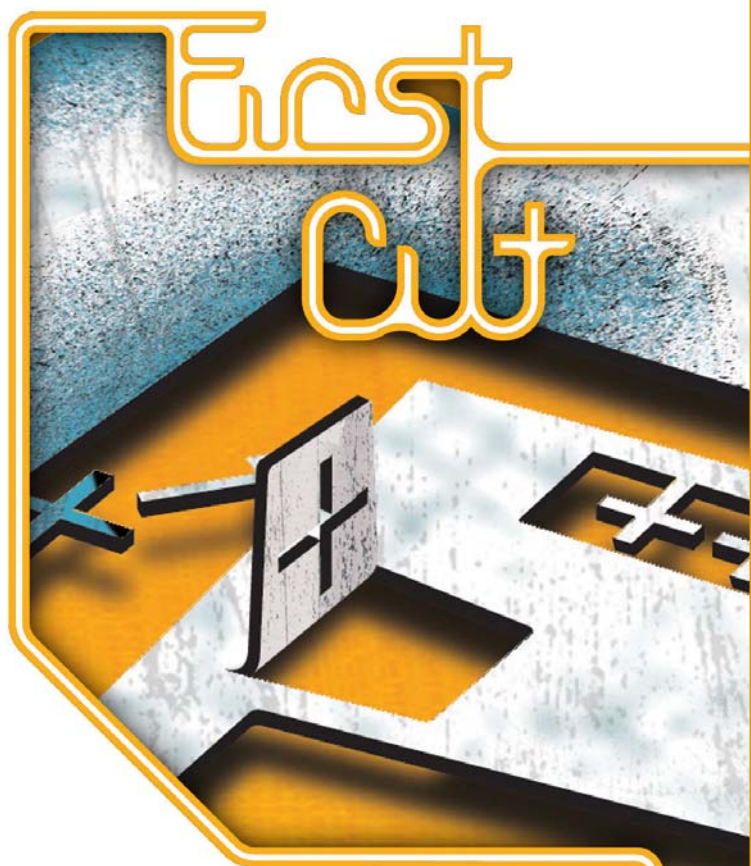


# industreal

presents

Jean-Charles Amey  
FX Balléry  
Enrico Bosa  
Stefano Citi  
Laura Coley  
Willem Derks  
Isabel Dada-Ortiz  
Stefan Davidovici  
Joie de Winter  
Doodle  
Lisa Farmer  
Monica Favara  
Pierre Foulonneau  
Emmanuel Gallina  
Nicolò Gazzola  
Jonathan Krawczuk  
Isabella Lovero  
Jo Meesters  
Maurizio Meroni  
Paolo Minola  
Kat Morrisette  
Andrea Poggesi  
Apostolos Porsanidis  
R\_are  
Stephen Reed  
Carlo Romagnolo  
Eric Rosenbaum  
Gian Maria Sforza con AAPA  
Simone Simonelli  
Lisa Smith  
Cameron Snelgar  
Irina Suteu  
to22  
Cynthia Viale



Cut, crop and trim in the world of design denotes the decisive movement that gives surfaces a shape (but often to emotions and intuitions too) through a precise and meticulous action in which cutting defines a border, an edge, thus creating the outlines of a shape.

Cutting, together with shaping, is one of the primordial phases of modelling. With cutting however, the flexibility of a material takes the place of malleability, the potential of each surface to bend in order to create a shape, or simply to adapt itself to a decorative criteria in which no part falls away like an off-cut, but on the contrary is kept intact enriching it with aesthetic meaning, symbols and dreams.

Having explored the expressive potential of rapid prototyping (*In Dust We Trust* 2004), having revisited the idea of models (*Model Ideas* 2005), having considered the expressive strength of a project dream (*Dream* 2006), this year Industreal has focused its research on the potential offered by laser-cutting, both in terms of precision and in terms of adaptability to ideas.

The designer now has a pair of powerful scissors with which to cut, engrave or simply draw on any kind of surface. Furthermore, to emphasize the immaterial content of the projects, the exhibition shows all the models realised in an easy, transparent, ethereal material, similar to the stuff from which ideas are made, a material that plays with light and highlights those intangible concepts and emotions that all projects hold.

In Industreal language, First Cut means artist's proof.

Exhibit: April 18-22, 2007  
from 9 am till 7 pm

**Industreal**  
Fabbrica del Vapore - via Luigi Nono, 7 - 20154 Milano

**Cocktail: Friday April 20th, 2007 from 6:30 pm**