

Palazzo Bovara  
Milano  
11–24/04.2016

Con il Patrocinio del



Soft home  
Interiors and digital  
experience

# Soft home

## SOFT HOME, Interiors and digital experience

*Installation by Elle Décor Italia in collaboration with  
Marcante Testa/UdA Architetti interior design  
H-ART, interaction e visual design*

**At Palazzo Bovara from 11 to 24 April, Elle Decor Italia is presenting  
“Soft Home, Interiors and Digital Experience”,  
an interactive and digital exhibition on domestic lifestyles.  
A concept with strongly innovative content where high-end technologies  
are integrated into an interior design project involving all the senses**

Milan, April 2016. On the occasion of the 2016 Salone del Mobile, **Elle Decor Italia**, a monthly magazine published by Hearst Magazines Italia, directed by Livia Peraldo Matton, is presenting a new installation project about contemporary living in the **Palazzo Bovara: “Soft Home. Interiors and Digital Experience”**. The title of the exhibition refers to the double meaning of the word soft, as an abbreviation for **Soft-Tech**, but also **Softness** as an attribute of a welcoming, soft and comfortable home. **Visitors** will walk through interiors enlivened by sophisticated technology that’s user-friendly, intuitive but not intrusive. **Soft Home offers a positive interpretation of how technology can aid interpersonal relationships, allow people to discover new possibilities for entertainment, facilitate daily life and foster beauty and well-being.**

Visitors are greeted by an indoor **Home Garden** and can walk through rooms with evocative names such as the **Inspired Living-room** (associated with the idea of digital art collection), the **Ringling Gallery** (where you can hear the sound of the materials), the **Dreamy Bedroom** (with flash-backs on the owners’ day and with an obliging wardrobe that offers suggestions for a personalized look), the **Dainty Bathroom** (with a talking mirror) and the **Crunchy Kitchen** (a real kitchen with virtual menus). The **Portrait Gallery**, displaying objects and furnishings through images by famous photographers, is also a must.

For the entire duration of the exhibition, an **open-air drawing-room** will be set up in the courtyard, with designer furniture overlooking the interior garden, offering the public a chance to get together and enjoy a relaxing break, with a bar facility.

Multimedia installation  
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## Concept

The **Soft Home** concept is a home where people feel at their ease, where the day to day actions that we've always performed in the past, and will always perform in future, can yield enhanced functions through the use of technology, so that "staying at home is the new going out" – as the latest saying goes – with the focus on well-being and feeling in harmony with our domestic space. The exhibition will be an opportunity for **experiential learning about innovative trends in living**, whether here already or still to come. **It will explore the infinite applications for high-end technologies** within a lifestyle design project that takes account of the limitations of pre-existing architecture, providing a chance to reflect on the idea of domesticity in a world where 24 hour connectivity is a key feature, and seeking to attract a large public interested in interior design and lifestyle for today and tomorrow. With the help of an **immersive installation project**, it takes the form of a **socio-cultural itinerary through themes of contemporary living** which visitors can follow with complete autonomy, with a wealth of information, stimuli and active fact-finding experiences, thanks to animated video images and interactive installations (curated by Francesca Molteni/Muse – Factory of Projects and Davide Rapp, Mogeas and Essència).

## Digital Experience

The **digital experience** will be active online by means of an integrated **on-off-live platform** that includes the dedicated exhibition website on Tumblr ([www.elledecorsofthome.tumblr.com](http://www.elledecorsofthome.tumblr.com)), where users can view the rooms and objects in the Soft Home, and the publication of the content on Instagram. Through these **digital experiences**, **Elle Decor Italia** will offer the public a range of content before and after their visit, to integrate and expand their experience so that they can get the most out of it.

**Location** The **immersive itinerary**, full of experiential surprises, takes visitors through the rooms of **Palazzo Bovara**, a neoclassical building in **Corso Venezia 51** where Stendhal stayed in the 19th century, and which was restored by Piero Portaluppi after the Second World War.

**Opening times and inauguration** The inauguration ceremony for the **Soft Home** exhibition will be on 11 April at 12.00 in Palazzo Bovara. The exhibition will be open from **11 to 24 April 2016**, entrance free of charge.

Opening times:

**Monday 11 April 15.00 – 20.00**

**Tuesday 12 – Sunday 17 April 10.00 – 20.00**

**Monday 18 – Sunday 24 April 9.00 – 19.00**

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Corso Venezia, 51 – Milan

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## Exhibition curators

Created from a **concept of Elle Decor Italia**, the exhibition is a team project that combines the magazine's international vision with the creativity and expertise of two partners, Marcante-Testa (**UdA Architetti**) and **H-Art**, two Italian companies that are known and respected around the world. The creative duo Andrea Marcante and Adelaide Testa, from **UdA Architetti**, are curating the mounting of the exhibition, interpreting the concept of **Soft/tech and Soft/ness through a sophisticated balance of materials, lighting, surfaces and a new architectural system that communicates with the existing one through different linguistic codes.**

The development of the **interaction design part and the digital content** has been entrusted to **H-Art**, a company that specializes in creating innovative and involving forms of interaction using the most advanced technologies.

**Marco Bay** is in charge of the Green project.

**Design Work** is in charge of the graphics.

## Elle Decor Italia

Directed by Livia Peraldo Matton, Elle Decor Italia is a monthly magazine specializing in interior design, trends, architecture and lifestyle, which has been describing lifestyles and new ways of living for over 25 years.

It promotes the culture of design in Italy and abroad, involving an international audience of design and furnishing fans and people in the trade.

The Elle Decor system is structured so that it offers content through a multi-channel platform involving the magazine, website, social media, the emag and full English versions of the magazine and a mobile app, as well as events in Italy.

It is part of a larger network that covers 28 countries with 25 editions around the world.

[www.elledecor.it](http://www.elledecor.it)

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## Marcante-Testa (UdA Architetti)

Andrea Marcante is co-founder of the UdA architecture studio, which Adelaide Testa joined in 2004. The UdA studio's interior architecture projects aim to achieve a synergetic control of the different elements of designing interiors, from architecture to furnishing accessories, without any one aspect predominating.

Their domestic interior aims to be serious and fun, rustic and cosmopolitan, democratic and refined, practical and elegant, masculine and delicate, all at the same time: if we are excited by certain interiors, it is because they exemplify a possible choice between conflicting aspects of our character, the legitimate aspiration to transform our worrying contradictions into something beautiful.

[www.marcante-testa.it](http://www.marcante-testa.it)  
[www.cosedabocia.com](http://www.cosedabocia.com)

## H-ART

H-ART is a company that deals in innovation: a fundamental element for the success of all brands. It specializes in the conception, design and implementation of the most innovative and involving forms of interaction between brands and their clients. It works through all communication channels in a coherent and integrated way, transferring the digital native approach into all phases of the relationship between the brand and the consumer.

It was set up in April 2005, as part of the venture incubator H-FARM at Ca' Tron, on the Venetian lagoon, and from the very beginning it has shown its potential, becoming part of WPP in 2009. H-ART is now part of AKQA.

[www.h-art.com](http://www.h-art.com)

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