and laboratory, as well as interiors for healthcare, retail and hospitality.

The companies and brands of the Group are an ideal partner as they offer a wide selection of products with an extensive distribution network. There are over 100 years of experience and knowledge, with a focus on innovation and sustainability. Long-term partners that promote sustainable growth and value creation.

6,000
Employees

18
Production sites

40
Countries

1,983,000 m²
of manufacturing facilities



The year 2023 brings the unique opportunity to reflect on and celebrate 110 years of Formica® Brand Patterns.

Inventors of high pressure laminate, Formica Group globally leads the industry in the design, manufacture and distribution of innovative surfacing products for commercial and residential applications. Formica® Laminate is the “original”, with over 110 years of design and product innovation and manufacturing expertise.

Formica® Laminate is a contemporary, durable and high performance material ideal for wall panelling, doors, cubicles, furniture, worktops and more.

Products include Formica® High Pressure Laminate (HPL), Formica® Compact with its solid core, through colour laminate including ColorCore® Compact and ColorCore®, and specialist Younique® by Formica Group digital print service.

As part of the 110th anniversary celebrations, Formica Group is revisiting some of the most unique and perhaps famous Formica® Patterns from its history.

Stories will be released monthly on the website and social, where you can also order your “Beyond Boomerang” Book, a celebration of Formica Patterns. Plus you can see coverage of celebrations happening at global Design Events like Euroshop and NeoCon.



The innovative material for interior design celebrates its 10th anniversary.

In 2013, Arpa Industriale created a new material. Evolving over time, a whole new family of materials came to life. Drawing inspiration from the Phoenix's legend and its ability to infinitely regenerate, FENIX® marked the beginning of a breakthrough chapter in the story of interior design.

Created with proprietary technologies, FENIX® makes you experience unique features. At first glance, the surfaces strike for their super-matt appearance. By touching them, you feel how pleasantly soft they are, with the further surprise of leaving no fingerprints. Thermal healing of superficial micro-scratches is also possible.

Stories coming from diverse sides of the world are the inspiration behind FENIX® timeless palette.

In three different product lines - FENIX NTM®, FENIX NTM® Bloom and FENIX NTA® - its surfaces are suitable for furnishing and interior fitting with vertical and horizontal applications.

FENIX® has introduced six new colours, which enhance the brand's visual uniqueness and international appeal, while maintaining all the innovative material's properties.

Visit FENIX website and social to stay tuned with all the novelties and events scheduled for this year of celebration.



Since 1954 Arpa Industriale has been designing and manufacturing in Bra, Italy, high-quality surface materials for a vast array of interior design uses.

Arpa Industriale is also the creator of FENIX®. Over 65 years of investments in research, advanced technology, and personnel training have allowed Arpa to consolidate its reputation as a highly reliable player in the industry.

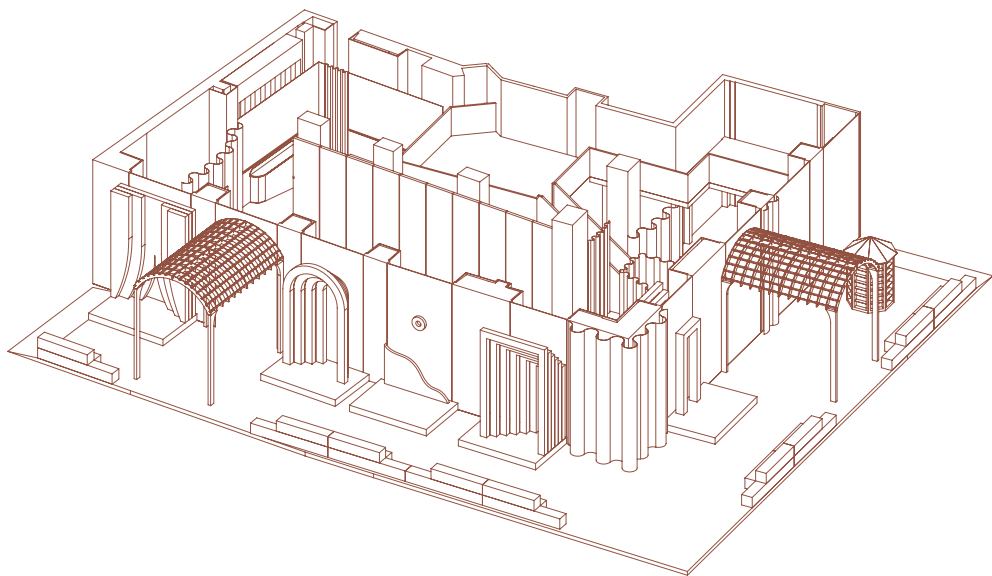


Homapal® is a name that has been synonymous with innovative products "Made in Germany" for decades. Homapal GmbH produces and sells laminates with special surfaces of real metal and magnetic boards. Thanks to its diverse ranges of colours and decors, continuously developed and adapted in line with the latest market trends, its solutions offer an almost unlimited scope for creativity and customisation.

GETACORE®

Getacore® is a unique acrylic-bound solid surface material that was launched by Westag AG in 2001.

In addition to jointless bonding, Getacore®'s advantages include outstanding colour consistency and exceptional dimensional stability, making it ideal for use as a composite element or worktop. Getacore® is produced exclusively in Germany.



THE THEATRE

“Surfaces with a view” explores outdoor and indoor perspectives, where a “cast” of refined elements brings an unconventional theatre to life.

These combine two main material faces - the extremely matt one of FENIX® and the glossy one of Formica® Laminate - accompanied by other sister companies' surfaces.

Behaving as the actors of the exhibition project, the elements assume specific roles within the space and create unique scenes.

Materials

FENIX NTM Bloom 0790 Viola Orissa

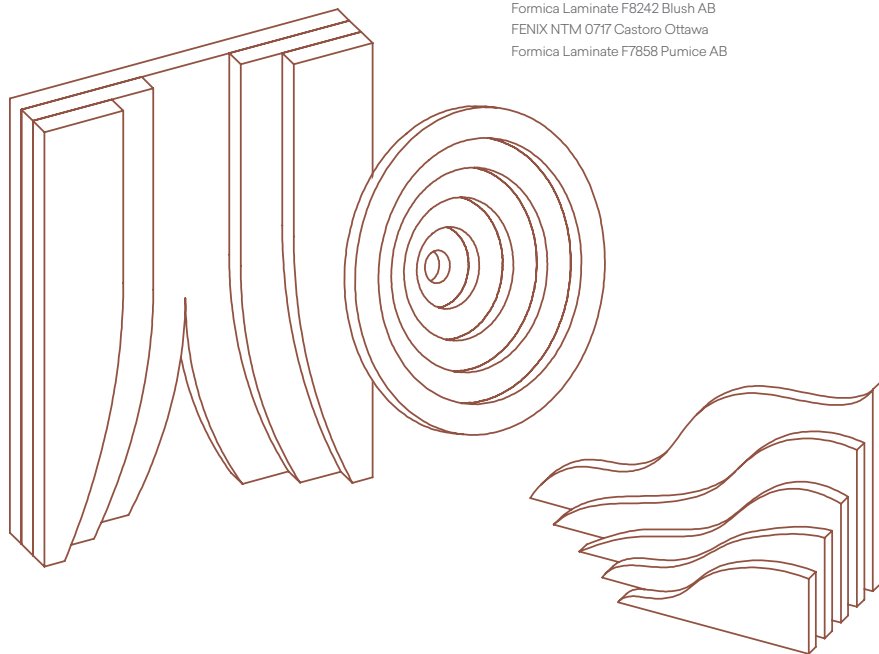
Formica Laminate F6903 Cassis AB

FENIX NTM Bloom 0792 Blu Shaba

Formica Laminate F8242 Blush AB

FENIX NTM 0717 Castoro Ottawa

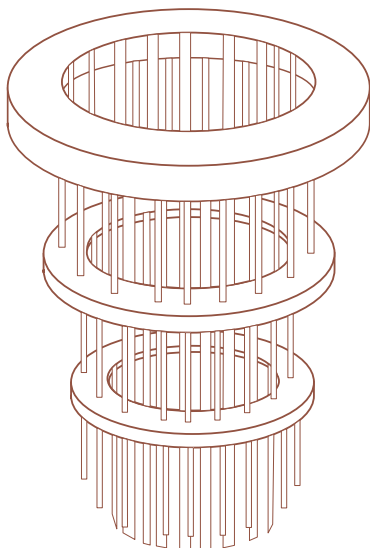
Formica Laminate F7858 Pumice AB



GATES OF THE EYE

Visible from the street, the theatrical performance immediately welcomes you through the material elements displayed over the windows.

Purple Curtains, Blue Waves and Beige Spiral work as compelling “gates”, which capture the eye and invite to observe what is happening indoors. Further expressing the sense of continuity between outside and inside, the design of these elements continues also internally.



Materials - Chandelier

FENIX NTM Bloom 0770 Rosso Askja

Homapal M5309 Plex Gold

Mouth-blown Glass by LASVIT

LOOK AT THE LIGHTS

Working for the future means to shed light on sustainable new solutions.

At the showroom's entrances, two spectacular chandeliers blend FENIX NTM Bloom - the brand's product line that significantly increases the amount of natural raw materials - and Homapal's metallic brilliance.

Designed by Carina Riezebos, they embody a luminous next chapter in the evolution of material technology.

Materials

FENIX NTM Bloom 0770 Rosso Askja

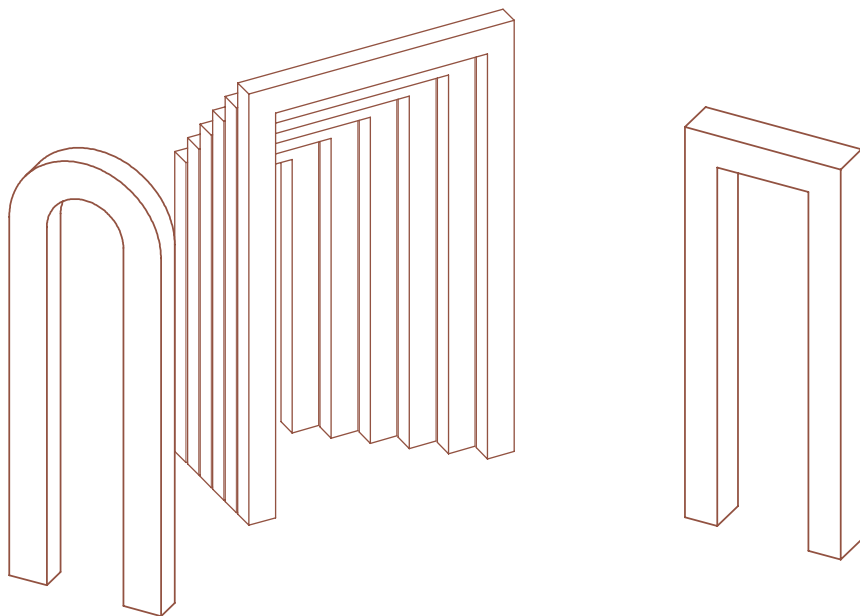
Formica Laminate F8238 Blush AB

FENIX NTM Bloom 0794 Verde Kitami

Formica Laminate F8793 Green Slate AB

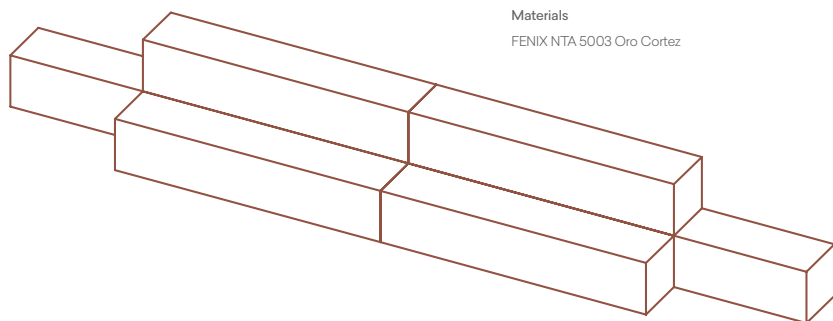
FENIX NTM Bloom 0791 Giallo Evora

Formica Laminate F8241 Earthenware AB



THROUGH THE ARCHES

Opening another pathway between the open-air and the interior scene, three arches “cross” the windows like tunnels of matter. Made by a fascinating repetition of elements, each arch results in a play of contrasts. From the Red Arch’s sinuous shape to the linear geometries of the Green and the Yellow ones, these scenographic surfaces enhance the matt-gloss match of FENIX and Formica Laminate.

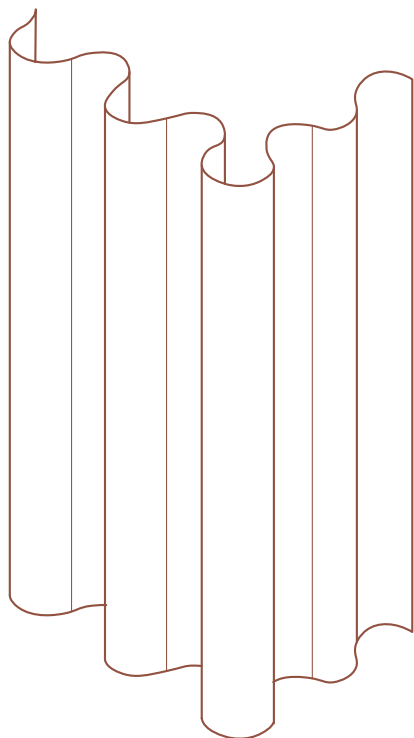


Materials

FENIX NTA 5003 Oro Cortez

TAKE A SEAT

The possibility of enjoying the matt-glossy surface performance both externally and internally is also reflected in the audience's place to seat. Large, squared benches, emphasising the theatrical splendour with golden tones, are located on the sidewalk around FENIX Scenario, as well as within its walls. In this way, you can attend the installation from different views.



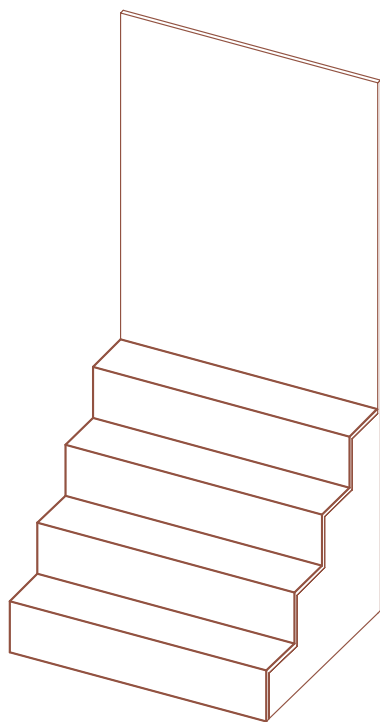
Materials

FENIX NTM Bloom 0789 Rosso Namib

Arpa 0571 Rosso Oriente Erre

BEHIND THE SCENES

Underlining the ability of the Group's surfaces to beautifully dialogue with different design environments and materials, "Surfaces with a view" opens its stages with Red Curtains made of FENIX and Arpa and of fabric. Given the multiple views available to the materials' show, the curtains are placed both outdoors and indoors.



Materials

FENIX NTM Bloom 0791 Giallo Evora

Formica Laminate F8241 Earthenware PLX

Formica Laminate F8241 Earthenware AB

Homapal 477 SRM Alu Brushed Coppertone

STEP BY STEP TO THE FUTURE

“Surfaces with a view” enacts the future of surface design.

A scenic element in particular embodies this forward-looking vision on material technology: Yellow Stairs. The landing of these straight steps brings the eye to look up over a vertical panel, representing the projection to a future panorama. Also the choice of the yellow colour, alternating between FENIX's silent appearance and the brightness of Formica Laminate and of Homapal, expresses the purpose of turning on a new headlight on innovation.

Materials

FENIX NTM Bloom 0790 Viola Orissa

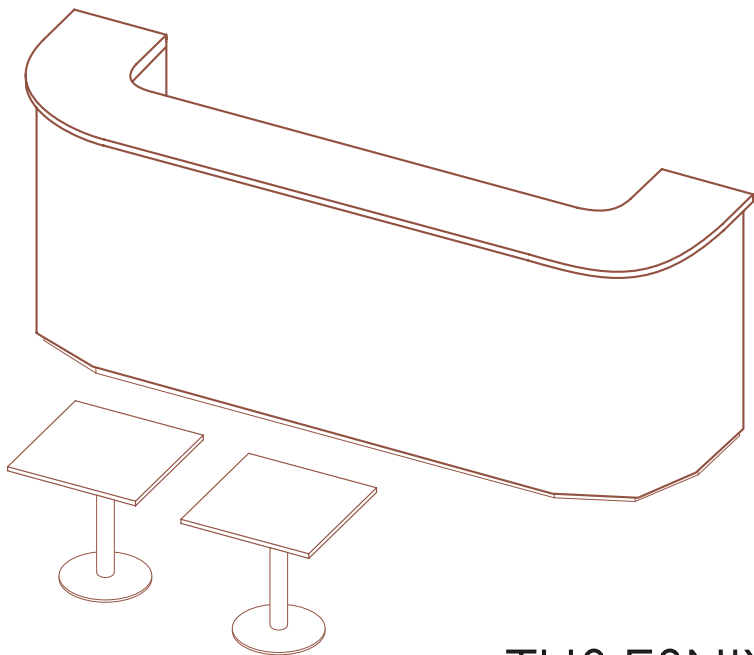
FENIX NTA 5003 Oro Cortez

Formica Laminate F8857 Just Gold NDF

Homapal 470/966 Alu Mirror Polished Cella Natural

Arpa 4645 Caravella Dark Tuet

Getacore Terrazzo Nocturn - GCT 162

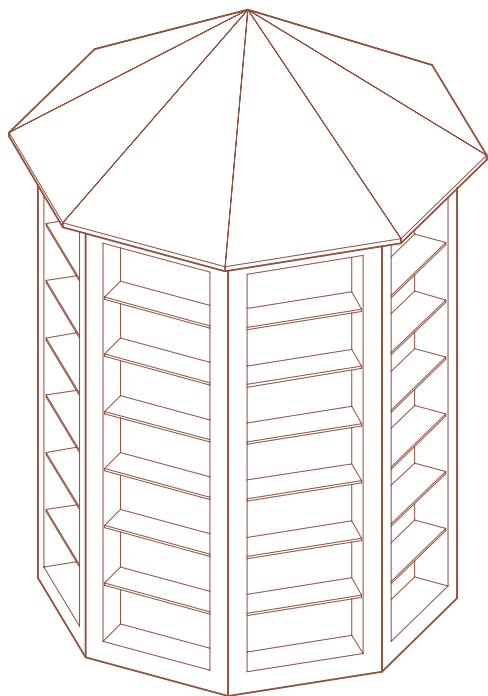


THE FENIX RESTAURANT

Recalling the theatre foyer, you are invited to discover The FENIX Restaurant.

Embraced by surface intensity on visual and tactile level, the extremely matt FENIX colours create beautiful contrasts with bright accents of other materials of the Group.

The intention is to inspire you with surprising combinations that can reinvent your view on the future of interior design.



Materials

Homapal 470 Alu Mirror Polished Superior Natural

SAMPLES BOX OFFICE

Right in front of the showroom's exit, a kiosk built with Homapal metallic surfaces presents samples of FENIX innovative materials and Formica Laminate.

This theatrical representation of an unconventional box office reveals an additional view to the synergic interaction between the Group's different products. A collection of samples that extends also within the material library inside the showroom.

CELEBRATING ANNIVERSARIES



GETACORE®

FENIX SCENARIO

Milano Design Week
18th - 23rd April 2023
10:30 am - 7:30 pm

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formica.com

