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Wallpaper UK

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*point taken*Seletti, Vassoio
Seletti, Tovagliolo

Seletti, Casalinghi altro per la cucina



Salone del Mobile

NEW ADDITIONS TO THE 'SELETTI WEARS TOILETPAPER' COLLECTION, TO BE SHOWN IN MILAN, ARE DESIGNS INCLUDING COTTON TEA CLOTHS, €9 EACH; MELAMINE BREAKFAST TRAYS, €19 EACH; AND METAL MUGS, €18 EACH



textiles – which came to form the basis for Seletti's business, originally as an importer of Chinese goods and eventually, under Stefano and his sister Miria's direction, with its own designs too, also produced in China. It was Stefano Seletti's personal and extensive collection of 1970s Chinese objects, however – metal tableware, kitchen towels and plastic plates with typical Chinese graphics – that really intrigued the *ToiletPaper* pair and sparked the collaboration.

Now the trio have joined forces again to expand the 'Seletti Wears ToiletPaper' range, but also to present a new endeavour. Again translating *ToiletPaper* imagery into typically playful products, the 'Souvenir di Milano' collection comprises two alternative mementoes of the city – a *carillon* (music box) and a snow globe.

The starting point for the collection was Cattelan's *L.O.V.E* sculpture, which has graced the Piazza Affari, right in front of Milan's Stock Exchange, since 2010. The matching limited-edition souvenir for Seletti faithfully replicates the 36ft marble hand, held in

a fascist greeting sign, with all the fingers chopped off except for the middle one. Its name stems from the first letters of the Italian words for Freedom, Hate, Revenge and Eternity. 'Maurizio donated this piece to the city, but many Milanese don't know it,' says Seletti. The fact that the Piazza Affari is normally a parking area means the sculpture's artistic value can be overlooked, and Seletti wanted to celebrate both Cattelan and his piece.

Modelled after cheap, classic souvenir tat, the two-piece collection serves as an homage to the artist and allows anyone to take home a little piece of his work. 'With these objects we wanted to pay tribute to Milan and Italy, not in a pompous way but with the ironic touch our brand is known for,' says Seletti.

'We don't have a manufacturing tradition,' he adds, explaining how the brand's history is based on 'made in China', accessible products for everyone. 'For Seletti, this collection represents a new frontier that is rooted in what's historical for us.' ★

'Seletti Wears ToiletPaper' at Piazza Affari, Milan, 8-13 April

WALLPAPER* X TOILETPAPER

FOR THE PAST THREE YEARS, WALLPAPER* HAS TEAMED UP WITH MAURIZIO CATTELAN AND PIERPAOLO FERRARI FOR WHAT HAS BECOME A HIGHLIGHT EVENT OF MILAN'S SALONE DEL MOBILE. TAKING OVER THE SALA VENEZIA BALLROOM EACH YEAR, WE GATHER DESIGN AND FASHION FRIENDS FOR AN EVENING OF ITALIAN FOOD AND DETERMINED DANCING...

2012 – LEAVE YOUR FURNITURE AT HOME PARTY

THE INAUGURAL DANCING EXTRAVAGANZA WAS FRONTED BY A 14-YEAR-OLD CROONER AND MILAN'S FINEST BALLROOM DANCERS.

2013 – LASAGNA PARTY

ALONGSIDE FURNITURE BRAND GUFRAM, WE CELEBRATED THE PARTNERSHIP BETWEEN TOILETPAPER AND SELETTI WITH AN EVENING OF NO-FRILLS FOOD BY CARLO CRACCO, A LIVE BAND AND AN ACCORDION PLAYER.

2014 – YOU WILL NEVER BE ALONE PARTY

ITALIAN SINGER BOBBY SOLO ENTERTAINS OUR GUESTS THIS YEAR, AS WE JOIN FORCES WITH TOILETPAPER, SELETTI AND GUFRAM FOR ANOTHER DANCING DINNER.