

The Age of Design That Evokes An Emotional Experience: Connecting With The New Breed of Designers

Daniele Perna (June 26, 2008)



The European aesthetic has developed over centuries and has evolved and branched out in various directions. Today a new breed of designers from Europe and other continents are approaching design from a sculptural perspective. At The Madrid International Furniture Fair (MIFE) designers are



creating inventive, original and visually exciting sculptural furniture, lighting, and accessories. They continue to break free from traditional methods, pushing their ideology by using new materials, new manufacturing methods, and creating composition that stimulates an emotional response while blending two disciplines - furniture design and sculpture.



Photos (top to bottom): Clover Sofa By SwalaLine (www.swalaline.com); Glowing Vessels by Juva; La Luna chair by Kenneth Cobonpue (www.kennethcobonpue.com); Casablanca Chaise Longue by Baltus (www.Baltuscollection.com); Sculptural floor lamp by Juva; Voyage bed by Kenneth Cobonpue

New York City Based Multi-disciplinary Interior Designer Danielé Perna was invited to MIFE as a guest of the renowned International Sculptor/Designer, Miguel Sanson. Danielé's aesthetic journey began upon arrival at the new terminal at Madrid Barajas International Airport. "I took off from the Delta



International Airline terminal at JFK in New York City, displeased with the cramped interior entrance and aesthetics as a whole," the designer recalls. "I landed at Barajas International Airport terminal 4, designed by British architect Richard Rogers, and immediately felt important, respected. The architectural interior design lifted my soul. "

Perna describes the new terminal 4 design at Madrid Barajas International Airport. "It has an undulating interior ceiling finished with bamboo strips creating a visually soft flowing sculpture, supported by many central angled columns referred to by the architect as 'trees'. There are two styles of skylights - circular and oval - that provide diffused controlled natural light throughout the space. Outside, the roof cantilevers the edge of the interior to shade the exterior facades. The environment is an inside-out, symmetrical, a-symmetrical, serene sculpture. Rhythm and pattern pulls one through the space, moving from plane to baggage claim to car port. The design transports the eye from the macro to micro, first embracing the space in its entirety, then focusing in on the individual details. This architectural accomplishment is massive in scale. It is an impressive architectural interior that evokes a powerful emotional experience. Design of this nature is a complement to the human experience, expressing contemporary imagination at its highest level. I imagine it parallel to a designer's first experience in ancient times, standing in the Coliseum and Pantheon in Rome. Richard Rogers's will be one of the designers redesigning the Jacob K. Javits Convention Center in Manhattan and will design Tower 3 at 175 Greenwich Street at the new World Trade Center site."



Photos: Interior and exterior views of the new terminal 4 design at Madrid Barajas International Airport, designed by architect Richard Rogers.

Perna feels it is essential as a US based designer to experience a show of this caliber because European designers have long introduced fresh ideas and inspired North American designers. Yet



Perna found himself as one of the few US designers in attendance at the exhibition, now in its 23rd year. MIFE featured leading Spanish manufacturers, importers and 100 companies from Germany, Brazil, Belgium, the Czech Republic, France, Italy, Mexico, the Netherlands, Portugal, the United Kingdom, Russia and Malaysia. In all, 551 companies participated, filling an exhibition space measuring 75,026 sq. ft. within nine halls. MIFE is one of the most important events on the European stage, along with the Salone Internazionale Del Mobile, Milano, (www.cosmit.it), Maison & Object, Paris (www.maison-objet.com/en/) 100% Design London (www.100percentdesign.co.uk) and IMM Cologne, Cologne, (www.furniturefair-cologne.com) for lighting, furniture and textiles due to the extensive exhibition spaces, diversity of design and products.



Photos: Ceiling lamps Sphere in black lacquer and Spheric in brass with pheasant feathers by Fer House (www.ferhouse.com); Fortuny Alar ceiling lamp by Cristina Linares; Orange Oriental Grande table lamp by Vincit (www.vincitdecoracion.com); Aramis table lamp by Sic Lumina (www.sicb2b.com); Lunga floor lamp by Swalaline (www.swalaline.com); Filiparo Red table lamp by Thawaru (www.thawaru.com); Paris Gr. black table lamp by Vincit.



Upon arriving at the exhibition complex, Perna immediately visited the Miguel Sanson exhibition area. The two designers reunited with excitement since last seeing each other in New York City in October 2005. Of Sanson's work, Perna states, "Sanson has taken the basic form of a chair and has created a new aesthetic, formulating concepts instilled with angelic qualities, sometimes with a sense of humor, always with a story, for which he strives through a masterful sense of composition. Julie Sanson, sister and partner to Miguel, asked me to sit down in the Milenium Chair (top left photo below) to unfold the mystery and concept of the work. As I sat, she pointed out that the gold round disc at the top of the chair creates an iconic angels halo which can only be perceived while sitting, linking object and person as one, creating a second aesthetic. Sanson has also embarked on architectural sculpture for exterior environments. The scale of these sculptures is monumental. The through-line concept is based on the name 'The Teachers.' I had the opportunity to view the collection a second time while at MIFE and they have left a new and inspiring impression on me. 'The Teachers' are powerful in subject matter, composition and scale. Miguel Sanson is a visionary and his message is ahead of its time. He is a designer of the future that grounds us in the moment of the beautiful and asks us to recognize our existence."



Photos: Center: Miguel Sanson sitting in his Anael chair. Anael chair: Sente-Art and be without waving to wait while the being senses take off on the heaven (To meditate) Clockwise: Milenium chair: to sit down in the dual thing. In the number two and to be crowned (Our time). Anastasia chair: Sente-Art and rap yourself in aerial presence (Subtlety); White and Black Chair: To sit down and to feel, the



shade and the light, the light and the shade (Manifestation) Tauro chair: Sente-Art and fill with courage accept the reality (Courage) (www.miguelsanson.com [2])

Miguel Sanson is just one of the many of the new breed of designers. His quest - to change the way individuals perceive furniture design, whether as a piece of sculpture standing alone, or as a part of an interior. As the new breed of designers continue to search for inspiration while inspiring, as humanity evolves, we learn that it all comes down to a quality of life, where design has the potential to change our emotional state, the way we think, and choose to live.

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