

Salone del Mobile: IGV is embracing design

At the Fuorisalone, as part of the Cult&Must 2000-2020 event conceived by Giulio Cappellini (a retrospective of the most important design objects and brands of the last 20 years), the ON AIR lift car was presented together with an interesting discussion focusing on architecture, lifts, design and technological innovation. On stage were Giuseppe Volpe, founder of IGV, Michele Suria, CEO of IGV, Giulio Cappellini, IGV Art Director and Marco Piva, designer of ON AIR.



Left to right: Michele Suria, CEO of IGV Group, Giuseppe Volpe, founder of IGV, Marco Piva, designer of ON AIR and Giulio Cappellini, IGV Art Director.

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At Superstudio Più in the Tortona design district, the focus was on lifts and design. Mr Volpe was asked to tell the story of the lift-architecture duo. From the very beginning," he explained, "I have always focused on aesthetics, and the real turning point came in 1998 when the DomusLift was born, installed in houses even with very limited space available. It soon became a decor element, thanks to the architects. Our brand is registered in 70 countries worldwide, thanks to the attention to detail: it's a real piece of furniture. We have come a long way and now the lift has become a pleasure and an aid to disability. Now it is important to remember of a key partnership between DomusLift and Swarovsky, and in the Art Line - inside the DomusLift lift car - you can enjoy Hayez's 'Kiss' and other reproductions of famous paintings; the event with the Brera Academy, which launched a competition for a creative DomusLift among the students; and the Art Line, designed by architect Alberto Salvati. Now we are ready for new challenges".

Mr Cappellini then recalled: "The first time I visited IGV, I was struck by the strength and energy of Mr Volpe, a true entrepreneur, the kind of people the whole world envies. He went on to emphasise: "The lift must become a true design object; it must evoke emotion and memories. Thanks to IGV innovative approach, we are leading the way with the Ad Hoc, which is not easy at all but totally



The ON AIR lift car displayed at Cult&Must 2000-2020 event (Fuorisalone 2021).

revolutionary. This is the strength of the Italian entrepreneur.

Here in IGV nobody has ever said to me: "This can't be done" and this is the company's extraordinary asset. Michele Suria, CEO of IGV, has the same opinion and emphasises: "IGV is a historic brand and now our challenge is that the lift should be experienced as a furnishing object becoming the star of the furniture fair. Multinational companies produce soulless products. We are real craftsmen and are proud to be Italian. As well as being craftsmen, we are manufacturers of the entire product: we are a high-end company and we don't want to get mixed up with multinationals. Ours is a clear-cut choice and we are lucky to be in Milan. Our challenge is to remain in the niche, but to make the product stand out". Architect Marco Piva also thanked engineer Volpe "confirming the element of technological innovation together with aesthetics. In pandemic times, we thought about

how we could interpret the lift and conceive it as a design object as well as a safe and sanitised place to reduce discomfort and the risk of contagion, thanks to filters, ventilation and lighting".

Piva also embraced the concept that "the lift is a piece of furniture in its own and should resonates with surrounding architecture". Finally, Piva said concluded saying "here are the mind that gave birth to IGV (Mr. Volpe); the CEO (Mr. Suria) who has a strategic vision and Cappellini who is leading the way".