

LA CASA PALCOSCENICO CABINET

*Designed by Ugo La Pietra
Realized exclusively for VGO Associates
In collaboration with INTRO*

About the work: The domestic environment opened up to new rituals while providing a faithful recollection of the way we were. Spaces and objects were made to arouse memory, put there for ornament or to use occasionally to evoke old rituals. The home became a stage where we each put on domestic performances, playing the parts, from time to time, of actor, director, set designer and, occasionally, spectator.



Dimensions:

- Crates: LxWxH mm 1800 x 550 x 500
- Furniture: LxWxH mm 460 (915 with opened doors) x 380 (425 with sliding shelf opened) x 1600

Material:

Blockboard of poplar and mdf veneered with Cherry essence, 20 gloss acrylic finish
Metal Inserts for Feet and knobs in brass with galvanic copper finish with protective 50 gloss finish.
Brass hinges and screws in dark bronze satin finish matt finish.
Drawer: inside in solid Ash natural finish; front in solid cherry wood natural 20 gloss acrylic finish.
Feet: Solid cherry wood worked on the lathe

This furniture retains a high artistic and symbolic value. As son of a bygone era, it was made in compliance with the most accurate artisan standards, studying the techniques of his time, embellishing it with some actual solutions that improve its final look

Intro's laboratory produces every single piece in the same way, with artisanal method; Not is a robots or a machines: are our hands that take, shape, works every single wooden panel, that make up the object as you can look and touch it.

Not is a sensor: are our critical eyes carefully checks every detail, every phase of the process, choosing the best wood essences, checking the result of the finish; so, each shaped part is wood, is real solid wood! It is from our experience to made the most amazing made in Italy furniture that its quality comes.

Time to produce:

- 5 weeks by the order

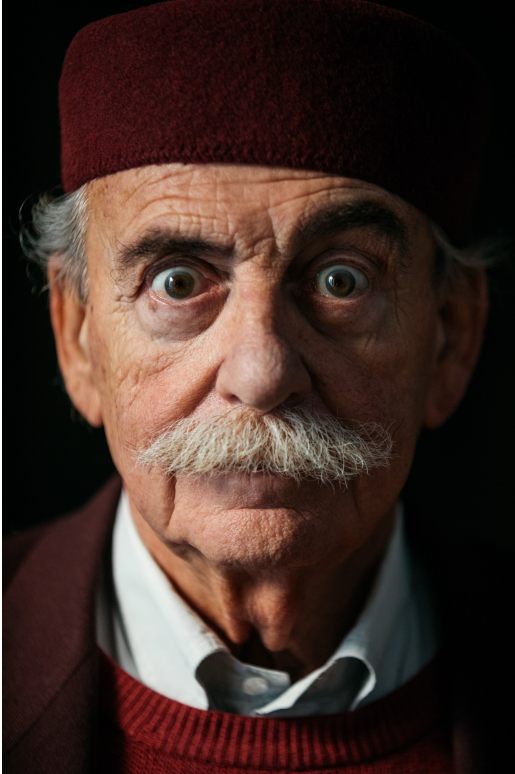
Price: 9.800 euro

The piece is customizable on request



ABOUT THE ARTIST

UGO LA PIETRA



An architect by training, he is an artist, filmmaker, editor, musician, cartoonist and teacher. He has been defining himself as a researcher in communication systems and in visual arts since 1960, moving simultaneously in the worlds of art and design. A tireless experimenter, he has crossed different currents (from Informalism and Conceptual Art to Narrative Art and artist's cinema) and used multiple mediums, conducting research that were embodied in the theory of the "Disequilibrating System" – autonomous expression within Radical Design – and in important sociological themes such as "The Telematic Home" (MoMA, New York, 1972 – Fiera di Milano, 1983), "Real Space / Virtual Space" (Triennale di Milano 1979, 1992), "The eclectic Home" (Abitare il Tempo, 1990), "Beach Culture" (Centro Culturale Cattolica, 1985/95). He has transmitted his work through numerous exhibitions in Italy and abroad, and he has curated several exhibitions at the Triennale di Milano, the Venice Biennale, the Musée d'art contemporain de Lyon, the FRAC Centre in Orléans, the International Museum of Ceramics in Faenza, the Fondazione Ragghianti in Lucca, the Fondazione Mudima in Milano and the Museo MA*GA in Gallarate. He has always critically maintained the humanistic, significant and territorial components of design through his works and objects, as well as his work in teaching, theory and publishing.

1959/60 He began "sign research" in painting, aimed at salvaging of the "Minimum symbolic experimentation".

1962 With A. Ferrari, E. Sordini, A. Verga and A. Vermi, he founded the Gruppo del Cenobio.

1968 He designed and created the "Audiovisual Environment" at the XIV Triennale di Milano.

1969 He won the following prizes for painting: I° Premio Termoli, II° Premio Joan Miró, I° Premio Cesare da Sesto. He took part in the IV Week of Painting at the Museum Johanneum in Graz. He created urban intervention for the “Campo Urbano” in Como.

1970 He was invited to the experimental exhibition at the XXXV Venice Biennale.

1971 He designed audiovisual urban tools for Trigon 71 in Graz (Austria).

1972 He took part in the “Italy: The New Domestic Landscape” exhibition at MoMA with “La cellula abitativa;” he developed works for and took part in exhibitions at the “The new writing” area.

1973 He was a founding member of Global Tools. He was invited to the XV Triennale and made the film *La grande occasione*.

1973-1975 He became artistic director of the Milanese publishing house Jabik & Colophon.

1975 He won first prize at the Nancy Film Festival.

1976 He took part in the XXXVII Venice Biennale in the “Environment as society” section (E. Crispolti).

1978 He took part in the XXXVIII Venice Biennale in the following sections: “Artist’s cinema” (V. Fagone), “Utopia, the crisis of the architecture. Radical Architecture” (L.V. Masini).

1979 He won the Compasso d’Oro with the project “L’occultamento.” He curated the “Real space / Virtual space” exhibition at the Triennale di Milano.

1980 With Gianfranco Bettetini, he curated the “Chronographies, Special project” exhibition at the XXXIX Venice Biennale.

1981 He co-curated the “Scenographic space in the Italian television” exhibition at the XVI Triennale di Milano.

1983 He curated (with G. Bettetini and A. Grasso) the “The Telematic Home” exhibition at the Fiera di Milano.

1986-1997 He became art director of cultural and experimental exhibitions at the “Living time” event.

1992 He curated the “Life between things and nature” section at the XVIII Triennale di Milano and created the “Mediterranean Landscape” installation at the Musée d’Art Contemporain de Lyon, Quadriennale Internationnale de Design.

1997 He organised the personal exhibition “Fragments,” with objects created in mosaics at the Fortezza da Basso in Florence.

2001 “Mediterranean lands,” a personal exhibition at the Fondazione Ragghianti in Lucca.

2002 “The new territoriality,” at the Rocca Paolina in Perugia.

2005 All of his films were acquired by the Fondazione Cineteca Italiana which organized an exhibition presented by Vittorio Fagone; Luciano Caramel was the curator of his personal exhibition at the Fondazione Umberto Mastroianni in Arpino (FR) and Frosinone.

2007 He took part in exhibitions dedicated to the 1970s at the Museo Villa Croce in Genoa (“Public, actions and ideas in the Seventies in Italy”), at the Triennale di Milano (“Seventies. The long decade of the short century”), and at the Mole Vanvitelliana in Ancona (“Observing the reflected thought”); he created the installations “Sicilian itineraries” and “Unity of the Mediterranean sea” at the Museo del Mediterraneo Fondazione Orestyadi in Gibellina.

2008 He was the subject of a large retrospective at the Fondazione Mudima in Milan, curated by Vittorio Fagone. He participated to the exhibition “International Sculpture in Agliè. Sculpture Nature. Orient Occident” invited by Luciano Caramel.

2009 FRAC Centre in Orléans dedicated a personal exhibition to his architectural works from the 1960s and 1970s; he realized two exhibitions on his work in ceramics at the Museum in Castellamonte and at MIC in Faenza and, in **2010**, at the Museo Hoffmann in Caltagirone; in this year he presented two other exhibition dedicated to his ceramic work in Turin and in Albisola.

2011 He took part in a large retrospective at the Galerie Mercier in Paris; he presented the exhibition “Living the city. Yesterday’s future, for a new territoriality”, at the Museo MIAAO, in Turin curated by Enzo Biffi Gentili; he participated in the “Fuori! Arte e spazio urbano 1968-1973” exhibition at the Museo del Novecento in Milan, curated by Silvia Bignami and Alessandra Pioselli.

2012 He participated in the “Goodbye Seventies” exhibition at the Palazzo Reale in Milan, and in the “Radical City” exhibition organised by the Archivio di Stato in Turin. Fondazione Mudima dedicated a personal exhibition to him entitled “Living in Milan” which collected his works and interventions in the Milan area. He took part in the exhibition “The Expanded Gaze. Exhibition for Italian artist’s cinema (1912- 2012)” at the Fondazione Rocco Guglielmo in Catanzaro.

2013 He participated in the “In the sign of sign. After the Informal Art. The Cenobio Group” exhibition at the Galleria del Credito Valtellinese (Milan) curated by Luciano Caramel, “Artists in space” at the Fondazione Rocco Guglielmo in Catanzaro and in “Environments and Counter Environments. ‘Italy: The New Domestic Landscape,’ MoMA, 1972” at the Graham Foundation in Chicago. He presented the personal exhibitions “Itineraries” at Ca’ di Fra Gallery in Milan and “Trace. My territories” in Ceramic Museum in Mondovì.

2014 Triennale Design Museum in Milan dedicated a personal exhibition to him entitled “Ugo La Pietra. Disequilibrating Design” curated by Angela Rui. He presented the exhibition “Inside / Outside” at the Galleria Antonia Jannone in Milan.

2015 He presented the personal exhibitions “Green works it out!” at the Galleria Il Chiostro Arte Contemporanea in Saronno, “Textural Structures” at the E3 Gallery in Brescia and he took part at the exhibition “Eartrise” at the PAV in Turin invited by Marco Scotini.

2016 He won the Compasso d’Oro for his Career. He presented the exhibition “Living is being at home everywhere. Works and researchs in the urban environment 1962-2016” at MA*GA Museum in Gallarate curated by Marco Meneguzzo; he organized the personal exhibition “Cinque verdi urbani” at Bianconi Gallery in Milan; he realized an urban installation in ceramic for the city of Montelupo Fiorentino for the project “Materia Prima”.

2017 he realized the solo-show: “Territori”, Galleria Bianconi, Milano; “Le altre culture”, AD’ Gallery, Milano; “Cento ceramiche italiane”, Museo Duca di Martina, Napoli; “Campo Tissurato. I segni e l’urbano”, Studio d’Arte Dabbeni, Lugano; “Una forza interiore”, Officine Saffi, Milano. He realized two significant installations: “Nuovo tempio capitolino”, in the Archeological area of Palatino in Roma, and “Abitare Milano-Analisi e decodifica dello spazio urbano”, in the Fonderia Artistica Battaglia, Milano. He has been invited in some important collective shows: “The Other Architect”, CCA/Het Nieuwe Instituut, Rotterdam; “Take Me (I’m Yours)”, Hangar Bicocca, Milano; “Nouvel accrochage des collections contemporaines”, Centre Pompidou, Paris; “Le storie del film d’artista in Italia”, MAXXI, Roma; “Arte ribelle”, Galleria del Credito Valtellinese, Milano.

Teaching: Since 1964, he has taught at the Architecture Departments in Milan, Pescara, Palermo, Turin and Venice; at the Politecnico di Milano, Design Department; at the Istituto d’Arte in Monza; at ISIA in Faenza; at the Istituto Europeo di Design in Milan; at the NABA in Milan; at the Accademia di Belle Arti di Brera in Milan; from 2000 to 2005 he ran the Progettazione Artistica per l’Impresa department, which he founded, at the Accademia di Belle Arti di Brera, Milan. Since 2009, he has been a professor at the Politecnico di Milano, Design Department and at the NABA in Milan.

He has held workshops and seminars at several universities and academies both in Italy and abroad.

Selected publications: *Il sistema disequilibrante*, ed. Toselli, Milan 1970; *La guida alternativa per la città di Milano*, monograph, ed. Progettare Inpiù, Milan 1974/75; *Autoarchiterapia*, ed. Jabik & Colophon, Milan 1975; *Istruzioni per l’uso della città*, ed. Associazione Culturale Plana, Milan 1970; *Spazio reale-Spazio virtuale* (Lo Spazio audiovisivo nella XIV Triennale di Milano) ed. Marsilio, Venice 1980; *Pro-memoria*, ed. Katà, Milan 1982; *Abitare la città*, ed. Alinea, Florence 1983; *La casa telematica*, ed. Katà, Milan 1984; *Il giardino delle delizie*, ed. Alinea, Florence 1986; *Argomenti per un dizionario del design italiano*, Franco Angeli Editore, Milan 1987; *Gio Ponti l’arte s’innamora dell’industria*, ed. Coliseum, Milan 1988, ed. Rizzoli 1993; *Domesticarte*, ed. Alinea, Florence 1988; *Casa Aperta, Giardino all’Italiana* ed. Alinea, Florence 1989; *Ugo La Pietra*, ed. G.G., Barcelona 1991; *Ad Arte*, ed. Alinea, Florence 1995; *Fatto ad Arte*, ed. Triennale di Milano 1997; *Pietre Marmi e Mosaici*, ed. Alinea, Florence 2002; *La vita è una cuccagna*, ed. Alinea, Florence, 2003; *Ad Arte. Tradizione e Innovazione nell’Artigianato Artistico Lombardo*, ed. Cestec, Regione Lombardia, 2004/2006; *Globo tissurato. 1965-2007*, ed. Alinea, Florence, 2007; *Abitare la città*, ed. Allemandi, Turin 2011; *Urban furniture for society*, ed. Corraini, Mantua, 2013; *Inside / Outside*, ed. Corraini, Mantua, 2014; *Green works it out!*, ed. Corraini, Mantua, 2015; *Odori e sapori*, Ed. Galleria Nuages, Milan, 2015; *Living with art. Research and works in the applied arts and in design*, ed. Corraini, Mantua, 2015.

Publishing: He was editor of “Domus”, “D’ARS” and “AU” magazines. He was creative director of the magazine “Mestieri d’Arte.” He has directed and edited: “In. Argomenti e immagini di Design”, “Global Tools”, “Progettare INPIÙ”, “Brera Flash”, “Fascicolo”, “Area”, “Abitare con Arte”, “Artigianato tra Arte e Design.”

ABOUT THE ARTISAN
INTRO



Intro Srl is located in Cittadella in the Province of Padua a stone's throw away from the enchanting and magical city of Venice.

Our Mission

Serving who is looking for luxury comfort, timeless elegance, incomparable appeal and superior quality finishes and detailing for distinct products with a unique style blended with a 360° all-round service with that extra Plus.

Our Vision

To become the Hospitality Industry's one-stop supplier and fit-out contractor

Who we are

Intro Srl is a specialist fit-out contractor from design development and shop drawings to production and installation of millwork and FF&E serving some of the most important and prestigious International Hotel Chains across the globe.

Intro Srl located in Cittadella (Padova) in the North-East of Italy, is a specialist supply and fit-out contractor for the hospitality industry serving the most prestigious hotel chains in the business. We work alongside our clients and their designers - some of the top names in the world of interior design and experts in their fields - providing them with all the design and technical support they need. We carefully select materials and are extremely meticulous when it comes to details. By working alongside our specialist suppliers and in-house skilled workers, we offer custom and unique solutions that satisfy not only the precise requirements of our clients, but also their expectations. Our 360° all-round service encompasses design development and shop drawings, production, logistics, assembly and installation from one-off projects to complete hotel roll-outs. Each stage in the process is carefully monitored to guarantee that each individual client achieves successful results. Working with the best Italian and International names in the world of contemporary and classic furniture and furnishings, we offer a quality built on experience. We focus on meeting and satisfying our client's needs and expectations be they private residences, company offices or luxury hotels. Intro Srl is not just a fit-out contractor but a specialist company providing complete fit-out contracts spanning from private residences to public areas. We work towards and strive to offer our clients the most exclusive solutions in interior design inspired to the latest architectural trends. A winning strength of this company is the expertise know-how in transforming any idea into a concrete project working across various production techniques and the most diverse materials. Intro not only aims at achieving superior end results, but perfection. It all starts with onsite surveys which are then transformed into a preliminary project offering a detailed BoQ and delivery schedule. We never consider our job over once everything has been fitted and installed - working in the hospitality business means ongoing work in progress. That is why we, at Intro Srl, provide our clients with a turnaround and efficient after-sales service. Our logistics department is set up so as to manage raw material and end product orders, storage and shipping optimisation. An important feature of this company is its team of expert and skilled installers specialists in their fields from marble to wood millwork to complex mosaics. Each installation site is managed by one of our site project managers to ensure perfect coordination and to guarantee our clients superior quality end results. Intro Srl over the years has developed a unique and streamlined approach for managing complete fit-out contracts which is structured so that we can work alongside the various professional roles involved in a project designers, architects, main contractor, suppliers - with the final aim of satisfying our clients' expectations in terms of quality and end results. So that each player in the project can work with ease of mind, each single stage in the process is managed, monitored and coordinated from shop drawing development, product engineering, product control, logistics and assembly right up to final installation. Intro Srl can draw on the experience of its highly skilled technical team - engineers, architects and interior designers - who know how to walk alongside our clients, their designers and independent consultants to guarantee and achieve successful results.