

20-22
September
2019

Design

Teatro
Sociale
Como

Sale del Ridotto

LAKE
COMO
DESIGN
FAIR

2nd edition

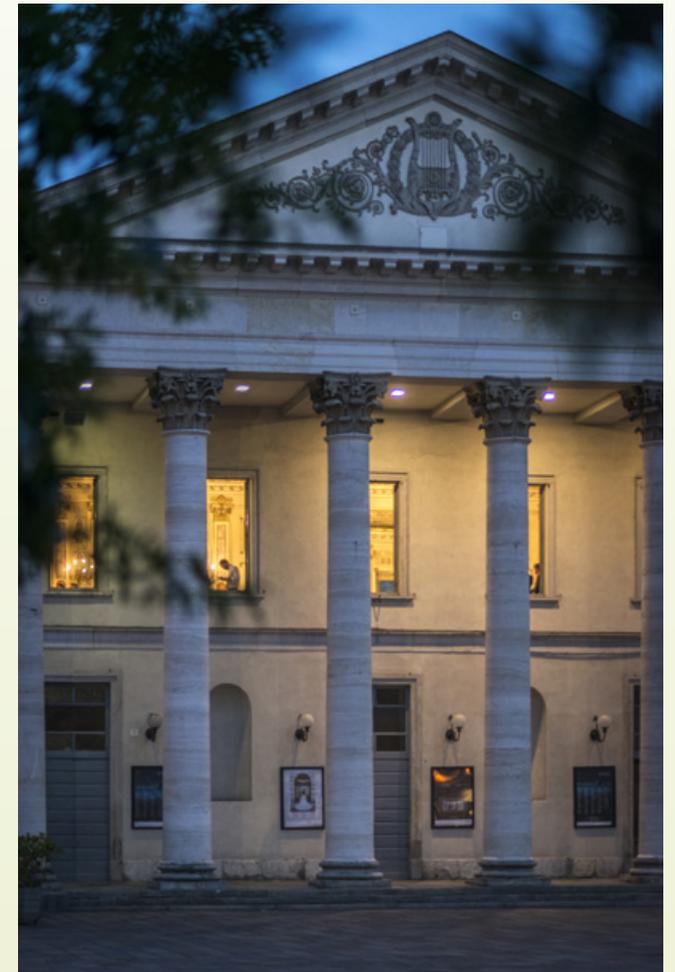
Second edition _____

LAKE
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Lake Como Design Fair pushes the boundaries between fair and exhibition by bringing together design and architecture lovers through a unique event. After its successful debut, the fair will return for its second edition on **September 20-22, 2019**, now embracing two venues.

A curated design selection will be presented at the Teatro Sociale Como and a new section - entirely dedicated to architecture - will be held at Palazzo del Broletto.

This year **the focus is on colour**. Designers and architects are invited to contribute to a reflection and investigation on the subject of colour with and through their submitted projects.



Context _____

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Lake Como Design Fair is part of a cultural initiative by Wonderlake Como Association, aiming to support and promote awareness of the beauty and heritage of Lake Como, while seeking to encourage people to discover the historical sites of the region.

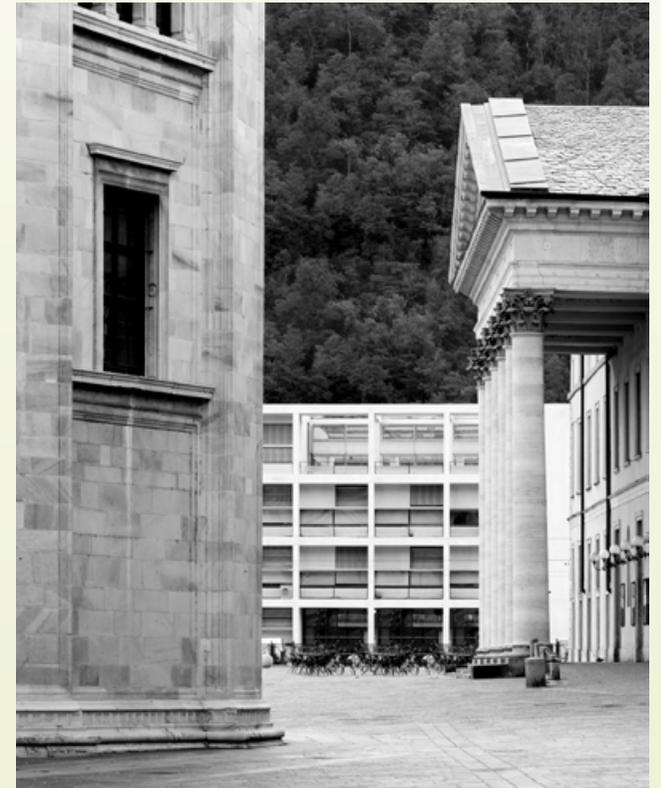
Como and its lake, on the threshold of Italy and Switzerland, and has its own rich architectural legacy that makes it a natural choice as the location for a fair dedicated to design and architecture.



Location _____

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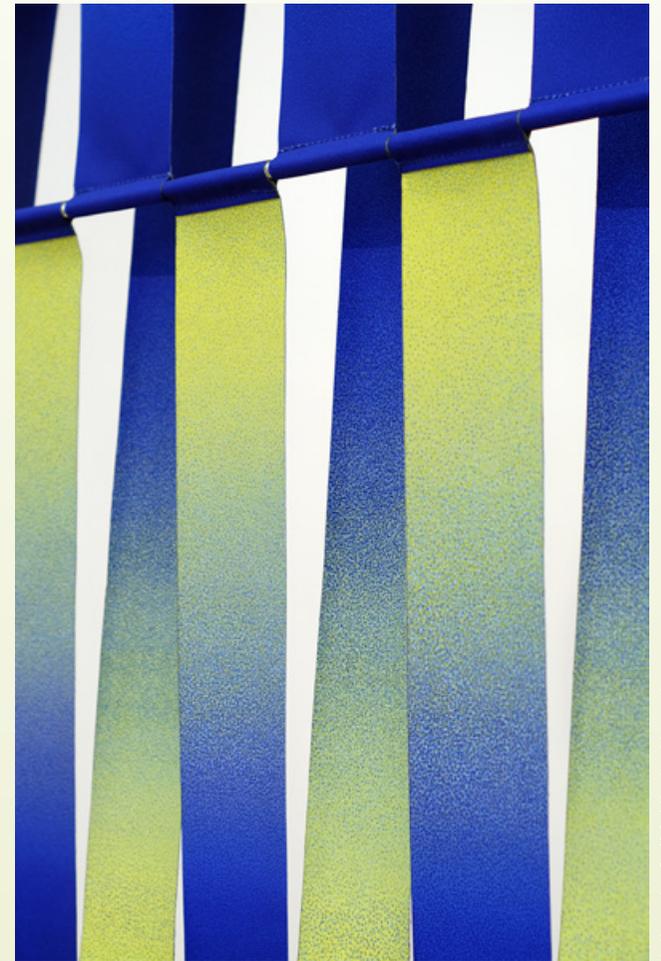
The Teatro Sociale Como opens its doors to the public on the occasion of Lake Como Design Fair, acting as its scene setting and continuing within the architectural dialogue that is enacted outside, where rationalist buildings such as the ex Casa del Fascio interacts with the adjacent cathedral and the theatre itself.



Colour in design _____

The ambition of the design section is to immerge the Ridotto rooms of Teatro Sociale Como in all the chromatic gradations of the most contemporary design projects. The fair will showcase around 150 works that highlight new complementarities, fresh insights and independent creative processes.

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Colour in design _____

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By focusing on colour, the fair will engage visitors in a kind of permanent firework display and enable them to share the positivity and optimism of the selected projects. Four intriguing environments will be set up, comprising outdoor furniture, lighting, textile installations and a wide range of furniture and objects of many different scales.

The fair will not only present the evocative power of colour and its incursions into the design world, but will also reflect the freedom of taste and aesthetics that are typical of our present times.

We are openly inviting designers, architects, photographers, galleries, brands and editors to submit their proposals. The selected works, that will link the most diverse influences, will be chosen for their quality and colour attitude.

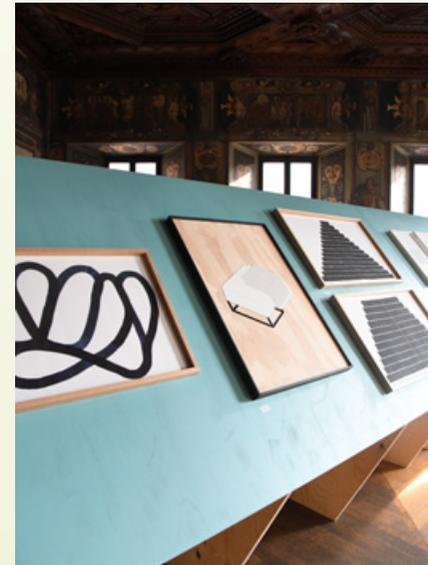
**One sits more comfortably
on a colour that one likes.**
- Verner Panton -



First edition _____

Lake Como Design fair was first launched in 2018 and welcomed 100 objects and 22 graphic artworks from 52 European exhibitors. 80% of the exhibited works have been created in the last three years and 15% have been specially produced for the fair.

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Press clippings _____

“There are real gems to be seen, from one hall to the next, each using its own innovative and thoroughly contemporary language, and which we hope will become benchmarks of excellence for this historic period of the project”

ELLE DECOR

“Contemporary design is moving into the enchanting setting of Teatro Sociale Como with a new initiative aimed at international audience.”

DOMUS

“Curatorial care and attention to the mise en scène of the works displayed, rather than their particular usefulness, are the principal characteristics of the Lake Como Design Fair.”

ARTRIBUNE

“Showcased in the special setting created in the Ridotto frescoed rooms of Teatro Sociale Como, are the contemporary and new projects of of designers, galleries, and Italian and international publishers.”

LIVING

“Free from the constraints of divisions by stands, the fair seems much more like an exhibition, where all that is on show is for sale.”

ICON DESIGN

“The vessel has imposed a format that shows off to best advantage the 100 pieces on exhibition from all over Europe. It offers the chance to try out a new formula for communication and sales, arranging new and emerging production and lays the groundwork for future design collections.”

PANORAMA

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Curator _____

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Margherita Ratti is a design advisor and curator and expert in communication and development strategies, with a reputation for always looking forward rather than back. Margherita (born and raised in Como) currently lives and works in Paris. Having studied architecture at the Politecnico di Milano and contemporary art at the Sorbonne, Margherita divides her time between design and architecture, initiating, developing and promoting new and future projects. Previously artistic director of the Galerie Italienne, specialised in the production of limited design editions, she also conceived LAN Architecture's communication strategy and developed their cross-media projects. She has co-curated at MoMO Galerie with the artist and photographer Romaric Tisserand and since 2012 has collaborated with the engineering firm Bollinger+Grohmann in Paris. Margherita is the founder of It's Great Design.



photo credit: Constance Gennari@thesocialitefamily

Selection process _____



The selection and curation process is at the sole discretion of Lake Como Design Fair, that will chose individual items to be exhibited and sold.

The cost of participation for 1 to a maximum of 3 objects is:

EUR 290.00 for independent designers

EUR 400.00 for galleries, brands and editors

Each work on display will be available for purchase. A publication and a guide distributed at the fair's entrance will provide detailed information about the contents of the exhibition. Our staff will be facilitating all sales. Lake Como Design Fair will retain a commission of 20% on sales.

The deadline to participate to this year's edition is July 15, 2019

For further details and questions, please contact: info@lakecomodesignfair.com

Program _____

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Preview

Thursday

19th September 2019

5pm – 7pm

Opening (by invitation only)

19th September 2019

7pm – 11pm

Open to the public

From Friday 20th

to Sunday 22nd

September 2019

10am – 7pm



A project by
Wonderlake
Como —

lakecomodesignfair.com

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