



SHANGHAI AT THE EXPO 2010 SHANGHAI
FABIO NOVEMBRE PRESENTS HIS WORK
“ELECTIVE AFFINITIES“, CREATED USING
pRaL® 2086 ROSSO BY ABET LAMINATI.

Expo 2010 Shanghai is the first World Exposition on the theme of city and it deals with a process which focuses on man. Fabio Novembre, Italian architect and designer, has achieved this purpose. He was chosen by the Town Council in Milan to represent his country in the Italian pavilion.

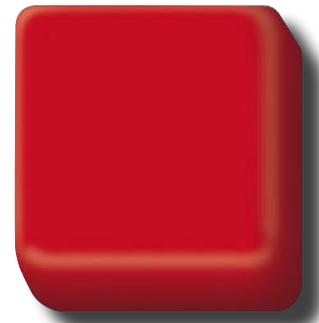
Made of pRaL® 2086 Rosso by ABET LAMINATI, the work “Elective Affinities”, from the title of the famous novel written by Johann Wolfgang von Goethe, describes that red conductor thread adopted afterwards also by Freud to define the unconscious.

Completely made of pRaL®, the installation is a big three-dimensional cross which takes shape in space. The red cross on a white field, which has been the symbol of the City of Milan since the beginning of the XI century, was born from the intention to merge the red of the nobility with the white of the people. Nowadays, the cross made of pRaL® on a white field suggests that the titles of contemporary Milan are linked to creativity and design.

Coloured all through its thickness, pRaL® 2086 Rosso, has been used for Shanghai as a single piece: a red thermoformed tape, shaped according to the planning needs, which fits into the environment.

Developing horizontally and vertically and bending on itself, thus partially adhering to the surface of the room, pRaL® symbolises the red thread.

On the pRaL® tape, four important historical and contemporary characters from Milan (Leonardo da Vinci, Umberto Boccioni, Lucio Fontana e Miuccia Prada) live and intensify the red thread of excellence, of the history of man, art, design and fashion.



pRaL®
2086

Obtained by combining a natural mineral with an acrylic polymer. Thanks to its characteristics of versatility and malleability, pRaL® represents both technology and creativity, thus meeting any application needs.

