

**SUPERSTUDIO PIÙ**

Temporary Museum For New Design 2014

Milan Design Week

**Laura Zeni attends**

**DOUBLE ROOM by the PORCELANOSA Grupo**

concept by **Benedetto Camerana** and **Hembert Pe**ñ**arada**

curated by **Fortunato D’Amico**

**8-13 April 2014**

**Press preview on 7 April between 3pm-8pm**

*press release, 25 March 2014*

On the occasion of Fuorisalone 2014 **Laura Zeni** will attend the event of **Porcelanosa** named *Double Room* at **Superstudio Più** - Temporary Museum For New Design.

The art and design works by Laura Zeni are part of the project devised by the architects, renowned around the world, **Benedetto Camerana** and **Hembert Peñarada**, which involves international artists such as Quico Torres and Veronica Martinez. The event is curated by Fortunato D’Amico.

*Double Room* is a project which presents a living area and a sleeping area. The sleeping area is a refined and essential space which even expands up to the ceiling. A Krion slab makes an installation which forms a large canopy poster bed with one gesture: Laura Zeni intervenes on the “headboard” with the **wall design** named *Figure in movimento/Figures in motion*,from the painting of 2013, that represents human figure outlines from which is born an iconic image originating from mythology and classical art, which recalls the night, dream and creation according to a contemporary point of view.

In *Double Room* a pierced wall divides and unites the sleeping area from the living area creating an effect of 'now you see me, now you don't'. Laura Zeni is present also in this second area with evocative **three-dimensional cutouts in** Krion, laid on the ground and descending down from the ceiling like a kind of reflection. Such shapes, thought of by the artist, are part of the space of the architect Hembert Peñaranda.

Laura Zeni intervenes in the living area with **never seen before** furniture complements made of Krion, among which there is the **plate** **LaZenArt** shaped like a head, devised in black and in white (29x19x1cm), which can be used either to eat from or simply as an ornament.

In addition in this area there are on display the original *vassoio con teiera, tazza da tè cucchiaino/tray with teapot, teacup and teaspoon* and the handy *piatto party/party plate*, manufactured by Massimo Facchinetti by Laura Zeni in “krion surface” by Porcelanosa and presented at Superstudio Più for the event Fuorisalone 2013 on the occasion of the exhibition “L’ora del tè/Teatime” curated by Fortunato d’Amico.

The "Teste/Heads", containers of ideas, experiences and dream, express a serious need for relationships and give word to the simple and straightforward message "io mangio con la testa/I eat with my head", an invitation to a correct diet which has always been one of the themes of the artist, akin to the key issues of the Milan Expo 2015 (to eat, to feed, energy for oneself and for the planet).

*Double Room* also hosts **paintings** by Laura Zeni, the curvy works of the successful sculptor Quinto Torres of Alicante and, in the garden of Superstudio Più, the bench Alfa created by the Spanish designer Verónica Martínez.

**PORCELANOSA** is a reference company on the national and international markets, based on values such as innovation and quality, but especially on the trust they put on their staff of almost 5,000 skilled professionals. With more than 35 years experience, Porcelanosa Group is present in almost 100 countries worldwide, thanks to its unique business model at the basis of its strong corporate strategy. Today they are one of the most successful Spanish companies worldwide, according to a study published by Pricewaterhouse Coopers and the Financial Times.

Production diversification had a key role in the growth of this business group which started their activity solely on tile manufacturing. Now the eight companies of the Group offer a wide range of products, from kitchen and bathroom equipment to state-of-the-art solutions for contemporary architecture.

The KRION® is a solid surface (Solid Surface) of new generation, developed by Systempool, a company of the Porcelanosa Group. It is a material warm to the touch and similar to natural stone. It is made up of two thirds of natural minerals and a small percentage of high-resistance resins. Such a combination gives KRION® some unique features: it does not have any pores, it is anti-bacterial without any type of additive, it is hard, resistant and long-lasting, it is low-maintenance, easy to repair and easy to clean.

**Details**

**Name**: **Laura Zeni attends Double Room by the Porcelanosa Grupo**

**Concept**: Benedetto Camerana and Hembert Peñarada

**Featuring**:Massimo Facchinetti, **Verónica Martínez**, **Quico Torres, Laura Zeni**

**Curated by**: Fortunato D’Amico

**Event Name**:Temporary Museum for New Design

**Venue**: Temporary Museum for New Design - Superstudio Più, via Tortona 27, Milan

**Press Preview**: Monday 7 April 2014 between 3pm-8pm

**Dates**:8-12 April 2014 opening for industry professionals only | 13 April public opening

**Opening Hours**: 8-12 April between 10am-9pm | 13 April between 10am-6pm

**Info**: tel. +39 02 422501 - info@superstudiogroup.com

**Press Office for Laura Zeni**

**Irma Bianchi Comunicazione**

tel. +39 02 8940 4694 cell. +39 328 5910857

**text and photo downloads from** [**www.irmabianchi.it**](http://www.irmabianchi.it) - info@irmabianchi.it