PRESS RELEASE
"I SALONI WORLDWIDE"
MOSCA, 16-19 OCTOBER 2013

FIAM, 40 - YEAR DESIGN FOR GLASS CULTURE

A new and prestigious collaboration with the leading names in architecture and design,
Massimiliano Fuksas and Daniel Libeskind.
The theme of mirrors, the symbol of a philosophy.

The age-old fascination of a timeless material enclosed in 40 years of design: together with the international audience of "I Saloni Worldwide", Fiam celebrates its **fortieth anniversary**. The event confirms the prestige of a brand, which became a reference point in international design for having dedicated a real and unique culture to glass in the world.

Dating back to 1973, Vittorio Livi founded Fiam in Pesaro, creating a first collection of furniture in curved glass. A true youthful love, with a material to which he will remain true forever, each time with new challenges, often with important awards as in 2001, the year in which he was awarded the Compasso d'Oro for his career.
So even today, Vittorio with his sons Daniele and Francesco, continue to preserve and nurture a unique tradition, made of identity and memory, commitment and passion.

Glass and design, technique and form, reality and fantasy are the pairs that have always belonged to Fiam's experience, where everything revolves around an ideal: making glass a star of the design world.
From product collections to true objects of desire to collect: creations by Fiam have written the history of contemporary design thanks to the creativity of leading designers, who performed with a material which has infinite potential for expression, accompanied by the company's constant technological research.

And once again, among the great designers are protagonists who made Fiam's 40 years even more special. To celebrate the anniversary, the company has created a series of illustrious collaborations and initiatives at multiple levels that involves the design world and design's constantly evolving style.

The brand presents the unprecedented participation of two of the most illustrious names from the world of architecture and design: **Massimiliano Fuksas and Daniel Libeskind**. Building a bridge between the memory of a precious tradition and the incessant search for new forms of expression for contemporary glass home-living, Fuksas and Libeskind have interpreted for Fiam the identity and values of an international brand and at the same time aware of their roots.

To express the nature of this acknowledgement, the creations endorsed by the two designers inaugurate a **key issue** at the threshold of Fiam's 40th anniversary: **mirrors.** Archetype-object with infinite symbolic references, the mirror seems to sum up a sense of its history for the brand, a path of success where every victory is always the result of a single harmony between *designers*, *producers* and *users* of design.

Designed by **Doriana and Massimiliano Fuksas** the two wall mirrors **Rosy** and **Lucy** enclose the charm of unique pieces made entirely of glass. Rosy is composed of a round body surrounded by two decentralized rings, inspired by lunar eclipse images or a lake set in the silver surface of a celestial body. As a real "sculpture mirror", Lucy is composed of a core enclosed by a structure consisting of three large irregular petals. In both mirrors, the frames in silverback glass are a fundamental element of expression inspired by feminine and sensual lines, designed to creatively and personally compose space in your homes.

The Wing collection designed by **Daniel Libeskind** reinterprets the mirror as a magical object that acts on space. From the traces etched on its surface, the mirror has the fascinating power to convey the mystery of what is reflected. "To awaken the eyes of sleepers," said the blind bard, giving mirror the impression of a dynamic symbol that stands out on the faces of those who see it. So The Wing suggests the enigma of awakening on the wing of man's dreams and desires, interpreting "deconstruction" of which Libeskind is one of the greatest expressions.

Continuing a partnership successfully launched, **Xavier Lust** once more narrates Fiam's glass, and enriches the theme of mirrors with **Caldeira.** Inspired by the volcanic lake, or caldera, the molten glass at high temperature becomes a mirror that embodies calm water and the strength of turbulent heat. The transparent material is shaped like lava oozing into an object of great emotional impact.

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TECHNICAL DATA SHEET

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CALDEIRA

XAVIER LUST

Wall mirror in 8 mm high-temperature fused glass with silvered back; artistic relief ornamentation 5 mm flat mirror. Varnished metal back frame. Can be hung in various positions.

Round

L 112 W 5 H 105

Elliptical

L 102 W 5 H 230

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ROSY

DORIANA AND MASSIMILIANO FUKSAS

Wall mirror in 8 mm fused glass with silvered back; 5 mm flat mirror. Rear mounting panel allowing hanging in various positions.

Ø 100 W 10

LUCY

DORIANA AND MASSIMILIANO FUKSAS

Wall mirror in 8 mm fused glass with silvered back; 5 mm flat mirror. Rear mounting panel allowing hanging in various positions.

L 153 W 10 H 117

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THE WING

DANIEL LIBESKIND

Wall mirror consisting of two curved glass elements in silvered glass and three flat mirrors welded together.

Metal back frame allowing horizontal, vertical and slanted hanging.

Rectangular mirror with corner

L 181 W 10 H 49

Rectangular

L 181 W 10 H 49

Elliptical mirror

L 180 W 10 H 65

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MAGIQUE TOTEM

STUDIO KLASS (M. MATURO AND A. ROSCINI)

Display cabinet with container cubes in 10 mm welded glass. Available in various finishes: cabinet with extralight glass frame, opal white glass containers; extralight glass frame, smoked grey glass containers; smoked grey glass frame, Black95 glass containers.

L 38 W 38 H 172

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