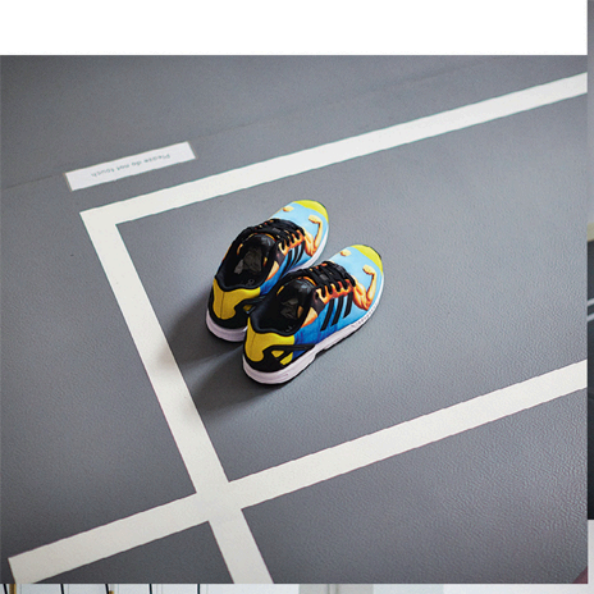

Artist Laura Baldassari and designer Alberto Biagetti sit on a bench inspired by a traditional pommel horse, one of the pieces in Atelier Biagetti's Body Building *exhibition shown during Milan Design Week. All the pieces were inspired by society's obsession with fitness and the gym.*

"The contrast between the discipline and effort that gym gear usually at first glance suggests, is overruled by the pure aesthetic enjoyment of the objects themselves"

Maria Cristina Didero

PROFILE: *ATELIER BIAGETTI*

Milanese duo Atelier Biagetti is designer Alberto Biagetti and artist Laura Baldassari. Their design portfolio includes interiors and installations such as the Venini flagship store on Milan's Via Montenapoleone, the Yoox Group's Bologna headquarters and exhibitions at the Triennale di Milano, Galleria Vittorio Emanuele II in Milan and on New York's Broadway. As an artist, Baldassari's exhibitions include the 54th Venice Biennale in 2011. During Milan Design Week, Atelier Biagetti showed *Body Building*, an exhibition inspired by the duality of the gym and the home. "A world obsessed by the mania of exercise but also of the obsession with perfect manufacture," says curator and design writer Maria Cristina Didero, who was a consultant to the project. Unique pieces included 'Manubri', a pink crystal coffee table mounted on hexagonal steel dumbbells, and 'Cavallina Argento', a cylindrical bench inspired by a traditional pommel horse. atelierbiagetti.com. »