



DESIGN CONNECT

PROMOTING GOOD TASTE

ITALIAN MASTERPIECE

THE DOMINION OF DESIGN

A throwback at Salone Del Mobile 2019

AN ISLE OF CALM

BY TANAT ARCHITECTS

BANANATEX

IN CONVERSATION WITH CHRISTIAN PAUL KAEGI
CO-FOUNDER AND CREATIVE DIRECTOR, QWSTION

AN AQUATIC FANTASY

AN UNDERWATER RESTAURANT DESIGNED
BY SNOHETTA ARCHITECTS





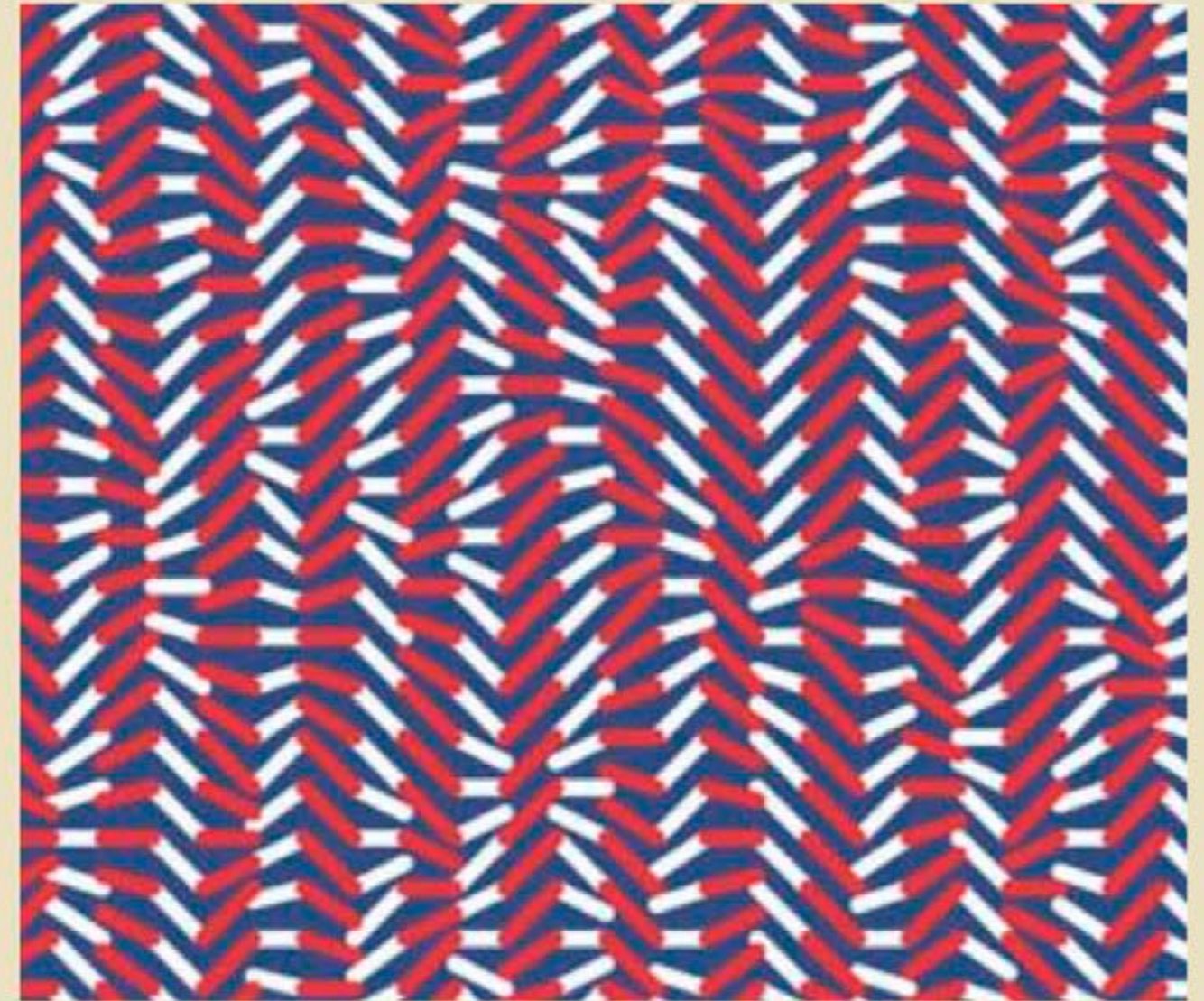
*In conversation with
Francesco Forcellini,
Principal Designer, Francesco
Forcellini Design Studio*

**What is your idea of good design?
What led you to become a
designer?**

My idea of good design is about objects that have a meaning for the user in their physical but also conceptual qualities and are realized by fully integrating this need in the methodology of production.

**Who are the designers you look up
to for design inspiration?**

I don't look for inspiration in others designers work. I find my inspiration in other arts like architecture or in nature, mostly looking at how the structures are built and how the surfaces are detailed.



A zoomed in version of the Sticks wallpaper

A really inspiring thing for me are also the possibilities of production technologies and the arts of crafting materials.

**What led to the inception of your
studio?**

After being able to manage the full design process for other designers I felt like bringing my design expressions to life and that it what led to the inception of my studio.



Francesco's stall at SaloneSatellite 2019

In your design journey so far what are the different kind of products you have designed?

In the studio at the moment the main activity is designing furniture of different kinds, from home to office or contract. In my experience as designer I had the possibility to design a very vast range of things, from electronic consumer goods of many sorts, to small objects like cutlery, watches, components, to furniture units for small spaces.

I don't have any specialization in a category of objects, I'm specialized in managing the design process and studying every time the specific field of interest I apply my process.



The vase called 'Trace'

When it comes to material affinity what are the different materials you have flirted with?

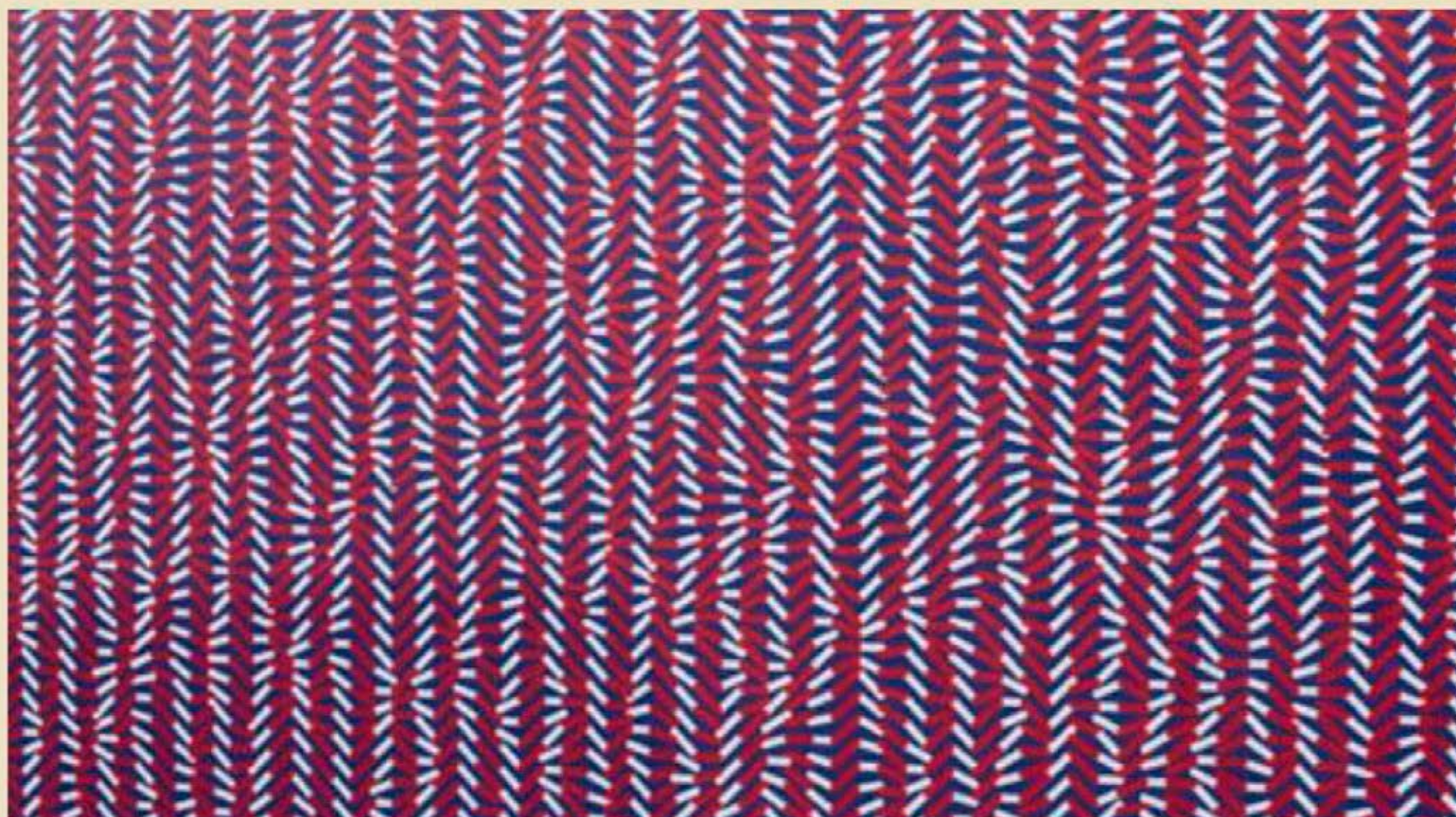
I have designed with all sort of materials; I have a special spot for any material that can be molded but I work very often with half-processed materials. At the moment the objects that have been released by my studio are made of porcelain, different kinds of metals, resins, concrete and glass.



The Shell Collection - Seat, Table and Wall Divider

After having witnessed the design pool at Salone what are your thoughts on the global design sense, is the language of design universal or is it defined by cultural affinities?

The design language varies and touches different areas, because it has to do with people lifestyles. Some languages are valid around the world in certain places or for certain people that needs a specific design, but even the same people can need different kinds of design depending on the moment of their life or day.



A zoomed out version of the Sticks Wallpaper

Overall, I would say that there are many universal design languages, all of them influenced by the culture of design that is shaped around the different cultures of the world and the different needs of the people's lifestyle.

Do you offer customized products, how much time is required to design a customized marvel?

I design products for companies with a production or for galleries, those products can often be customized. The times for customization depend on the kind of customization and the supplier, from few weeks to few months.



The mirror is a result of Francesco's first collaboration with Tonelli

Where is your workshop based, how does a customer get in touch with you?

My studio is based in Milan, Italy. The easier way to get a first contact with us is to send us an e-mail.

Currently which regions do you cater to? Do you ship globally?

I ship globally.



The Beam Lamp

How was the experience at Salone Satellite 2019? Was it positive in terms of marketing your products to a global audience?

The SaloneSatellite is been a great opportunity to show my vision of design and my products.

Connect Online@ www.FrancescoForcellini



The sampling phase for the vase called 'Trace'