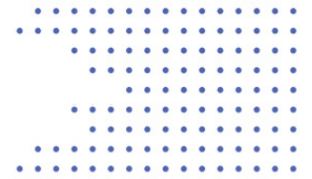


# Fabbrica del Vapore: Guerriero, Castelli and Forte assigned the Swart award to Umberto Dattola with MACNI



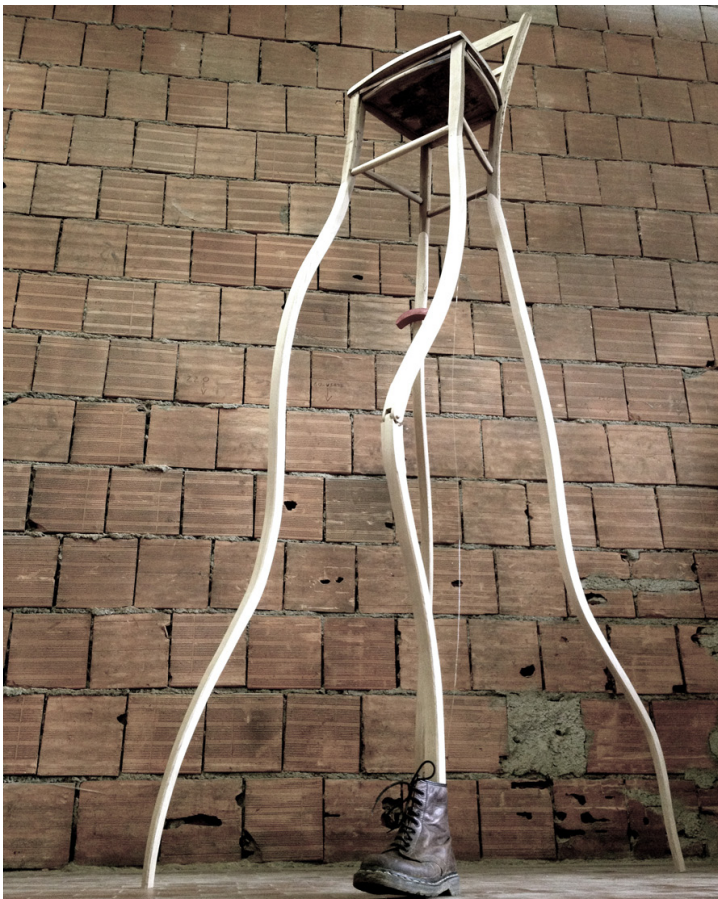
The winner of the contest and two honorable mentions for Swart's participation at Fuorisalone 2013

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**Saturday, April 13th** was assigned the award for the contest promoted by Swart, e-shop of self produced Italian design. The jury composed of **Alessandro Guerriero, Cesare Castelli** and **Duilio Forte** identified the winner between 120 objects exposed within the **exhibit Bla Bla** at **Fabbrica del Vapore** curated by **Alessandro Mendini**.

The award was assigned to **Umberto Dattola** for the object **MACNI** "MANufatto Calciante Non Identificato", weapon-object inspired to the principles of the ARKIZOIC BELLUM section that proposes a battle against the serial production in favor of independent production.

The object is a part of the **EVNI project** which aims to investigate the feelings for the objects that follow us during our life. From these feelings for things emerge objects with long legs to rise in search of parallel ways of understanding, ways of expression that at first seem delusional, but that turn out to be able to touch the deepest parts of us. The craftsmanship blends into the narrative, which gives rise to forms and to the design that communicates with the art. An evocative aesthetic which leads to raise the head upwards.



At Fuorisalone, with **MACNI**, Swart opens his horizons to the design that communicates with the art without forgetting the importance of quality design and production.

Usually Swart selects small series related to the functionality and everyday usability of objects that stand out for their originality and the simplicity of the forms. At Fabbrica del Vapore Swart has known the stories of new designers and products and has established new relationships. **Two honorable mentions** have been assigned by Swart to **TALI'** made by **Iskra Sguera** and to **Reggiluce** made by **Luigi Fumagalli**.

**TALI'**, exposed in the section **MATERIA PRIMA**, is a coffee table entirely made in raw wood, easy to use, both for the livingroom and for the bedroom as a bedside table. Fully interlocking, can be built in different sizes, starting with a table top of 21x11 inches wide. Light and easy, it can also be used as table for children.



**Reggiluce**, is included in the section dedicated to **Recession Design**, which since 2008 aims to stimulate reflection on the profound meaning of design in an increasingly complex social and economic context. They make objects built with materials and tools available in stores and chains for the DIY (do-it-yourself). Objects easily realizable by following simple instructions. Reggiluce is made from a coat hanger of wood, sheets of styrene and a light bulb.



Photo by Max Rommel