

Ultradesign, Inspired by Intel®

A Touch of “Ultra” Technology with Intel® at the Heart of Brera Design District’s Fuorisalone 2013



As part of the Fuorisalone 2013 event held at Brera Design District in Milan, Italy, a new project called “Ultradesign, Inspired by Intel®” saw four young Italian designers, Ilaria Innocenti, Giorgio Laboratore, Luca Scarpellini and Emiliano Brinci, put their name to six original, creative, designer – or rather “ultra” designer – systems inspired by the latest Ultrabook™ convertibles inspired by Intel®.

Each of the six systems combines elegant, intriguing, modern design with multi-functionality, just like the Ultrabook™ convertibles that inspired them. Equipped with the most cutting-edge, high-performance Intel processor technology and the unique capacity to adapt its form and usage model to the needs of the user in the blink of an eye, the Ultrabook™ can also be a tablet with a touch interface for seamless, fulfilling content consumption, ready to convert at any time to a traditional notebook with screen, keyboard and touchpad for more comfortable, efficient content creation.

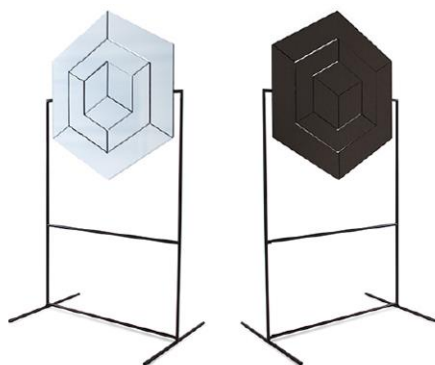
The Ultrabook™ devices that the four designers used as models constitute some of the most advanced Intel technology the market has to offer in the field of mobile computing. These are the Toshiba Satellite U920T*, Sony Vaio Duo D11* Series Ultrabook, Dell XPS* 12, Lenovo Ideapad Yoga* 13, Asus Taichi*, and Samsung ATIV* Smart PC. Each one represents a specific category of Ultrabook™ convertibles and a winning interpretation of the wealth of innovation and opportunities offered by the latest Ultrabook™ devices, powered by third-generation Intel® Core® processors.

The special features and modern, functional design of the Ultrabook™ devices, coupled with their advanced and engaging touch interfaces gave the designers the creative spark to imagine, design and finally produce original, intriguing, multiform systems with dual or multiple uses, within the framework of the “Ultradesign, Inspired by Intel®” project. How about a blackboard/mirror, money box/jewelry box, candlestick/lamp shade, rug/side table, table/torch, and coin tray/coat stand? See them on display during Milan Design Week along with the Ultrabook™ models that inspired them,

at Rizieri Boutique, 23 Via Ponte Vetere, in the heart of Brera Design District – right at the crossroads of tradition and innovation, design and technology, and creativity and functionality.

The six designer objects

MIRROR / BLACKBOARD



Description: three concentric rings rotating within a metal stand create an original play of movement that transforms a retro-style blackboard into an elegant mirror.

Materials: steel stand, painted and methacrylate MDF panels

Dimensions: 82 x 60 x 156 cm

Designed by: Ilaria Innocenti, Giorgio Laboratore, Luca Scarpellini, Emiliano Brinci

Ultrabook™ of inspiration: Dell XPS 12

MONEY BOX / JEWELLERY BOX



Description: inspired by the magic boxes of conjurors, this box features a money box and jewelry box inside thanks to a sliding false bottom.

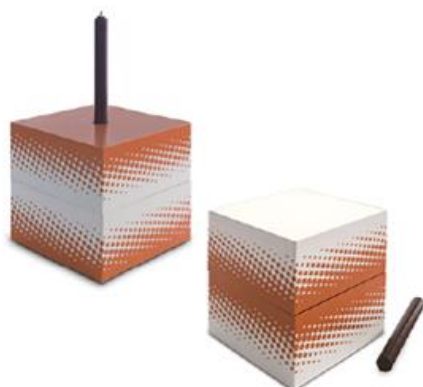
Materials: painted MDF

Dimensions: 40 x 30 x 15 cm

Designed by: Ilaria Innocenti, Giorgio Laboratore, Luca Scarpellini, Emiliano Brinci

Ultrabook™ of inspiration: Toshiba Satellite U920T

CANDLESTICK / LAMP SHADE



Description: by rotating 360 degrees the light changes from analogue to digital. When the candlestick is completely rotated two magnetic contacts activate the LEDs contained in the lamp shade.

Materials: painted and methacrylate MDF

Dimensions: 20 x 20 x 20 cm

Designed by: Ilaria Innocenti, Giorgio Laboratore, Luca Scarpellini, Emiliano Brinci

Ultrabook™ of inspiration: Lenovo Ideapad Yoga 13

RUG / SIDE TABLE



Description: a couple of maneuvers are all it takes for the rug to fold up and become a side table inspired by the world of the circus.

Materials: polyurethane foam, microfiber fabric

Dimensions: 120 x 92 x 0.5 cm

Designed by: Ilaria Innocenti, Giorgio Laboratore, Luca Scarpellini, Emiliano Brinci

Ultrabook™ of inspiration: [Sony Vaio Duo D11](#)

TABLE / TORCH



Description: the two components of this table can be separated. The cylinder base supports a cone that just happens to be an LED torch.

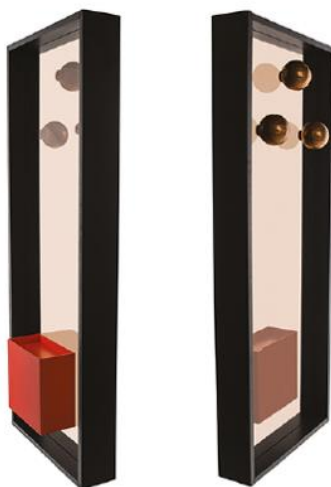
Materials: cylinder in Finnboard and MDF, torch made from polyethylene and methacrylate

Dimensions: 36 x 36 x 65 cm

Designed by: Ilaria Innocenti, Giorgio Laboratore, Luca Scarpellini, Emiliano Brinci

Ultrabook™ of inspiration: [Samsung ATIV Smart PC](#)

COIN TRAY / COAT STAND



Description: the smoky black methacrylate produces a play of reflections without completely revealing the double meaning of this object; on one side a coin tray, and on the other a coat stand.

Materials: frame and coin tray in painted MDF, methacrylate panel, PVC knobs

Dimensions: 40 x 10 x 110 cm

Designed by: Ilaria Innocenti, Giorgio Laboratore, Luca Scarpellini, Emiliano Brinci

Ultrabook™ of inspiration: [Asus Taichi](#)

The four young Italian designers



Ilaria Innocenti

Born in Emilia in 1983, Ilaria received her diploma in 2005 from the IED (*Istituto Europeo di Design* – European Institute of Design) in Milan and began working straight away in the field of product and interior design undertaking projects as a freelance designer for both private and corporate clients. Through her retrieval of long-standing craft traditions, Ilaria rediscovered the value of the past and has made it her own art form.

Website: www.ilariai.com



Giorgio Laboratore

Giorgio Laboratore (born in Palermo, 1984) is a truly nomadic designer. He left Palermo in 2006 after completing his degree in Industrial Design, arriving in Barcelona and joining forces with designer and artist Diego Fortunato. He moved to Milan in 2010, working as a freelancer in the field of product and interior design under the pseudonym The Worker.

Website: www.theworker.es



Luca Scarpellini

Born in 1982, Luca was formerly a street performer and would-be mechanical engineer. He specializes in set design and salvage design under his brand useDesign, through which he designs, manufactures and markets one-off pieces and limited sets of fun products for the home, made from old objects abandoned in flea markets and junk shops.

Website: www.usedesign.it



Emiliano Brinci

Emiliano is a 3.0 industrial designer and blogger with an enquiring mind. Born in Rome in 1977, he has been “approved to travel the world, even in the overhead lockers of planes”. In 2008 he founded the Designtrasparente atelier in Rome as a creative space where products are designed and manufactured in methacrylate.

Website: www.designtrasparente.com

Technical partner



Vectorealism.com: *from idea to object in a Website click:*

Website: www.vectorealism.com

For more information and material: <http://www.ultradesign.barabinolabs.com/>