

SHADOW CUBE

A mesmerizing table with a mutant nature

April 15th to
April 18th
from 2.00 p.m.
to 7.00 p.m.
Closing party
April 18th
at 7 p.m.

Location
Savona97
Spazio
Fuori Mercato
Via Savona 97
20144 Milano
Zona Tortona

MM2 Romolo
+ bus 90
or tram 14
Parking at the
corner Tolstoj-
Savona



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Materioteca® has the pleasure to introduce on the market a new outcome of the Italian talent, a shiny design product. Come and enjoy Shadow Cube during the Design Week 2015!

when

where

how

whom

what

Press release

Materioteca® launches two brilliant new entries in the Italian design: Innovitalica and Vera Mazzolini

Materioteca®, an interface structure that connects creativity with materials technology acted as a link between a new entry in the furniture world, architect Vera Mazzolini, and Innovitalica a newco which engineers and manufactures products of Italian design.

Innovitalica S.a.S. is a new driving force into the design scene, proposing brainchilds conceived and produced entirely in Italy. The ideas proposed by Innovitalica do not follow stereotypes since strong attention is given to the materials and technologies selected when the products are engineered. The company is currently active in three fields: furnishing, sport goods and clothing accessories.

Vera Mazzolini created a mesmerising object by studying a cube and its shadow. Depending on the lying side it mutates look and function.

Shadow Cube becomes a night stand, a pretty side table, a unique newspaper container, or more simply a stall with a mutant nature.

Due to its small size Shadow Cube is smart and agile, mobile and switchable, and lets the imagination enter home furnishing.

The light seeps through it, refracts, slips away and still finds countless facets to play with the dark and with the eyes of the observer.

From the successful marriage between Vera Mazzolini and Innovitalica one of the possible variants is being launched during the Design Week 2015.

This model is entirely made of plastic, with a transparent structure and a mirror as shadow giving to it an intriguing trompe l'oeil effect. It can be enjoyed at Spazio Fuori Mercato, inside the prestigious compound of industrial archaeology of via Savona 97.

Milan, April 14th 2015