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Wallpaper UK

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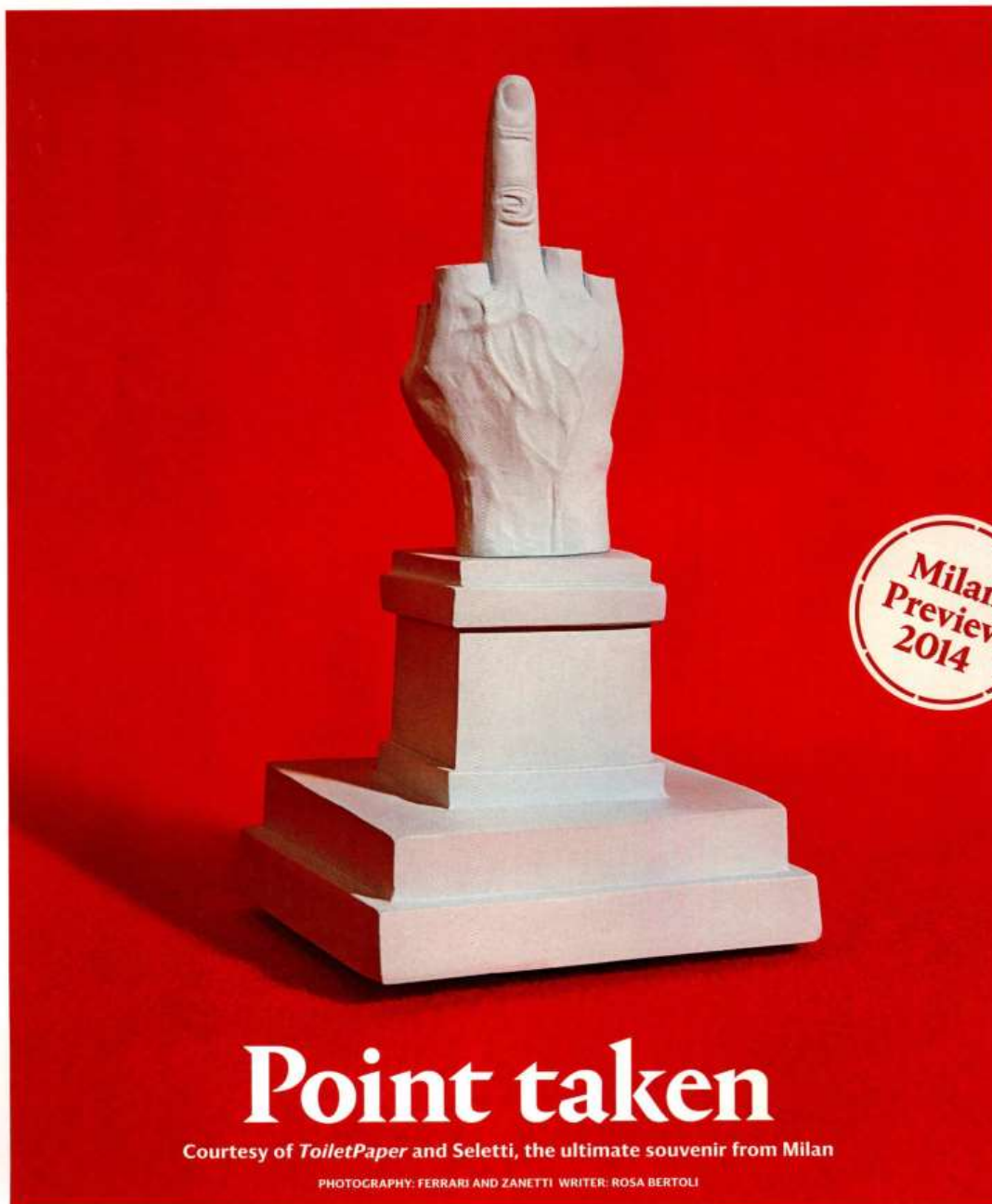
Seletti, Corporate

- Ferrari and Zanetti, Fotografi

Rosa Bertoli, Redattori/Stylist



Salone del Mobile



Point taken

Courtesy of ToiletPaper and Seletti, the ultimate souvenir from Milan

PHOTOGRAPHY: FERRARI AND ZANETTI. WRITER: ROSA BERTOLI

Tableware specialist Seletti's first collaboration with the irreverent duo behind *ToiletPaper* magazine, photographer Pierpaolo Ferrari and artist Maurizio Cattelan, marked both the encounter between two icons of Italian design and the birth of a cult product. 'Seletti Wears ToiletPaper', launched in 2013, features a range of Seletti's everyday designs – enamel cups and bowls, plastic trays and tablecloths – all printed

with the darkly humorous and ambiguous imagery for which *ToiletPaper* is known.

'Our collaboration was born out of a friendship,' explains Stefano Seletti, son of the company's founder and at the helm of the brand since the 1990s. His father, Romano, undertook frequent travels to the Far East in the 1970s, returning with typical Chinese objects of the time – tableware, bamboo work and >>

ABOVE, THE MUSIC BOX REPLICA OF MAURIZIO CATTELAN'S LOVE SCULPTURE, PRODUCED AS PART OF THE LIMITED EDITION 'SOUVENIR MILANO' COLLECTION FOR SELETTI