

PROMEMORIA: OBJECTS. BUT HOW MANY, AND WHICH?

The brilliant and incisive French journalist, Francoise Giroud, claimed that adjectives were the acme of prose. This from one who possessed a flowing pen, whose edi-

torials in The Express revealed the gift of acute expression, which always hits the centre of the target. A gift which few possess but a gift, which strikes all. However, it

covered in white stained rattan, seat available in leather or fabric Mr Elephant. Behind the scenes Mr. Elephant. Making its entrance, a new friend of Promemoria, the elephant. A screen in ancient oak crossed with light and

dark shades, bronze panels engraved with Riccardo Dalisi designs. Bottone: wall coat hook, available in velvet, linen, leather, mahogany and maple, bronze base.

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you read the articles and books by an esteemed newspaper journalist like Natalia Aspesi, you realise that an adjective has a particular strength and a defining personality, as long as it is well chosen and appropriate. Never banal. Always illuminating, able to awaken a reader's sensations which only certain writing can do.

The same is for objects. Especially those in the house. Once known as ornaments, knock-knacks, interior details "bibelot". They can be sparse or they can be many. They may be rare and unusual, they may be overdone. If they truly reflect the instincts, the fancies and tastes of who has found them and chosen them, then they become poetry, a story. Memories and images. Cocolino Cocolino: pouff, feet in anthracite oak, upholstered in fabric and leather Topazia: armchair structure



ARCADIA BY MARCO POLETTI

Participating for the first time with a stand of its own at Cersaie 2012, Arcadia, an initiative conceived and organised by architect Marco Poletti, took tangible form with an organic hotel room project extended to the residential area and with particular emphasis on the bathroom. Arcadia aims to create new commercial links for Italian designer products, through partnerships between companies taking part in the operation: Casalgrande Padana which works in the field of flooring and ceramic tiles; Das which produces decorative radiators; Ego and Giusti Portos which express different approaches in the furnishing field; Eurolegno with its range of bathroom furnishings; Huber with mono thermostatic taps; I Conci with marble and stone coverings and elements; IVV with accessories and complements in highly crafted glass; Olympia, with ceramic sanitary fittings and Suite N° 8 for luxury life, a prestigious showroom in Milan which provides a means for Italian manufacturing to access the international scenario.

