



HOUSE OF BIRDS
where designers nest

Press Release

House of Birds, Action Giromari's new design brand, will debut at Milan Design Week 2018 with Hill House, the first capsule collection design by Roberto Giacomucci

House of Birds is a new design brand that was born after our past collective design workshop, where 24 well-known architects designed their own vision of a birdhouse. The project was presented last year with an exhibit at the Triennale di Milano during the Milan Design Week.

Based on the original concept of the workshop, we invite designers to develop a capsule collections through an innovative format: we host them in our manufacturing plant - Action Giromari - for living an immersive experience and discovering our own values, technologies and unique skills.

After this period – called Nest Design Week – inside our creative company, it's the moment of the “nesting” – stealing a typical birds' activity term – in other words: the designer starts to create his own collection free to experiment through functions, forms, colors, and finishes. The freedom to express his own creativity also includes the creative direction of the various communication activities (graphic, catalogue, advertising...): in this way the designer becomes art director of the whole project.

The first creative mind who took part to the project was Roberto Giacomucci, that was fascinated from thermo-engraving technology, decided to use it to create 3D decorations. Geometric and floral patterns are the leit motiv of Hill House, a collection that combines minimal design, typical of Scandinavian style, together with decorative elements inspired by the classical art drawings.

Hill House is, in fact, a tribute to the gothic cathedrals' decorated glass windows and to the extraordinary tricks of the light that come to life.

The collection features different design furnitures; from the living room table to the desk table for the office room, passing through coffee tables to the screens: versatile elements that are suitable for the residential spaces but also for retail and contract areas.

The smoky colours palette used for the acrylic parts is various: from moss green and blue-green to ecru and pastel pink. The ash wood is available in its natural essence and black finishing.



Articles sizes

- WEED Ø 46,5 x H 180 cm
- LOOP L 36,6 x P 20 x H 37 cm
- TATE cm Ø 47,5 x H 55,8 cm

Philosophy

Flight is the quintessential symbol of freedom. Free from all restraints, birds defy all types of resistance in the infinite space that is the sky, overcoming gravity's downward pull, and can head anywhere. Nevertheless, even nature's freest creatures develop a need to count on a place that offers them protection and safety. As a consequence, we might imagine the abode of a winged creature more as a "cradle" rather than a cage—a safe place where it can protect itself and nest. They strive to build their home with everything that nature offers them: mud, twigs, straw, feathers... They manage to bring real genuine works of art to life just using their beak and their claws: an ability that, we must remark, makes them "natural architects".

House of Birds draws inspiration precisely from this collective imaginary and carries it over to the sphere of creativity.

Action Giromari is the space where these projects come to life; thanks to technicians, artisans, technologies and a profound knowledge of materials, we welcome ideas and design proposal with love and with the only mission to find a solution for making them real collections.

Welcome in House of Birds, the house of free souls!

** Participating designers to House of Birds workshop with the exhibit at the Triennale Design Museum in 2017:*

(Shin Azumi; Emmanuel Babled; Sebastian Bergne; Aldo Cibic; Claesson Koivisto Rune; Nigel Coates; Matali Crasset; Lorenzo Damiani; Marco Ferreri; Odoardo Fioravanti; Naoto Fukasawa; Roberto Giacomucci; Alessandro Guerriero; Constance Guisset; Giulio Iacchetti; Industrial Facility; Lanzavecchia + Wai; Lievore Altherr; Piero e Francesco Lissoni; Palomba Serafini ps+a; Marc Sadler; Denis Santachiara; Paolo Ulian; Michael Young)