

Milan, 18th April 2023

MILANO DESIGN WEEK 2023
GLASS CODE
Installation designed by **Maurizio Lai**
Lualdi Showroom
Foro Buonaparte 74 - Milan

At Design Week 2023 in Milan, Lualdi presents **GLASS CODE**, an installation designed by **Maurizio Lai** that transforms its showroom into an abstract and mesmerising gallery. **Glass is the absolute protagonist** while light, shapes, refractions and reflections merge in an evocative path that invites visitors to explore the theme of threshold and imagination.

Lai, architect and set designer, wanted to explore the idea of a door as a subtle boundary between distinct spaces, delving into the experiential and emotional sphere of opening and passage. Glass, with its transparency and capacity to create different shapes and reflections, perfectly lends itself to this concept, conveying a sensation of lightness and suspension.

The exhibition path is designed as an illusion of sorts, split into two complementary stages. On the ground floor, a tight sequence of light stopsol sheets helps create an accelerated perspective, emphasised by bright accents. On the upper floor, the theme of the portal is expressed through the development of a 4-metre high totemic artistic element.

Abstract forms and colours are created by the play of reflections and projections on the glass and mirrors, where the skilfully applied light creates a seductive and surreal atmosphere that seems to defy the laws of physics and the plane of reality.

The space invites visitors to explore the infinite possibilities of glass and to experiment with its perception.

Headquarters
Via Kennedy
20010 Marcallo con Casone,
Milan

info@lualdi.com
T +39 02 94363000

Showroom Milano
Foro Buonaparte 74,
20121 Milan

showroom@lualdi.com
T +39 02 8052445

www.lualdi.com



lualdi

The result is a unique experience: a space where architectural objects and elements blend and multiply in the light, creating suggestions.

The installation becomes much more than a visual experience, encouraging visitors to reflect on the relationship between space and matter and art's ability to open up new horizons of thought.

INSTAGRAM

@lualdi_official

#lualdimdw23 @lualdiglasscode #lualdi #lualdidoors

LUALDI company profile

Founded in 1859 as a carpentry shop, Lualdi is an illustrious Italian design company specialising in interior doors, custom furniture and contract furniture, now managed by the fourth generation of the founding family. Its industrial turning point came about in the 1960s thanks to a collaboration with some of Milan's foremost architects at the time. With showrooms in Milan, New York and Miami, the company currently collaborates with some of the world's most renowned architects and enjoys international acclaim. The company's core values are product and processing quality, with skilled manufacture that combines artisan tradition with the most sophisticated aspects of industrial production. Social responsibility is one of the cornerstones of its philosophy and daily commitment to protecting the environment. Its socially and ecologically sustainable use of materials and resources has led to it becoming an FSC®-certified company.

PRESS OFFICE AND PR

54words

c/o Fabbrica del vapore

Via G.C. Procaccini, 4

20154 Milan

www.54words.net

Alessandra Fedele

Tel 335380338

alessandra@54words.net

Headquarters

Via Kennedy

20010 Marcallo con Casone,

Milan

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