



Gspot, fabbrica di design contemporaneo

Company Profile

Gspot, fabbrica di design contemporaneo, was created in Milan in 2007 by Giovanardi SpA, a leading maker of materials for sales-point communication.

The idea for Gspot stemmed from a desire to make use of design and manufacturing skills to experiment with new forms of expression, creating **objects of design and occasional pieces that are unconventional, unusual and strictly Italian-made**.

Objects and occasional pieces with unique, amusing appeal, constantly aimed at functionality and aesthetics. With them goes a continual, in-depth exploration of materials, their combinations and how they are worked. In fact, Gspot creations are distinctive in the design-company sphere for the **multiplicity of materials they utilize**: from methacrylate to steel, aluminum, wood, brass, textiles, paper products, Corian and Cor-ten.

Working with Gspot is POLI-Design, the Milan Polytechnic consortium that helps select its designers and designs.

Mission

The **Gspot collection** is intended to **re-design our daily lives**, enriching them with new and unusual **objects that are able to dialogue**, enchant, intrigue and also amuse.

Surrounding us with **a domestic landscape artistic and ironic in taste but also poetic**, where objects exist not only for mere functionality.

Philosophy

_ Backing young talent

Convinced that the best ideas can come not only from expert but also from young designers, gspot wants to **valorize young people's creative talents**, drawing in particular on designers under 33; with its first collection Gspot gave new nobility to young people, so often overlooked, providing incentives for creative growth. In future, new ranks of young designers will become part of a special workshop, the "under 33 lab" (U33), giving it perpetual life.

*"It is our belief", explains Massimo Giovanardi, Gspot founder, "that with their enthusiasm and spontaneity young people can see the **nature of objects from a different perspective**".*



Made in Italy

Gspot is a trademark of Italian-made quality, a design company supported by solid technological excellence and one able to bring on board other companies working exclusively in Italy.

In addition, at Gspot the handcrafted aspect formerly so typical of Italian products is still very strong: finishing work is almost always done by hand.

Collections

The Gspot collection was ideated to give room to new design talents and create **a line of witty, ironic, informal but poetic objects** that, in today's opulent society, dialogue with observers **and take a toned-down attitude** towards daily life.

It is a collection distinctive for new and unusual ideas but also for its care, passion and loving attention to detail, its meticulousness and artisan-quality manufacture.

The *Gabrio Ghezzi* collection is a posthumous tribute to the recently deceased Milanese designer who contributed to the birth of Gspot. The collection consists of objects selected from Ghezzi's designs, **characteristically rigorous and spare.**

Temporary Shops and Events in 2008

Gspot made its public debut with the **temporary shop formula**: a "limited-time" store open in **Milan at Via Tortona 28 in November and December 2007** for the purpose of creating an "event" and leveraging the curiosity aroused by the time limit.

Not a randomly chosen venue, the temporary showcase in Via Tortona was a good representation of the gspot image: a factory, **a workshop of innovative and contemporary design in continual movement.**

This debut was followed in the same area of the city – the so-called design quadrangle – first by participation in **Milano Collezioni, February-March 2008** and then in the **Salone del Mobile 2008 in co-marketing with MINI-BMW**. Here, too, the idea was to be on hand at a time and in a place of great ferment and interest for an international public attentive to trends in Italian fashion and design.

In **August and September 2008** Gspot and MINI continued their collaboration, together participating in the **Design Walk in Porto Cervo**: here Gspot set up a display area of about 100 sq m in a brand new venue devoted to leading names in design and architecture.

In **November and December 2008** Gspot exhibited its objects and occasional pieces in **Genoa**; at **Spazio Antix**, a famous antiques shop, Gspot created an unusual mixture of yesteryear's manufactures with contemporary design.

In **December 2008** it couldn't miss its date with the Milanese public: a pre-Christmas display at Sidecar, a renowned temporary shop in **Corso Garibaldi, in the heart of old Milan.**



Italian and foreign tradeshow in 2009

After participating in the Fuori Salone del Mobile in 2008, Gspot continued to be part of the sector's top events.

From January 16 to 19, 2009 it presented its collection and their extensions at **MACEF at BMorone**, Via Soresina 7, Milan.

From January 23 to 27, 2009, it was at **MAISON&OBJET in Paris, Hall 6, Stand I 38**.

On an area of about 30 sq m, Gspot met with a vast international public, exhibiting its collections and new releases (trays, flower vases, candleholders, clothes-racks, etc) at one of the top events for design and home furnishings.

In April 2009 Gspot participated at the **Fuori Salone del Mobile 2009**, this year in **Via Pontaccio 19**, another design hub in Milan, where was premiered a new series of objects.

From 4th till 8th September Gspot will present 2009 innovations at **MAISON&OBJET** in Paris, **Hall 6, Stand I 35**: a first line of new objects is born around the poetic theme of the interaction among **light, shade and substance**. The second one is a multidisciplinary project that arises from the entrance of the communication into the world of the product design: the **Speaking Design**.

Already defined the Gspot's presence at next edition of **MACEF in Milan**, in January 2010.

Sales

Gspot objects are retailed online at **www.gspotdesign.it** and in Italy exclusively by **BMorone Srl**.