FRAME

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N°111 JUL — AUG 2016

MILAN DESIGN WEEK

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Leading retailers enter the wellness arena. Luca Nichetto rejects style. Formafantasma reveals five turning-point moments. Furniture manufacturers tackle transient times

MILAN DESIGN WEEK

FURNITURE – Peachy rubber floors, stark white blinds and sparse furnishings: Atelier Biagetti's No Sex exhibition effectively radiated a clinical atmosphere, albeit one with more tactility than the average surgery. In creating the space, designer Alberto Biagetti and artist Laura Baldassari addressed society's relationship with the 'traditionally taboo subject of sex'. Described as the 'ultimate wellness clinic', offering treatment for overdose *or* abstinence, the space featured objects that appealed to the senses, from strip lighting softened by a pink latex curtain to Soffietta, a leather accordion seat. Although Atelier Biagetti is right – society is indeed overexposed to sex by the media – the exhibition's twin doctors and their nurselike assistants, attractive females one and all – did little to challenge the stereotyping of women. – EM

atelierbiagetti.com

Atelier Biagetti responds to today's **overly sexualized world** with a 'wellness clinic' *collection*

FRAME **Atelier Biagetti gets seductive in the digital magazine**