



Good Morning Design

## MILANO DESIGN WEEK 2018

BiCA-Good Morning Design for the Milano Design Week 2018 presents 3 different projects:

\* a **Special Edition of mirrors that talk with wallpaper** that talk with wallpapers of the historical brand **Jannelli&Volpi**, @ JV Store, via Melzo 7, floor +1, 17-22 April, h.10.45 am - 7.30pm

\* a **pop and ironic project for the new brand Superstuff**

@ Cascina Cuccagna, De Rerum Natura, via Muratori 2/4, 13-22 April, h.11.00 am -10.00 pm  
special event 13 Aprile, h.18.00-22.00

\* a **wide selection of "Mirrors of Wonders"**@ il negozio **Big Apple**

piazza Mentana 3, 18-22 April  
special event 18 Aprile, h.6.00 pm-11.00 pm

### BiCA-Good Morning Design

BiCA", as the espresso coffee in portuguese, is the first coffee drunk together in Lisbon, by Alice Azario and Elena Tirinnanzi, followed by many others in Milan. Long, short, with a drop of milk, in a mug went with the birth of ideas and projects. They transformed their story and friendship in an idea and in a business project: drawing and producing with innovative methods timeless objects , with a minimal and poetic style.

Today BiCA-Good Morning Design is **a entirely female reality of design made in Italy, with a minimal and poetic style, exploring atmospheres of other times but always with a contemporary slant.**

The milanese brand reinterpretes the mirror, antique material, noble, precious, drawing and making home decor and design products with elegant and original style.

Each product is a poetic world that tells its own story and the story of its owner. Mission of the brand is: "We mirror your style".

**All products born from innovative prototyping and production methods in collaboration with a digital fabrication lab in Milan, TheFabLab (via Calabiana 6).** This collaboration allows to test new technologies and materials with the support of the lab's technicians expertise.

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[https://www.instagram.com/bica\\_goodmorningdesign/](https://www.instagram.com/bica_goodmorningdesign/)



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Good Morning Design

#### \* SPECIAL EDITION FOR JANNELLI&VOLPI

In occasion of the Milano Design Week 2018, BiCA-Good Morning Design propose a special edition in collaboration with Jannelli & Volpi, **reinterpreting a selection of wallpapers by the company on a mirror surface.**

The brilliance of the mirror is enhanced by the elegance and the megnificence of different wallpapers, **giving depth and tridimensionality to the graphic pattern.**

**The collaboration with Jannelli & Volpi highlights the possibility to customize the BiCA-Good Morning Design's mirrors.**The mirrors could be combined to a wallpaper, to a color or showing a dedication or a thought.

The mirrors, 30 and 20 cm diameter, are made with innovative digital fabrication methods in a fablab in Milan, TheFabLab (via Calabiana 6), then hand-painted.

Jannelli&Volpi wallpapers models re-elaborated in the mirrors: Cross, Little Cube, JV Red Cube, Little Sphere.

#### \* SPECCHIO B-BOMBER PER SUPERSTUFF

**B-Bomber Mirror** borns as special project for Superstuff, new brand of digitally crafted design. B-Bomber mirror holds a strong and ironic warning, with the power to change your day.

**Remember to be a bomber:** a goal scorer, a champion in everyday life.

Bomber is a life style, is synonymous of success and challenges won. The mirror (20 cm diameter) made with innovative methods and hand-painted, combines a technological component and a handcrafted one.

[www.superstuff.it](http://www.superstuff.it)

#### \* MIRRORS OF WONDERS

BiCA-Good Morning Design presents a wide selection of Mirrors of Wonders in Fellini's atmosphere of the wonderful store Big Apple, in the centre of Milan.

The brand proposes a new way, poetic and original, to decorate and characterize spaces: **illustrated mirros, that portray different stories and worlds,** as an alternative choice to traditional paintings, prints and photographs.

**All topics talk a vintage language, re-elaborated with a contemporary tone,** keeping always a poetic look.

The mirrors could be hung to make a wall precious or they can be used on a table, combining different subjects and sizes (15-20-30-60 cm diameter).

Each mirror is **made with innovative digital fabrication methods in a fablab in Milan, TheFabLab (via Calabiana 6, Milano), then hand-painted, combining a technological component and a handcrafted one.**

With a tailor-made approach, **the brand allows to custom the products online,** with dedications, names and dates: the products tells the story of their owners.



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## Exhibited collections\_Mirrors of wonders

### “Secret garden” collection

Decorative mirrors as imaginary holes, through which it is possible to observe a **secret garden**. The BiCA-Good Morning Design installation recreates a garden in full bloom, through the compositions of mirrors that portrays parts of branches, bushes and field flowers.

**As in a painting, each mirror takes part to to the whole tale even if it always keeps its identity and story. In contemporary tone, the subjects evoke the illustrations of ancient botanical manuals, revisited in blue and green tonalities, recalling at the same time the retro charm of the ceramics of the 19th century.**

### “Thoughts” collection

The collection holds **messages and special inscriptions to make your house happy and precious**. The decors are made precious by the gold colour.

### “Circus” collection

The collection represents moments of the circus life, joking with the idea that often “**life is a circus!**”. The decors are inspired by the charm of ancient illustrations.

### “Small Kingdom” collection

The collection represents royal embellishments to transform your house in a precious realm. The decors are inspired by the charme of ancient illustrations.