

hem

presents 'Ice Cream Social,' a showcase of new pieces in occasion of Salone del Mobile 2016

To celebrate the launch of Hem's splatter-painted *Last Stool 'Splatter'* by British designer Max Lamb, Hem has collaborated with Italian gelato maker Gelateria Rigoletto on four custom gelato flavours inspired by stracciatella gelato – one to match each style stool.

Ice Cream Social is inspired by gathering, sharing and socialising. Hem's products launched in Milan this year celebrate the Italian tradition of gathering with friends and family to eat. Each afternoon, Ice Cream Social will have a guest host, including collaborators and friends of the brand.



'Last Stool Splatter' by Max Lamb, Hem.com

Each stool is formed from a single metal sheet, spun at high-speed into the shape designed by Max Lamb. The splatter effect is achieved by first lacquering the spun form, then hand-splattering enamel overtop. Each stool is then heated to set the enamel. The hand-splatter means no two stools are the same.



Black and white 'Last Stool Splatter' by Max Lamb, Hem.com

In addition to the launch of the splatter Last Stool, Hem is launching **theBookmatch table by Philippe Malouin**; **All Wood Stool by Karoline Fesser**; **Hide Table by Karoline Fesser**; **Zig Zag shelf by Studio deFORM** and a new fabric for the **Koti Sofa, Dash by Form Us With Love**, all of which will be in the Hem installation at H+ to enjoy along with Hem's splatter gelato.

Ice Cream Social will run Tuesday 12 April – Friday 15 April from 15:00 to 19:00 at H+.

Opening Hours: Open daily from Tuesday 12th April to Friday 15th April, 10:00 – 20:00

Ice Cream Social Schedule:

Tuesday 12th April, 16:00 – 18:00 / **Philippe Malouin**

Wednesday 13th April, 16:00 – 18:00 / **Karoline Fesser**

Thursday 14th April, 16:00 – 18:00 / **Max Lamb**

Friday 15th April, 16:00 – 18:00 / **Studio DeFORM**

Accapiù (H+)

Via Varese 12

20121 Milano

hem.com

#icecreamsocial

NOTES TO EDITORS

About Hem

Stockholm-based Hem, led by Petrus Palmér, partners with leading designers around the world to create inspiring, accessible designed, manufactured in Europe and retailed online. Founded in 2014, Hem debuted in London during the London Design Festival in September 2015 with the release of Alphabeta designed by Luca Nichetto, the customizable light with billions of combination.

About Max Lamb

Winning the 2003 International Design Award while still a student allowed Max Lamb to visit the Cologne Trade Fair, where his interest in industrial design was piqued. The Englishman favours a direct, uncomplicated approach, trying to create an object from its raw material in the simplest possible way. His *Last Stool*, made from a single sheet of turned metal, is emblematic of his style.

About Philippe Malouin

Canadian Philippe Malouin holds a bachelor's degree in Design from the Design Academy Eindhoven. He has also studied at the École Nationale Supérieure de Création Industrielle in Paris and University of Montreal. He lives and works in London, where he established his studio in 2009 after working for English designer Tom Dixon.

About Studio deFORM

Studio deFORM was founded by Jakub Pollág and Václav Mlynář in 2011, during their studies at Academy of Arts, Architecture and Design in Prague. Now deFORM is now based in London where the founders studied at Royal College of Art. Their work is focused on product and furniture design, interior and exhibition architecture and creative direction.

About Karoline Fesser

Karoline Fesser is a German product designer. Born in Oppeln, Poland, she grew up in a village near Cologne, where she now lives and works. Karoline studied product design at the Aachen University of Applied Sciences. Since 2012, Karoline has worked as an independent designer, her focus on everyday objects and furniture. She has shown at national and international fairs in Cologne, Kortrijk, Milan, Paris and New York.

About Rigoletto

Since 1997, Milanese-based ice cream maker Rigoletto produces artisanal ice cream. The brand's offer includes exclusive recipes prepared with genuine ingredients, pairing classic flavors with new ones developed in collaboration with the best makers in keeping with the most rigorous tradition of Italian ice cream. Rigoletto's historical flagship store is in Via San Siro and counts three others located in Via San Marco, Piazza Po and Via Cola di Rienzo.

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