

DESIGN
PRIDE

**STUDIO
420**

**PROJECT BY
NICCOLÒ SPIRITO**



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NICCOLÒ SPIRITO**

MILANO DESIGN WEEK 2019
Wednesday April.10th
6 – 12 pm

**DESIGN PRIDE
+
PARTY TEMPO ROCKS**

DESIGN PRIDE
Starting from Piazza Castello, 6 pm
+
PARTY TEMPO ROCKS
Piazza Affari, 8-12 pm



THE PROJECT

Design Pride 2019 - For the most exciting, most "democratic" and certainly most amusing event of the **Milano Design Week**, organized by **Seletti** in collaboration with the agency **Paridevitale**, the multifaceted artist and designer **Niccolò Spirito** (b. 1980) presents with **STUDIO 420** an unprecedented project in Milan.

Spirito will showcase an original bus (model Fiat 418 - registration number 420) from the 1970's, transformed for the occasion into a Club Seventies. Drawing inspiration from the name of a infamous "**Studio 54**" club in New York, Spirito re-elaborates the **Culture from the 1970's** and **Radical Design**, dismantling the original interior piece by piece and manipulating the interior with a personal twist.

The anachronistic dance floor on wheels will parade from **Piazza Castello** to **Piazza Affari**, showcasing the artist's multifaceted creative verve which, in this case, navigates between Concept, Design, and Superior Craftsmanship.

The presence of a **Live DJ Set** contributes to the uniqueness of this complex customised project and gives a voice to **Design**.

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#studio420
#niccolospirito
#DesignPride2019



NICCOLÒ SPIRITO

Niccolò Spirito (Milan, 1980) lives and works in Milan.

He grew up in Liguria, where he learned the techniques of fiberglass thanks to his experience in the shipyards of Genova, and early on began to fabricate surfboards. In 2005 he moved back to Milan to follow his passion for art and cinema. In this period he realized the short film "Tipo 00" and the documentary "Vandart".

In 2010 he presented his first solo show with nsdesign: "**Poligonale 30-32**", a collection of furniture pieces, unique pieces made with wrenches and PVC tubes, in collaboration with USAG and SIRCI. The following year he presented his second collection made entirely with PVC tubes. In 2015, he exhibited an XXL example of one of these pieces at the historical venue of the Società Arti e Mestieri in the Milanese neighborhood of the 5Vie. The project was mentioned in **Wallpaper** as one of the "100 shows not to miss" during the Fuorisalone that year.

At the art fair **MIART** in 2018, in collaboration with **Galleria Rossella Colombari**, Spirito presented **OVETTO N.3**: a transformation of a cable car from the 1950's into a contemporary installation dedicated to the infamous Italian architect Carlo Mollino.

The designer's work is positioned between the borders of art, design, and superior craftsmanship and stands out for its excellence in manual skills and projectuality, along with conceptual originality. His work is present in present in private and public collections.

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THE INTERIORS

The *ad hoc* transformation of the Bus consists of a re-styling of the traditional interior of an urban bus into a true disco club with the radical twist of an *Anti-Designer*.

Niccolò Spirito's intervention transformed the entire interior of the bus through the use of **formica, plywood, plastic mirrors and synthetic fabrics**. Industrial materials used for the creation of accessories and lighting which abandon their ancestral nature and give way to an indivisible *unicum*.

The **unique interior of STUDIO 420** does not stand out only due to the concept, but above all for the projectuality of an ironic and eccentric design inspired by the principles of *nonsense* of the **Radical Design** movement from the 1970's in which forms do not limit themselves to concepts of functionality and practicality but also experiment with innovative and empathetical forms.

The project is not restricted to a mere vitrine of accessories created for the occasion but - on the contrary - is expanded to the concept of functionality of each object, transforming the final product into a true installation of set design composed of plastic elements in the tones of blue and once again the use of PVC tubes, Spirito's undoubtable **"artistic stamp"**.

The theme of the **"itinerant disco"** represents an homage to the great **Masters of Design** Archizoom, Occhiomagico, Ettore Sottsass, and Alessandro Mendini, who used matter and color as the essential instruments of their design projects in the 1970's.



LENGHT

10 M

SET-UP

URBAN

FUELLING

DIESEL

DOORS

3 FOLDING DOORS

REGISTRATION N

420



THE BUS

To renovate its offer, Italian company **Fiat Veicoli Industriali** produces model **418**: a medium capacity City Bus with great versatility.

Fiat 418 is a bus produced from 1972 through 1982.

Fiat 418 is one of the first buses to include a rev counter in the standard equipment, at that time the deliveryman's seat was replaced at that time by special emitting machines.

Fiat 418 has rappresented for many years the most widespread city-bus in Italy, ca. 6.900 examples were produced.



KINGS
@kingsart.it
6-7 pm

ADM
@adm.dj
7-8 pm

ANTONIO PONTI
@antonioponti23
8-10 pm

ADM
@adm.dj
10-12 pm



DJ's LINE-UP



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