

Milan, 7<sup>th</sup> June 2022

**ETHER: the doorway of the future**  
**Milan Design Week 2022, 7-12 June**  
**[www.lualdi.com](http://www.lualdi.com)**

Lualdi is taking part in Milan Design Week 2022 both inside the Milan trade fair complex and at the Fuorisalone, with an event that will take place in the showroom at Foro Buonaparte 74.

The newly designed space was inaugurated in September 2021 and communicates the company's philosophy founded on flexible production techniques that translate into customized products, personalized service and tailor-made solutions. The showroom is part of a broader corporate strategy aimed at creating new spaces in principal cities worldwide, with the intent of increasing the export share that has stood at around 60 percent over the last three years. It also seeks to be a remodeled point of reference for architecture studios, the main points of contact for the brand.

With its doors and partition systems that enable spaces to be reinvented by creating new possibilities for interiors, **Lualdi develops solutions that are integrated into the architectures and is constantly researching new applications for materials and technologies**, thus going **beyond the traditional and standard approach to door production**.

Continuing this approach, on the occasion of Milan Design Week Lualdi presents a project born from the collaboration with Marco Piva and Microdevice.

## **ETHER: the doorway of the future**

Changes in social behavior and habitation patterns, together with technological developments, have led to a new tradition in the appearance of the door as a physical object, transforming it within the context of new values where design becomes the fundamental and mindful interpreter. The door is one of those objects that has endured the longest over time. It is the quintessential intermediary object: able to establish the passage between Architecture and Interior.

**ETHER**, designed by Marco Piva for Lualdi, is an innovative door system equipped with an advanced door jamb: the vertical block, which accommodates the interface developed by Microdevice, is fully incorporated and hidden within the door system. All this is done in a way that is completely linear and customizable: the different finishes of the Lualdi product are matched with the various optional packages, enabling a varying number of Microdevice functions to be adopted according to the needs of individual users.

The design thus becomes the tool that makes it possible to establish the connection with the public, offering an experience that is out of the ordinary.

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The two projects have linked objectives that can be merged into a single product or differentiated into two individual products.

A vision of the future that combines the know-how of Lualdi with the most advanced technologies, making them the key elements of uniquely designed creations.

The system incorporates an intelligent, highly-customizable interface with multiple commands that is able to evolve and adapt to the needs of the end user: it is configured through a simple data connection.



Credits: Studio Marco Piva

## Aesthetics and technology

ETHER is functional, cutting-edge, intelligent and interactive: an activator that integrates a series of functions and enables the various building management systems to communicate with each other. The impact in terms of sustainability is also significant: it is possible to control household power consumption and so optimize energy use. From an architectural point of view, these "technological doors" allow the various spaces to be divided in a new way according to a continuous and enveloping perspective; the systems control is implemented on site in a way that is simple, effective and above all innovative. This revolutionary plant system radically changes the appearance of the electrical panel.

Right from the early stages of the design process, **ETHER** integrates with the construction system of load-bearing walls and partitions and with electrical and home automation systems through a simple plug-in to be connected at the time of installation.

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The system is characterized not only by the fact that it enables user maintenance to be completely autonomous, but above all because the product functions can be totally customized.

## Applications

This technologically innovative product lends itself to numerous applications.

Each version is designed with a set of finishes and accessories.

Different functions can be found in a single object: from basic controls – such as switching off and on – to communication, alarm, monitoring and air sanitation systems, which are much more structured.

**ETHER** can connect to any control system: all its functions can be monitored remotely and can be controlled 24 hours a day directly from a smartphone.

The Ether system can also be combined with dry walling specifically designed to integrate with the technology of the product, and can be applied both in newbuilds and in energy efficiency retrofits. For the launch of this collection, this solution is presented in collaboration with Saint-Gobain as technical partner.

The Saint-Gobain solution integrates **ETHER** into high-performance thermal and acoustic comfort systems that meet high standards of environmental sustainability.

**ETHER** is designed to be installed in historical/monumental contexts as a command bar that can be applied to stand-alone walls.

## Finishes and accessories

Marco Piva and Lualdi have developed three versions with three different uses for the launch of **ETHER**. Each version comes with a package of finishes and accessories designed for a certain function type. The combinations of materials - wood, glass and aluminum - are specific to the different uses of the system.

The iconic combinations reveal a rich and harmonious program of aesthetic and material solutions, as is the custom with Lualdi products.

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credits We Are Happy

## **RESIDENTIAL**

Door in light oak Thermowood  
Door jambs in black aluminum  
Iron Grey Glass Column



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## **WELLNESS**

Door in iron grey back lacquered glass  
Door jambs in brushed aluminum  
Black Glass column

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## OFFICE

Door in matt calce grey lacquer  
Door jambs in brushed aluminum  
Grey Glass Column



## LUALDI Company profile

Lualdi is an historic Italian design company engaged in the field of interior doors, bespoke furniture and contract, founded in 1859 as an artisan joinery and currently managed by the fourth generation of the family. The move to industrial production began in the sixties, thanks to the collaboration with some of the leading Milanese architects of the time. Today, the company works with the world's most important architects, has showrooms in Milan, New York and Miami, and its leadership is recognized the world over. The quality of the product and the production processes are long-held values of the company, a manufacturing operation requiring specialized knowledge that combines the quality of traditional craftsmanship with the most advanced industrial production methods. Corporate social responsibility is one of the cornerstones of its philosophy and its daily commitment to environmental protection. The socially and ecologically sustainable use of materials and resources has enabled the company to become FSC® certified. [www.lualdi.com](http://www.lualdi.com)

## Designer: Marco Piva

Marco Piva, traveler and designer, is an innovator: he defines his own exciting, fluid and functional language. His projects, which range from large urban masterplans to architecture, interior design and product design, have received numerous awards and commendations. Research into materials and technology, together with the value of iconic quality and design innovation led to the foundation of Studio Marco Piva, which has become one of the best expressions of Italian design. His studio's more recent developments include the Radisson Collection Hotel, Palazzo Touring Club in Milan

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and Palazzo Nani in Venice, urban masterplans in China, the Tonino Lamborghini Towers complex in Chengdu, private villas in Beverly Hills, Shanghai, Melbourne, Accra, Dubai and Moscow, the projects for the Princype and Syre residential complexes in Milan, the renovation of historic buildings in Milan, Venice and Shanghai, as well as the design of products for some of the most prestigious Italian companies.

## **Partner: Microdevice**

Passion, design and technological continuity since 1981. Microdevice professional supervision systems were born from a promise to make buildings ever more accessible and user-friendly. Specializing in building automation & control systems, the Italian company has carried out over 1,000 installations worldwide, designed and built to meet the systems management needs of clients in the hospitality, healthcare and business sectors, but also to satisfy the specific needs for the supervision of prestigious houses and historic homes. This is how, for over 40 years, the founder of Microdevice, Claudio Abrami, has kept a promise for safe and comfortable buildings that are able to shape themselves to the needs of those who live there.

## **Technical partner: Saint-Gobain**

For over 350 years, Saint-Gobain has been designing, manufacturing and distributing materials that provide safe and comfortable living environments. Originally founded in France to realize the Hall of Mirrors in Versailles, today it operates in 75 countries. It has been present in Italy since 1889.

Saint-Gobain is a technological hub for the sustainable construction market and a global point of reference for the efficient use of natural resources and respect for the environment. All the solutions are designed to build more energy-efficient buildings, to reduce consumption and the emission of pollutants, aiming to achieve carbon-neutrality by 2050.

## **Press office and PR**

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