

**Blù**  
adele—c



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**Blù is a hybrid publication, halfway between a magazine and a product catalogue, created to present the design company adele—c to the general public at the Salone del Mobile in Milan. Blù (no. zero) includes two interviews (with Adele Cassina and Marco Papa, respectively the president and art director of adele-c), images, and data sheets of products, accompanied by several quotes from historical designers (Charles Eames, Louis Kahn), philosophers and thinkers (Aristotle and Voltaire), contemporary intellectuals (W. Chan Kim, Renée Mauborgne, and Miwon Kwon), and contributions supplied directly by the designers of new products. In addition Blù documents the various stages in the cycle of exhibitions and events titled Zarina Anno Zero, created by Marco Papa, that showcase the company's defining feature to merge the visual arts with industrial design.**

This publication was created for the 2009 Salone Internazionale del Mobile in Milan, in collaboration with adele—c.

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