

EDITIONS

2010 - 2011





PLAYING WITH TRADITION

by Richard Hutten

For many years I had the idea to do something with traditional oriental carpets.

I have an antique persian carpet at my home, which I still find the best carpets to have. The idea behind the carpet was to build a bridge between the old and the new, east meets west. From this starting point I looked at various ways to give a reinterpretation.

I came up with the idea to stretch the carpet at a certain point. I found out it's very important where to start the stretching. On the traditional side I kept the fringes, on the contemporary side I made a clear cut.

Per molti anni ho coltivato l'idea di fare qualcosa con i tappeti tradizionali orientali.

Ho un tappeto antico persiano a casa che reputo ancora il tappeto migliore da avere. L'idea era di creare una connessione tra vecchio e nuovo, est e ovest che si incontrano.

Da questo punto di partenza ho esaminato varie possibilità e ho deciso di allungare il tappeto da un certo punto in poi. Trovo che è molto importante dove iniziare lo stiramento. Nella parte tradizionale ho mantenuto le frange, nella parte nuova ho fatto un taglio netto, pulito.



PLAYING WITH TRADITION

design Richard Hutten

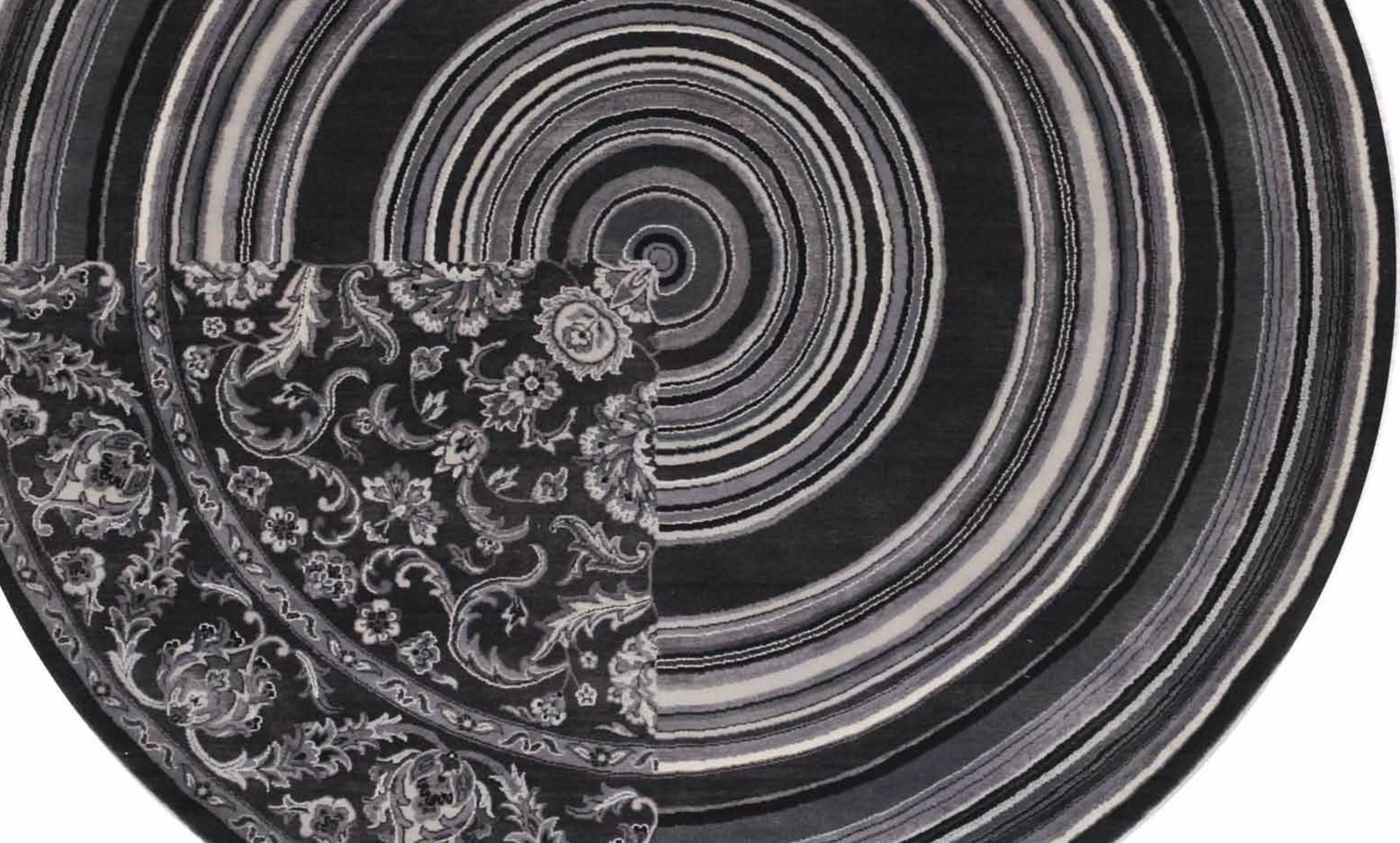
handknotted woollen, silk rug
limited edition, 7 + 1 Ap
Ø 200cm



PLAYING WITH TRADITION

design Richard Hutten

handknotted woollen, silk rug
limited edition, 7 + 1 Ap
300 x 400cm





PLAYING WITH TRADITION

design Richard Hutten

handknotted woollen, silk rug
limited edition, 7 + 1 Ap
250 x 350cm





PLAYING WITH TRADITION
design Richard Hutten

handknotted woollen rug
75 x 120cm



PLAYING WITH TRADITION
design Richard Hutten

handknotted woollen runner
customized sizes from
80 x 150cm up to 80 x 400cm



PLAYING WITH TRADITION
design Richard Hutten

handknotted woollen rug
175 x 275cm

POP CLASSIC

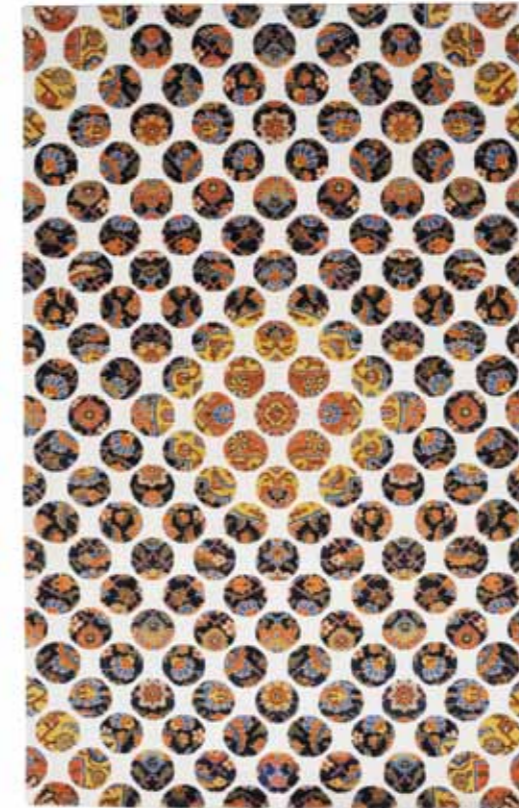
by Paolo Giordano

A series of carpets combining two artistic languages that lie distant in time and culture: classic Oriental rugs and '70s op-art patterns.

The result is enhanced by the excellence of traditional artisanship.

In questa serie di tappeti sovrappongo due linguaggi distanti per tempo e cultura: i tappeti orientali classici e pattern geometrici degli anni 60/70.

Il risultato è arricchito dalla stessa manifattura tradizionale che ne aumenta la credibilità come prodotto.



POPCLASSIC POLKA DOTS I

design Paolo Giordano

handknotted woollen rug
limited edition, 7 + 1 Ap
165 x 275cm





POPCLASSIC PERSIAN LINES I

design Paolo Giordano

handknotted woollen rug
limited edition, 7 + 1 Ap
170 x 240cm



POPCLASSIC BARCODE

design Paolo Giordano

handknotted woollen rug
limited edition, 7 + 1 Ap
90 x 175cm



POPCLASSIC POLKA DOTS II

design Paolo Giordano

handknotted woollen rug
limited edition, 7 + 1 Ap
165 x 275cm



POPCLASSIC PERSIAN LINES II

design Paolo Giordano

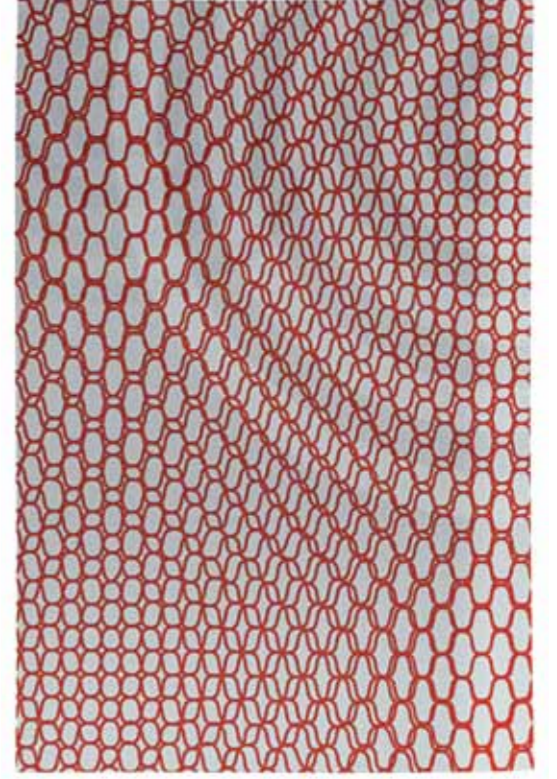
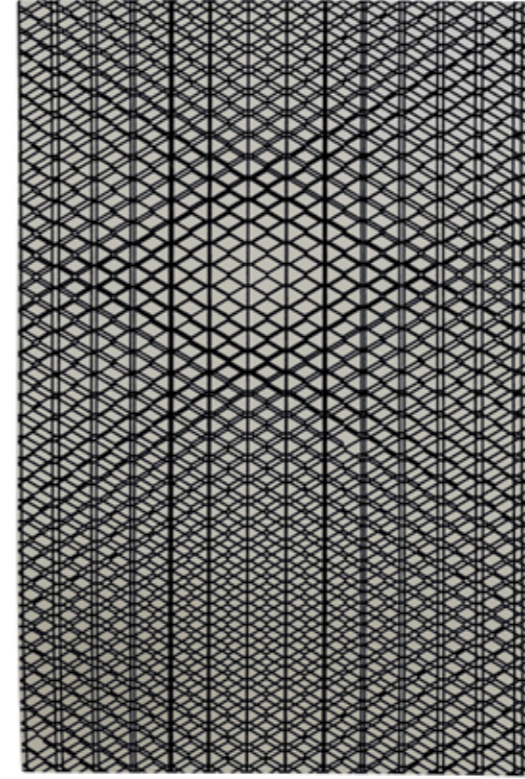
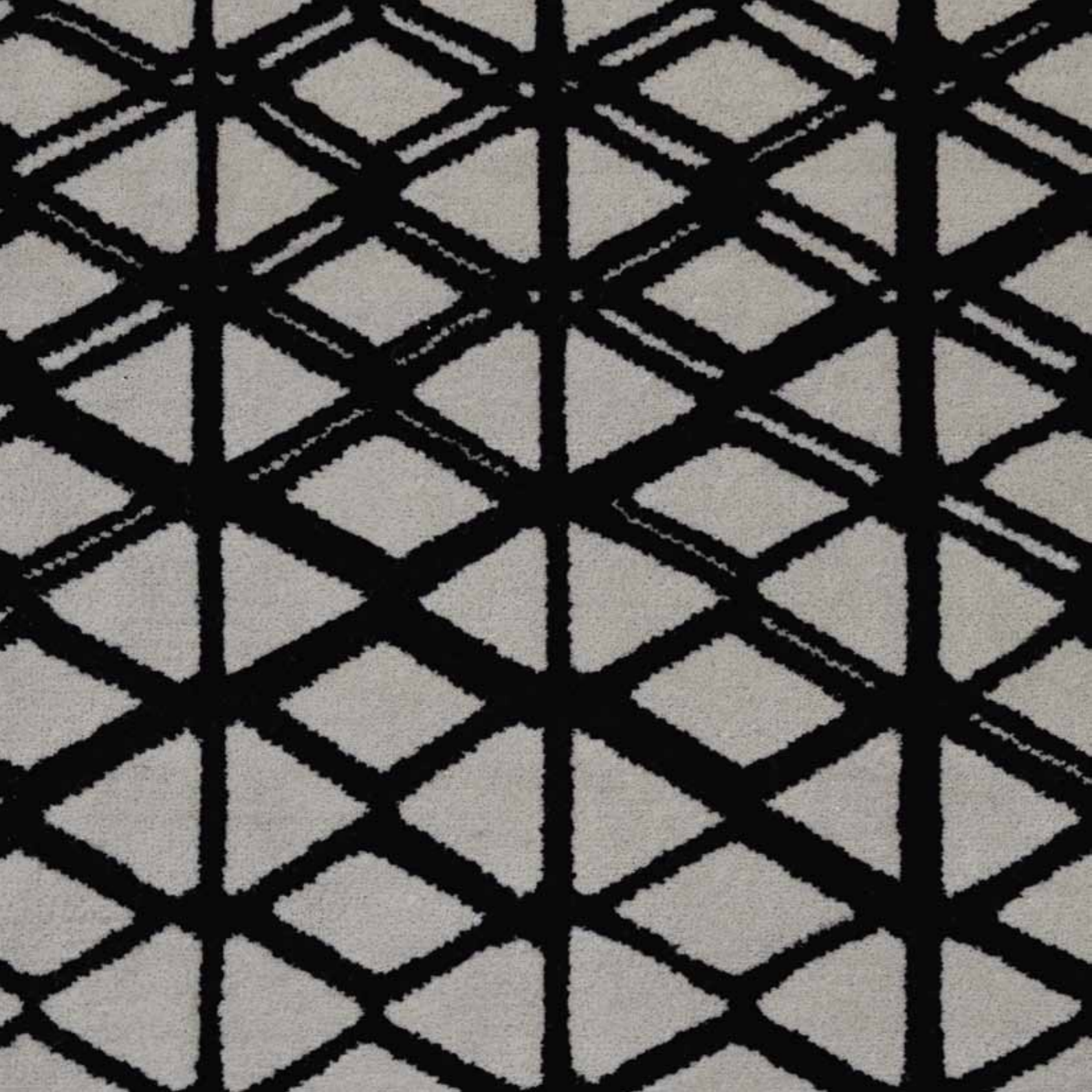
handknotted woollen rug
limited edition, 7 + 1 Ap
170 x 240cm



TRACE

design Paolo Giordano

handknotted woollen, viscose rug
also available in black & white
limited edition, 7 + 1 Ap
170 x 240cm | 200 x 300cm

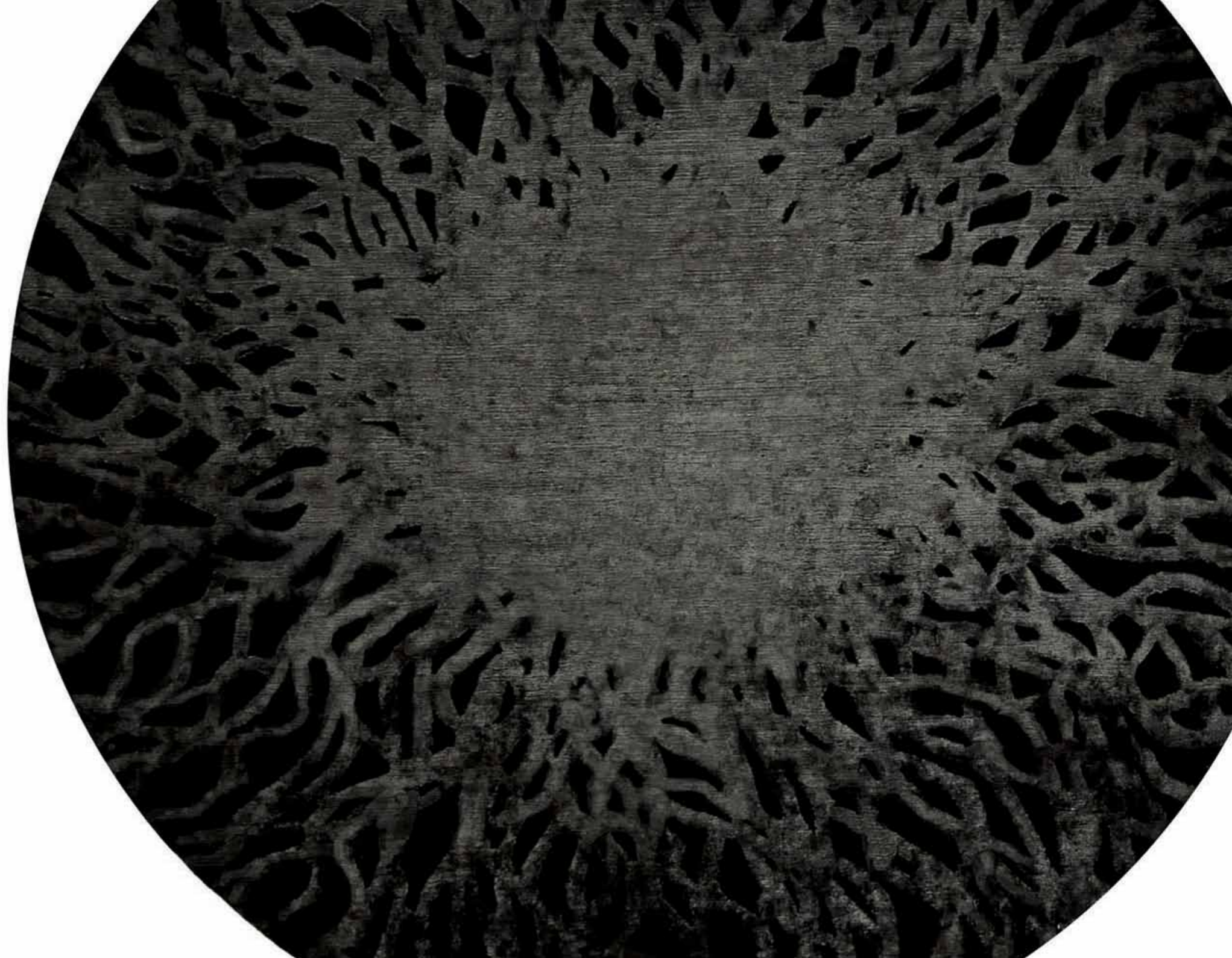


BREEZE I
design Emmanuel Babled

handknotted woolen rug
limited edition, 7 + 1 Ap
190 x 240cm | 200 x 300cm

BREEZE II
design Emmanuel Babled

handknotted woolen rug
limited edition, 7 + 1 Ap
200 x 300cm



DOODLE

design Paolo Giordano

handknotted woollen, viscose rug
limited edition, 7 + 1 Ap
Ø 230cm

HOMAGE TO THE ICONS OF THE MODERN MOVEMENT

by Paolo Giordano

The application of ethnic Indian decoration to modern design icons is at first sight provocative.

It is the layering of ornamentation on pieces that originated precisely in the refusal of decoration; the uniting of thought and ideas that were historical opposites.

I believe, however, that these objects acquire a new identity as distinctive yet indefinable hybrids, somehow so coherent they make us forget the reasons of the separate initial gestures.

An example of how visual language leads its own spirited life.

La decisione di sovrapporre a pezzi storici delle decorazioni etniche, di origine indiana è inizialmente provocatoria.

Sovrapporre una decorazione su un pezzo che nasce dal rifiuto della decorazione...far convivere pensieri ed idee che erano storicamente contrapposte...

Credo però che a posteriori gli oggetti si riappropriano di una nuova identità, un'identità ibrida indefinibile, ma comunque in qualche modo coerente che fa dimenticare le ragioni del gesto iniziale.

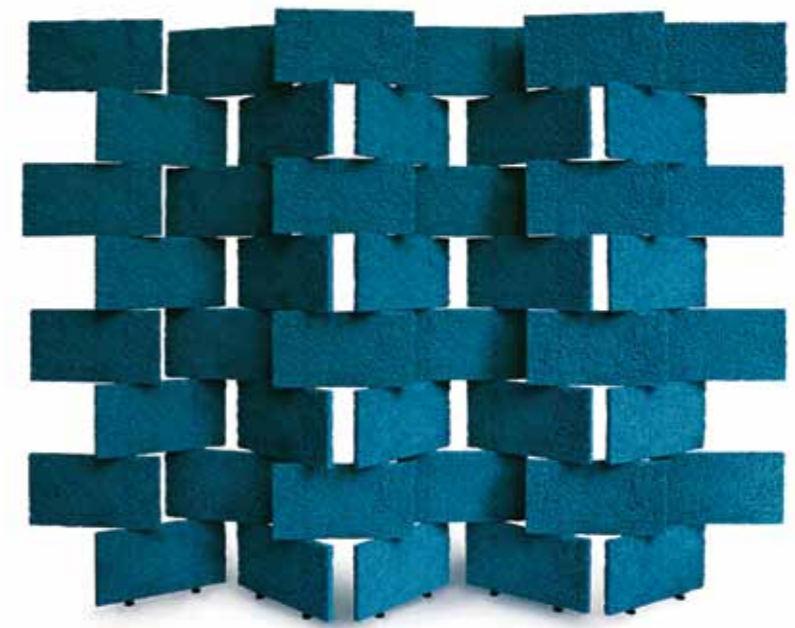
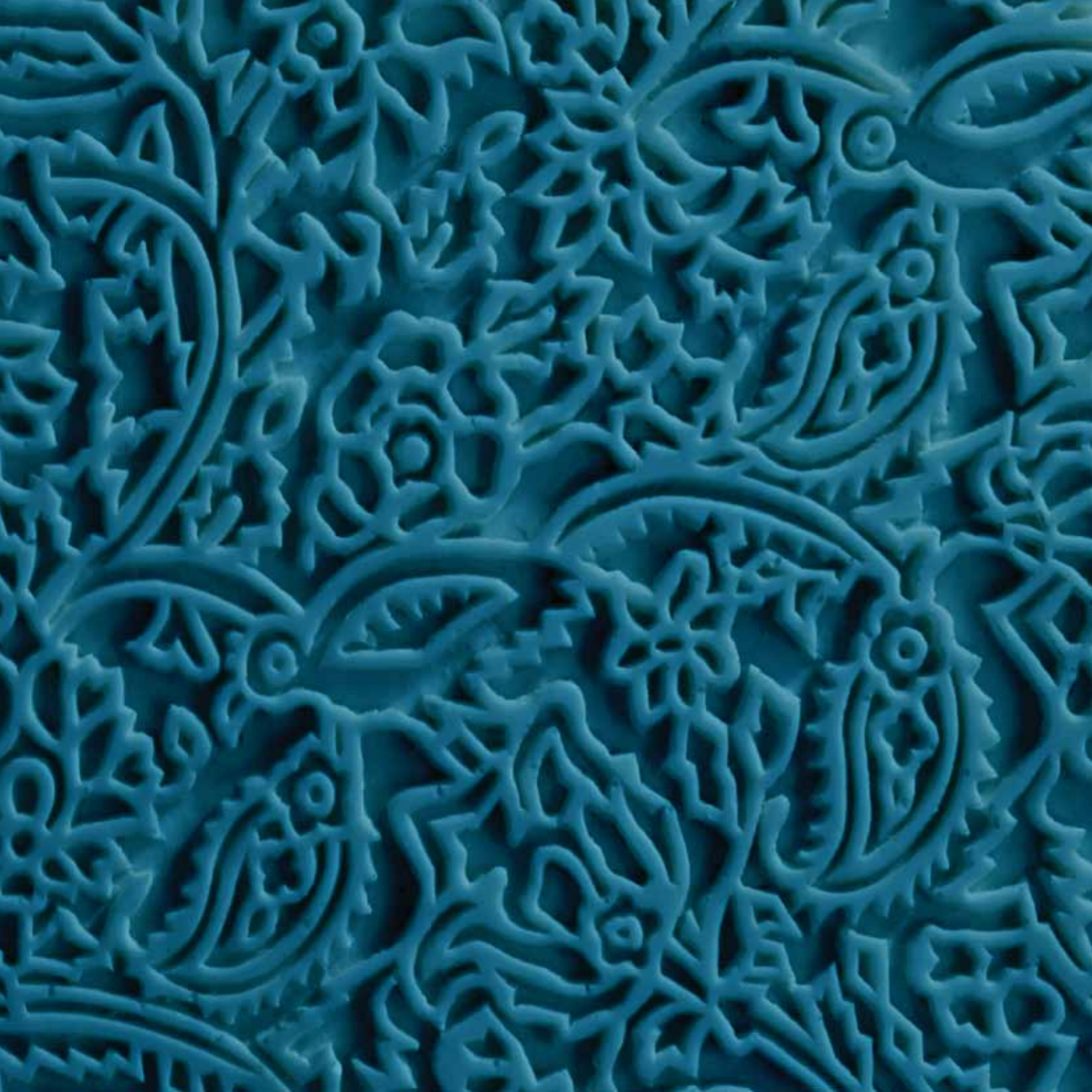
Un esempio di come il linguaggio abbia una sua vitalità propria quasi ingovernabile.





ETHNO-EAMES
Homage to Ray&Charles Eames
design Paolo Giordano

cast aluminium chair
limited edition, 20 + 1 Ap
cast bronze chair
limited edition, 7 + 1 Ap
68 x 56 x 61cm



PEACOCK ON A BRICK
Homage to Eileen Grey
design Paolo Giordano

resin folding screen
limited edition, 7 + 1 Ap
available in white & blue colour
246 x 170 x 2,5 cm

JAIPUR GARDEN

by Paolo Giordano

An extruded ethnic floral pattern offers a twofold aesthetic.

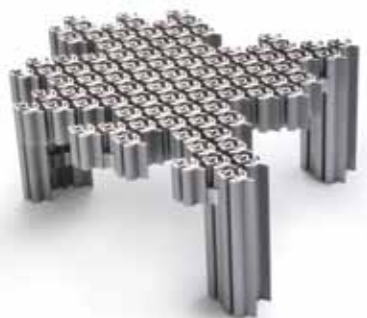
Vernacular folk figuration combined with techno precision in regular or organic shapes, like a fantasy archeological find from industrial times, where machined profiles become poetic expression.

In questo progetto con gli estrusi di motivi floreali etnici cerco di sviluppare un oggetto bivalente.

Utilizzo un vocabolario di figurazioni etniche e folk che, combinato in forme regolari od organiche si legga anche come un progetto tecnico.

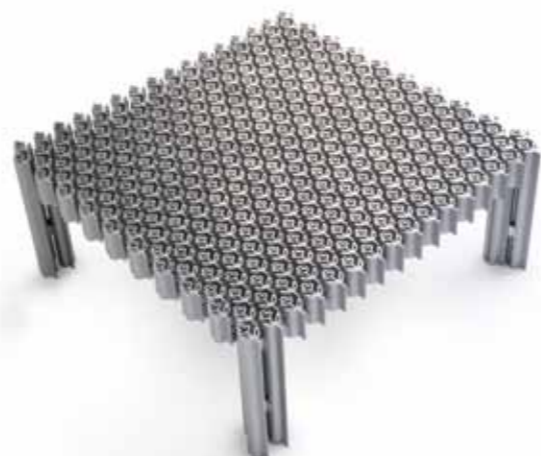
Quasi facente parte di una archeologia industriale fantastica, dove un profilato meccanico possa anche diventare un oggetto poetico.





JAIPUR GARDEN Low Table I
design Paolo Giordano

aluminium profile low table
limited edition, 20 + 1 Ap
57 x 64 x 27cm



JAIPUR GARDEN Low Table II
design Paolo Giordano

aluminium profile low table
limited edition, 20 + 1 Ap
90 x 90 x 35cm



JAIPUR GARDEN Console
design Paolo Giordano

aluminium profile console
limited edition, 20 + 1 Ap
33 x 104 x 85cm



JAIPUR GARDEN Vase
design Paolo Giordano

cast aluminium vase
limited edition, 20 + 1 Ap
18 x 29 x 14,5cm | 14 x 29 x 29cm

DESIGNERS

Emmanuel Babled

Born in France 1967, studied at European Institute of Design (Milan) graduating with diploma in 1989. Studio Babled is specialized in development of industrial design products and objects in glass and crystal for companies such as Baccarat, Covo, Venini and Rosenthal. Also works as consultant for both private and professional clients in product design, home accessories, graphics and art direction.

As a glass designer Emmanuel Babled produces one off and limited editions of design pieces. which have been shown in numerous exhibitions and events all around the world.

Richard Hutten

Richard Hutten, 1967, is a dutch designer. He studied at the Design Academy Eindhoven, from which he graduated in 1991. That same year he founded his own studio, working on industrial furniture and interior projects.

Hutten's work can be found in more than fifteen museum collections worldwide, including MoMA New York, Vitra design museum, V&A London. Clients include Sawaya&Moroni, E&Y, Pure design, MOOOI, Christofle, Forbo, TNT post and Gispem.

He works and lives in Rotterdam and is the father of two boys, Abel and Boris.

Paolo Giordano

Born in Naples 1954, studied architecture at Milan Politecnico graduating in 1978. Lives and works in Milan.

In 1996 founded the I+I company, with the idea of producing a contemporary design collection for the home with products made by hand from different continents.

Since then continues to direct the I+I company from both a creative and commercial point of view. Collaborates as artistic consultant for italian furniture companies (textile and accessories). Has participated in numerous international exhibitions.



Photography by Paolo Giordano
Graphic design by Nicole Jeanneret

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printed April 2010 by Arti Grafiche Bianca&Volta



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