

# INTERNI

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# PhotographING

## SCULPTURAL DESIGN



**ALPI, RON ARAD: "IF I WERE A CARPENTER". PHOTO PIERPAOLO FERRARI**

THE PATH OF RESEARCH TAKEN BY ALPI ON THE RELATIONSHIP BETWEEN ART AND DESIGN HAS NOW REACHED ITS FOURTH EDITION, WITH THE PROJECT "IF I WERE A CARPENTER" IN COLLABORATION WITH RON ARAD. AFTER MARTINO GAMPER, ALESSANDRO MENDINI AND PIERO LISSONI, VITTORIO ALPI, PRESIDENT OF THE COMPANY, HAS ASKED RON ARAD TO GIVE A FORM TO ALPI WOOD PRODUCTS. THE RESULT IS SURPRISING: ARAD HAS CREATED THREE CHAIRS OF THE BITT SERIES WITH SINUOUS, SOFT LINES, IN TWO-TONE SHEETS SHAPED AND INTERLOCKED TOGETHER, CREATING A THREE-DIMENSIONAL GAME OF FORMS AND HUES CAPABLE OF GIVING THE SEATING A MUTABLE IMAGE DEPENDING ON THE VANTAGE POINT OF THE OBSERVER. VISIONARY AND MATERIAL SCULPTURAL FURNISHINGS, CAPTURED BY THE GAZE OF THE PHOTOGRAPHER PIERPAOLO FERRARI, WHOSE ECCENTRIC, SURREAL PROJECT PROVOCATIVELY INTERPRETS THE FORCEFUL PERSONALITY OF THE OBJECTS INVENTED BY THE DESIGNER. "I LIKE CRAZY DESIGN THAT CHALLENGES TIME AND SPACE," FERRARI SAYS. IN THE PHOTO, THE BIG EASY (ON THE FACING PAGE) IN RED AND BLACK STRIPS, AND THE SOUTHERN HEMISPHERE (ABOVE), A ROCKING SHELL IN WOOD, BLACK ON ONE SIDE AND GRAY ON THE OTHER. (C.T.) ALPI.IT