

Press release

**A major debut for "I 100" by OFFICINANDO® at the most prestigious international exhibition of interior design and**

 **decoration.**

**The unpublished collection - which reinvents the table dress-code in a haute-couture key - let Maison & Objet 2018 blossom**

 **into a kaleidoscopic indoor garden, focusing on custom made uniqueness and Italian savoir-faire.**

Paris - «An eclectic bouquet that combines different floral elements, to let flourish on the contemporary table

a romantic garden of delight, which enhances the uniqueness of each guest ".

The Italian designer **Anna Sarcinelli**, founder of the brand OFFICINANDO®, chose This descritption to define her new collection "I 100", **one hundred underplates all different from each other**, but with a strong personality, so that each diner can choose the flower, the emotion, the décor more in tune with their own personality and the mood of the moment.

Made of screen-printed steel on both sides - therefore perfect for interiors, but also for outdoor installations - "I 100" recounts for the communion between art and nature with drawings, prints and paintings that takes imagination in a poetic space-time journey through eras and styles.

Minimum common denominator: the most iconic flowers, leaves and gardens, to bring to the commensal the iconography of paradise on earth, with an elegance that the designer draws from one secular all-Italian aesthetic attention for the table's dress-code.

The 2018 collection develops around some main themes. It ranges from lush tropical nature, with lush hibiscus, to peonies, carps, maples and birds that seem to come out of ancient screens and Japanese prints; from ancient decorations, inspired by frescoes and precious tapestries, with graphisms and compositions that seem stolen from the tattoo world; last but not least, from romantic roses of nineteenth-century taste, we arrive at botanical wonders worthy of the elegance of an herbarium.

Each theme has a series of variations, all unique, that allow you to create surprising effects.

No limits to the imagination: together with the underplates, antique or designer crystals, tablecloths in different textures and colors, vintage or hyper contemporary services become elements to be mixed and reorganized at will for a creative and harmonious fashion table.

Some examples? Romantic roses empire-inspired dialogue with delicate porcelain with golden rim, pink glass flutes and gold cutlery; polychrome lilies come in tune with dishes in transparent glass; majestic philodendron leaves match with the porcelain white of cups and

saucers, at tea time.

The game also includes material contrasts: the refined coldness of the steel silkscreened with the brightness and lightness of porcelain, or with the finesse of a modern stoneware, yet

dark and sophisticated.

To expand this mix and match game, "I 100" in the 2018 collection also includes **one hundred**

**coasters** conceived with the same logic of uniqueness, to combine with the underplates. Made in same material, they have a diameter of 10 cm. They are perfect to be used even without underplates, as saucers that update a vintage coffee service or combined with glasses for the aperitif.

How did this idea come to life? "I love staring at nature. I feel amazement and gratitude before the coffer of infinite beauty that encloses a leaf or a petal", says Anna Sarcinelli. The underplates arise from the need to convey this emotion, opening the doors of a lush botanical garden of the imaginative at every guest.

"The table set by Anna Sarcinelli" I 100 "by OFFICINANDO® during the event

Orticolario 2017 won the award for "Best set up of products".

PRODUCT DATA SHEET

COLLECTION: “I 100”

DESCRIPTION: 100 UNDERPLATES AND 100 COASTERS, ALL DIFFERENT

Design: Anna Sarcinelli

CREATION: OFFICINANDO®

MATERIAL: Made of screen-printed steel on both sides

CHARACTERISTICS: 31 CM DIAMETER ( UNDERPLATES), 10 CM DIAMETER (COASTERS), 1 MM THICKNESS

FOR SALE ONLINE www.officinando.com

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**Anna Sarcinelli, designer with passion for *tableware***

She has her interior design studio in an area adjacent to an old spinning mill in Soresina, between Milan and Cremona, where she works surrounded by lemon and citrus plants, olive trees and bulbs.

She has an innate passion for flowers, which are a constant presence in her life and in her creations.

After a long career in fashion, for some years she has chosen to devote herself full-time to oneworld that has always fascinated her, the tableware, for which she nourishes an instinctive aesthetic predisposition, refined by her experience in the fashion field.

"I love fabrics, especially linen, and the precious and original touch they can add to the furniture and the mise en scène of the table », she says. In her creativity, she is assisted by a strong material sensitivity, which is expressed in the combination of different textures and materials, ranging from porcelain to steel, from glass to wood.

Over the years, attending antique dealers and flea markets, she has created her own vintage collection of table accessories - with porcelains that recall the great dinners of family parties at home - that she loves to disagree to create unusual combinations with contemporary elements.

Setting up the table is for Anna a ritual and a playful moment, in which every object, in an original game of contaminations, come alive and bring out its personality.

It is an expertise that the OFFICINANDO® designer applies in his daily life, for pure pleasure.

Furthermore, as a stylist, she provides it for those who want to organize an important event or dinner, with a refined and iconic mise en place.

Each element created by Anna Sarcinelli is always a unique piece.

“I believe in the uniqueness of the gesture and in the intense and strong flavor of original things.

Daily creativity can lead to imperfection or mistakes, but also in this lies its unrepeatability “, the designer explains.

The "I 100" project by OFFICINANDO® comes from this intuition, which underlines **the uniqueness of each diner.** Because every human being, with their experience of sensitivity, taste and imagination, are unique and deserve to express their personality not through seriality, but with custom made choices that enhance their feelings and their aesthetic vision of conviviality.