

## MAPEI AT THE FUORISALONE 2022 PARTNERING ISAY WEINFELD WITH HIS SUPERCALIFRAGILIXPIALIDOCIOUS PROJECT

Mapei finishes will add colour to the Brazilian's architect's installation at the INTERNI Design Re-Generation exhibition-event

*Milan, 17<sup>th</sup> May 2022* - Once again this year Mapei will be involved in the FuoriSalone, supplying its products and solutions to help give shape to a project by a great architect. As part of *INTERNI Design Re-Generation*, an exhibition-event devised and coordinated by INTERNI taking place from 6<sup>th</sup>-13<sup>th</sup> June in conjunction with the FuoriSalone 2022 and Furniture Show 2022 (7<sup>th</sup>-12<sup>th</sup> June 2022), the company will be contributing to the creation of an installation entitled *Supercalifragilixpialidocious* by the Brazilian architect Isay Weinfeld to be exhibited in the honorary courtyard of University of Milan.

Mapei will be supplying high-performance, low environmental impact paints and coatings for a large wooden box plastered in black in which Isay Weinfeld has gathered together his memories to share with onlookers as an invitation and stimulus to promote creativity projected into a reinvigorated future. Striking stimuli conjuring up creative links between the visual arts, film, music, dance, theatre, literature and architecture, tying back together the threads of his own personal narrative as they are alongside each other in 22 panels of different geometric shapes forming a backdrop coated in polyphonic materials and colours with display niches cut into them to create an unconventional layout.

To encourage the creation of new design ideas (in terms of their materials and functions) in which sustainability is seen as a means of promoting a new quality of life, Mapei has developed an innovative approach to colour: a science that requires consistent experimentation at its research laboratories to create cutting-edge products that cover effectively, are easy to use, perform to high standards and are particularly environmentally friendly due to their very low emissions of VOCs.

By getting involved once again in this key event focused on the very best in design and furnishing, Mapei confirms its commitment to an increasingly innovative and sustainable building industry capable of improving both the present and near future.

### **Mapei**

*Founded in 1937 in Milan, Mapei is one of the world's leading producers of chemical products for use in the building industry and has taken part in the construction of the most important architectural works and infrastructure projects at a global level. With 91 subsidiaries located in 57 countries and 84 production facilities operating in 35 countries, the Group has around 11.000 employees around the world. In 2020, Gruppo Mapei registered a consolidated turnover of 2.8 billion Euros. The foundations for the success of the company are specialisation, internationalisation, research & development and sustainability.*

For further information

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