

WE PREDICT: THE RETURN OF ART DECO, FAUX REPTILE SKIN, TYPOGRAPHIC PRINTS

ELLE DECOR

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SPOTLIGHT ON:
ZAHA HADID &
JEAN NOUVEL

AUG - SEPT 2006, RS 100

DESIGN OF ARCHITECTURE

STRUCTURE BASED INTERIORS
YOU CAN REALLY LIVE IN!

Satish Gujral, Santiago
Calatrava, Chad Oppenheim
and Nitin Killawala
influence your space

+
HOMES OF THE FUTURE
THE FASHION NEXUS
DECODING BLUE PRINT
DRAWINGS

FOCUS ON OUTDOOR INSPIRATIONS: INDULGE YOUR WILD SIDE WITH
SIMULATED AL FRESCO SURROUNDINGS, NATURE BASED FABRICS, DINING OPTIONS & MORE...

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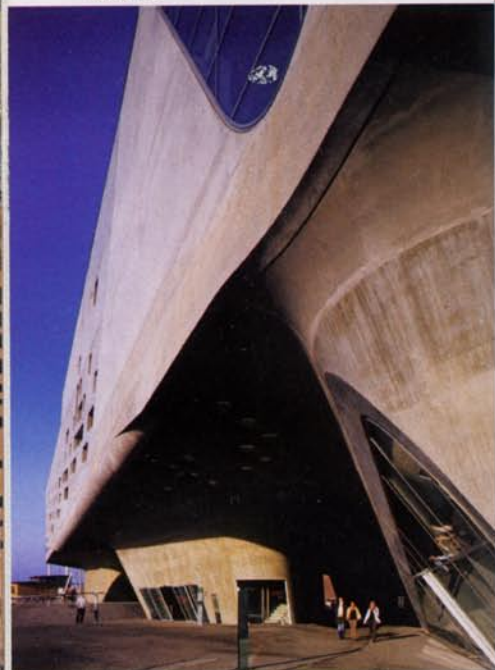
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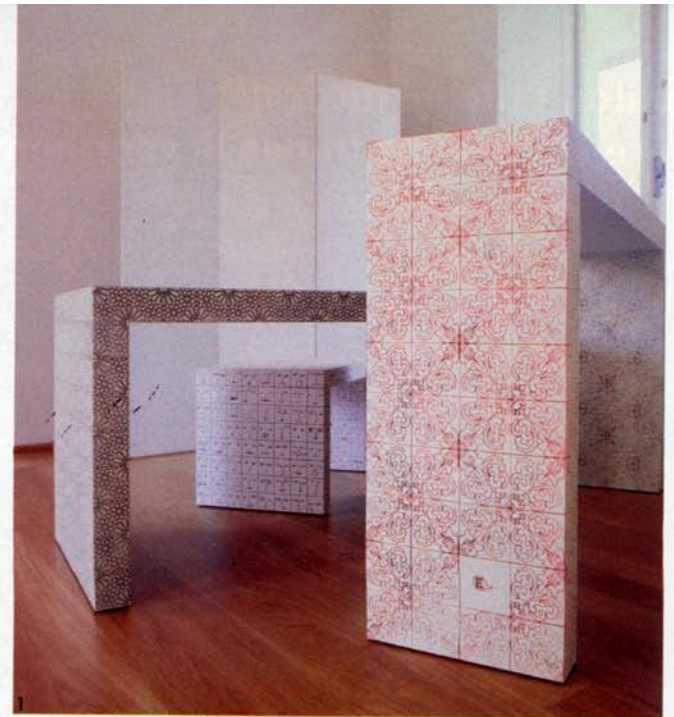
MACMAMAU

A duo that translates thought into motion, transforming everyday surfaces into expressions of symbols and graphics

TEXT BY **PRAGNYA RAO**

“It stemmed from our passion to create,” says Ilaria Patriarca of Macmamau. Like a story unfolding on a warm Sunday afternoon, the floor lay strewn with numerous doodles, and in it an innate desire to transform a regular object into a moving experience. Initially they painted on tables, chairs and other pieces of furniture, in the process creating a vocabulary that was not only personal but also an expression that added a sense of fun to routine.

Born into a family of craftsmen, Sara and Ilaria grew up amongst laces and woodwork, imbibing a deep love for fine arts. What initially started as a hobby, soon became a passion for the sisters. Ilaria pursued architecture and then later went on to work as an interior designer, developing a curiosity towards the CAD system. Meanwhile, Sara plunged into the dynamics of illustration and moved subsequently into design. A common aim enhanced by their combined



skills led them to work together as a team. With a penchant for art and the need to give shape to their own ideas, they began work on three-dimensional objects. The first step to this was to develop a series of communication symbols by means of handicraft, painting the surfaces or adding materials like gold, silver leaf, paper, plaster, etc.

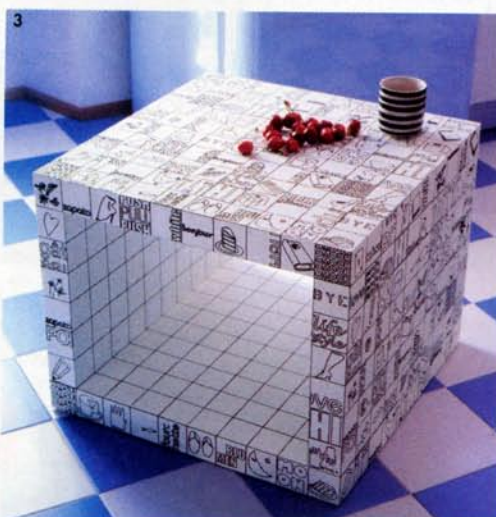
Experimenting with design styles, materials and techniques, Macmamau is almost a thought in motion. Simply put, it is an

idea, a world full of symbols and graphics that wrap an object like a second skin. With newer technologies that enhance production values, the duo are now looking at engraving surfaces to produce a series of objects on a larger scale: Where the ideograms are emotional expressions, traditional patterns are stylised drawings, graphics and characters narrate a story, and everyday objects get turned into something special. ♦

Macmamau, Italy.

Website: www.macmamau.it

Initially they painted on tables, chairs and other pieces of furniture, in the process creating a vocabulary that...added a sense of fun to routine



1. Traditional patterns that fit into a modern day scenario transform the mundane, into interesting objects

2, 3 and 4. Symbols, graphics and ideograms accentuate the simple clean lines and create a visual imagery capturing the inherent quality of a moving experience