



SARDEGNA

The collection **DOMO** of Sardinian handicraft at Milan, 12 - 17 April



The rich collection **DOMO** – carried out in 2009 by **Edizioni Ilisso** on behalf of the Tourism Craft and Trade Council Office of the Region of Sardinia on the occasion of the **XIX Biennial of Sardinian** handicraft and which saw the involvement of 60 craftmade Sardinian workshops and 32 international designers -, continues to get itself talked about.

For the upcoming Furniture Fair 2011 (**Milan, 12 – 17 April**) a selection of **DOMO**'s articles will be mounted in a really exceptional location: **Cantiera Cascina Cuccagna**, a building from the late 17th century, in Porta Romana's area, in the context of prestigious initiatives linked to the “Fuorisalone”. The space of Cascina Cuccagna will be dedicated to Italian quality handicraft, “Handicraft as a passion”, included in the largest Progetto D.2011 Porta Romana.

The concept and the setting up - for which we will use the furnishings of British designer Katrin, while the lighting will be by &Tradition e Muuto - will be designed and constructed in collaboration with interior stylists Jeanne Fra, Cristina Gigli and Vanessa Piske. *Casafacile*, monthly furniture published by Mondadori will be a Media partner of the event.

For the Sardinian handicraft, in this time of general crisis, the participation in this important event - closely followed by the media and buyers from all over the world – has an enormous importance for the revival of an industry still able to manufacture products of excellence. In particular it's necessary to underline that the project **DOMO**, seen as a laboratory and a time for proposal, has assumed the sense of a test, a reflection on the past and a bet on the future.

It was revealed in Sardinia a scenario in turmoil, in which, though some areas have not stood change in recent decades, others have developed vigorously.

The intervention of the designers, aims to rethink the scope and the executive procedures, as well as inventing new forms rich in the memory of the tradition, gave impetus to productions that unquestionably are able to face the contemporary market and reread in functional and aesthetically modern formulas, the sphere of everyday life.

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