

Spectacles To Attract Eyes Online

MILAN'S
FURNITURE
FAIR SEEKS AN
INSTAGRAM
AUDIENCE.

MILAN — The winding staircase of the **Palazzo Serbelloni** was jammed with visitors photographing the bulbous Venezia lamps that Marcel Wanders designed for Louis Vuitton. The designers at the International Furniture Fair in Milan have long figured out that the 386,000 who attended this month are a tiny slice of the real audience, who live on Instagram.

Under continual pressure to pump out fresh goods, design companies now rely on photogenic displays to mask the distinction between old and new products. Substance is giving way to spectacle. And if that doesn't bode well for innovation, it does make for a heck of a party. *JULIE LASKY*



ANDREA WYNER FOR THE NEW YORK TIMES



LEFT AND ABOVE, ANDREA WYNER FOR THE NEW YORK TIMES

UPCYCLE CHIC

A paradox of the fair is the creation of so much stuff in a world filled with waste, but some designers turned castoffs into high-end products. The designer Paola Navone, far left, teamed up with Corsi Design to create salvaged chairs wrapped in resin-coated bandages. (One Off collection, from 1,000 euros; corsidesign.it) | Eileen Fisher, the clothing brand, turned unsold fabrics into upholstered furniture and lush wall hangings, including a piece by Sigi Ahl, near left, with ghostly garments plastered to the surface. (8,000 euros; eileenfisher.com)

CARBON COPIES

Iconic designs were remade in earth-friendly materials. The Emeco 1006 Navy chair, created 75 years ago in aluminum, now comes in wood, near right. (Available in May, \$700 to \$1,000; emeco.net) | Kartell's Camponobili storage unit, introduced in 1969, has a new life in biodegradable bioplastic, far right. (Available in May, \$290; kartell.com)



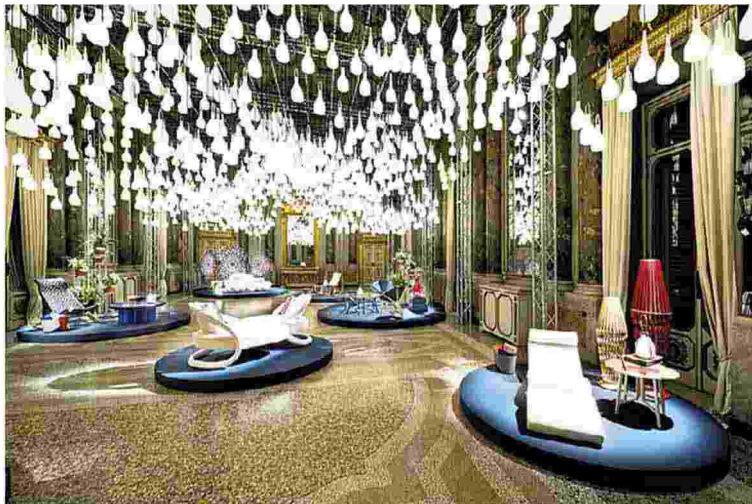


MISSHAPES

Not since the 1990s have we seen so many biomorphic shapes. Even Molteni, an Italian company known for its clean contemporary lines, has joined the fun with Surf, a blob-shaped couch designed by Yabu Pushelberg, above. (Available in July, \$9,745; molteni.it) | Free-form designs spilled onto rugs. Joost van Bleiswijk, a Dutch designer, creates Dadaist carpets inspired by ripped-up paper fragments, left. (nodusrug.it)

LOONEY TUNES

Designers also adopted cartoonish shapes that vied for attention. Mattiazzi, an Italian firm, showcased Fronda, a collection of chairs and stools that channel chunky primitivism, below. (mattiazzi.eu) | Conde House, a Japanese furniture maker, showed an upholstered oak chair called Nupri that looks like an airplane seat in the age of the Jetsons, right. (condehouse.com)



FASHION WEEK?

Fashion brands are an unmistakable force at the fair. Hermès took over a former jai alai court with jungly wallpaper and a brick maze. Marni built a dystopian playground with slides and colorful furniture. Versace turned a mansion into a Tropicália fantasy. And Louis Vuitton unveiled its Objets Nomades collection at [Palazzo Serbelloni](#), above, a Neoclassical palace where Napoleon once spent several months.

KNITTING FACTORY

Our desire for coziness knows no limits. Missoni, the Italian knitwear label, yarn-bombed a house's worth of vintage items, including TV sets, a double bed and chandeliers. Asked how long it took to crochet everything, Alessandra Roveda, the artist, right, said she didn't think in terms of days or years but in "television series." (Objects for sale at Galleria Paola Colombari)



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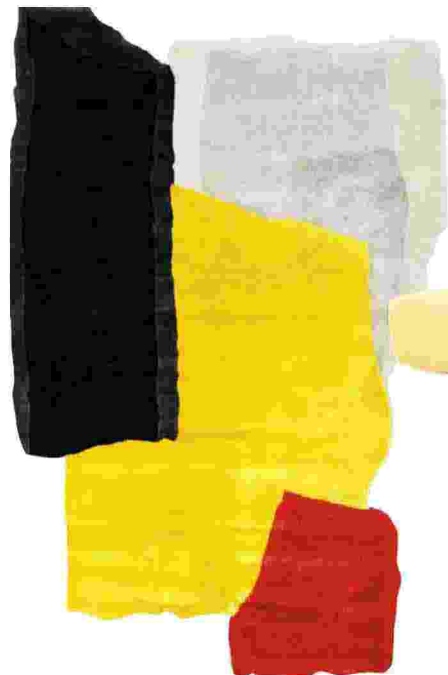
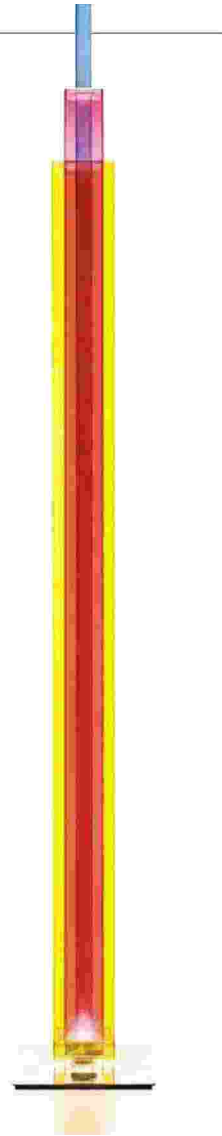
PLANT-BASED WARES

Plants and floral patterns were spotted throughout the fair. Pietro Sedda, a Milanese tattoo artist, created a set of botanical-themed plates and other designs for the German dinnerware company Rosenthal, right and below. (Cilla Marea plate for \$100; rosenthal.de) | Mosaic tile flora also bloomed on the walls of Bisazza's new flagship store in the Brera District, above. Carlo Dal Bianco designed both the patterns and the space. (bisazza.it)



MINING THE 1970S

The glamour of 1970s Art Deco is having a moment. Consider the UpTown floor lamp designed by Ferruccio Laviani for Foscarini, right. This disco tower of tricolor glass evokes the Empire State Building. (foscarini.com) | Likewise, the tubular chrome and leather Coda chair by Atelier Troupe, below, recalls 1970s Hollywood by way of the Machine Age. (From \$8,000; atelierdetroupe.com)



MORE MEMPHIS

Designers continue to draw inspiration from the 1980s. Six, a design gallery in Milan, paid tribute to Ettore Sottsass, the father of the Memphis movement, with totemic ceramic sculptures, left. (Available in the fall, 650 to 890 euros; bitossihome.it)