

whitewaller

CELEBRATING 10 YEARS OF ALTREFORME AT POLIFORM MIAMI

By Eliza Jordan

This year, the Italian design brand *altreforme* is celebrating 10 years of home furniture and accessories with a presentation at Poliform Miami, on view December 5–8. For the occasion, *altreforme* will showcase a limited-edition collection, "Raw&Rainbow," made up of 10 sculptures by several prominent Italian designers: Antonio Aricò, Serena Confalonieri, Marcantonio, Alessandro Zambelli, and Zanellato/Bortotto.

Each designer was asked to create two objects representing the brand's most significant elements—aluminum and playful, colorful design. To shine light on both of the unique elements throughout the collection, "Raw&Rainbow" includes five raw sculptures and five rainbow pieces.

"For the first ten years of *altreforme* I wanted to celebrate the two souls of this brand: the most material one, dedicated to aluminum in its purity and flexibility, and the most pop one, inspired by our colorful finishes," said Valentina Fontana, founder and art director of *altreforme*. "I wanted to involve five young Italian designers who share with *altreforme* an experimental and playful attitude, and I asked each one of them to tell our story through their personal vision."

Each object in the collection is unique. Aricò found inspiration in animals,

presenting *Pavone* and *Gallo*; Confalonieri's *Bruto* and *Juno* refer to archetypes; Marcantonio created a representation of the natural world in all its expressions with *Alla Terra* and *Dalla Terra*; Zambelli constructed architectural pieces that evoke the prehistoric imagination with *Architettura Domestica* and *Giostra*; and Zanellato/Bortotto made *Mr Raw* and *Mrs Rainbow*—soul mates whose shapes highlight their materials and complementary silhouettes.

The collection is shown alongside *WOW ALUMINUM DESIGN*—a special book published by *Contrasto* that chronicles the brand's significant history. In its pages, readers can learn more about monumental pieces from the past, like the brand's distinctive aluminum bodies for luxury car brands like Ferrari and Rolls-Royce.

"At the heart of Poliform is our Italian heritage and design values which place the highest importance on quality of materials, exceptional versatility, and a technical expertise that is constantly evolving," said Laura Anzani, CEO of Poliform Americas. "We are proud to present *altreforme*'s Raw&Rainbow collection, which embodies so many of our brand values, during one of the most important design weeks in the world."



Portrait by ©Alexandre Tabaste.



Will Boone installed at Zadig & Voltaire.