

MC + on stage at Milan Design Week 2023
the new brand with art direction and design by the Italian duo - based between
San Francisco and Los Angeles - Mattia Biagi and Cardenio Petrucci

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MC +, the new brand will be launched as a preview during the upcoming **Milan Design Week 2023**.

Creators, art director and designers of MC + are **Mattia Biagi** and **Cardenio Petrucci**, with over two decades of experience in furniture, art and design, between Italy and the United States.

The brand vision gives birth to limited edition products, mainly focused on living, in addition to a bathroom furniture proposal. MC + brand positioning is across 'art and design' which, by merging craftsmanship, turns furniture into marble sculpture for the living area, giving birth to a collection its ideators define as a '*functional art*' project.

MC+ Collection

Inspired by the genius of Italian Renaissance-era polymath Leon Battista Alberti - known for his elegant theories of harmony in mathematics and spatial proportion - the new, limited-edition Concinnitas Collection has a quietly daring, theatrical quality, thanks to the juxtaposition of its visual mass and open, feeling. The Latin term Concinnitas means roughly: an elegant or skillful joining of several things. In this case, reductive geometry meets the weighty character of materials - a perfect balance of modern form and classical materiality.

MC + Collection is composed by five furniture proposals:

HOLY - table and bench; **CLOVER** - bar container; **CAKE** - bathroom system; **THOMAS GRAY** - lounging system; **VOID** - a mirror.

Products are thought with an Italian approach: starting from their design up to the material choice and craftsmanship selection.

Marble is the MC + collection fil-rouge, all produced in Carrara, by using a water-jet processing and a handmade finishing. Marble is then matched with natural and organic materials as leather and wood.

The *table-sculpture* **HOLY** - at the heart of the collection for its majesty and refinement - is manufactured from an entire black marble block (Nero Marquina), as well as the *bench*.



The bathroom system **CAKE** is composed of two elements - *bath tube* and *floor sink* - which have been produced with warmer marble in the shades of gray and violet (with Arabescato and Breccia Capraia).



The wooden mobile-bar **CLOVER**, realized by using 3D robot carving technology, has been then finished by skilled hands of carpenters and leather workers: the result is a real monolite sculpture, as a big 'box' made of leather with a marble base.



The *lounging system* **THOMAS GRAY** has a sinuous shape and has been realized combining different materials and production techniques: its structure and profiles are made of solid wood with a soft padding covered with fabrics, selected for the limited edition collection; a marble detail on the back of the sofa gives it a real attractive allure in its back view, and can be enriched with details in different materials, as bronze or woven leather, or even by choosing different colors of fabrics to be combined, up to its customization for the outdoor version. *Coffee tables*, entirely handcrafted by artisans who also made the back of the sofa, complete the offer.



Finally the **VOID** round mirror, perfectly matching the floor sink **CAKE**.



VOID round mirror and CAKE floor sink

BIOGRAPHY

Mattia Biagi

is an Italian artist and designer who lives and works in Los Angeles.

With over two decades of experience, he has created installations in numerous galleries and museums all over the world, such as Palais de Tokyo and the Louvre Abu Dhabi including large scale and video installations. His work is in the permanent collections in museums in the USA and Italy such as Castello di Rivara Italy and Mint Museum North Carolina.

Due to his rise to prominence on the international art scene he was commissioned by Johnnie Walker to design and be the face of their worldwide advertising campaign for the production of a series of limited edition bottles that received a best packaging award in the U.K.

He has also collaborated with design luxury brands like Promemoria Italy, designing a bronze limited edition chair, Nava helmet with a series of sculptural helmets, Nike with a limited editions sculptural shoes, Linvisibile doors with a sculptural door and door handles, to name a few.

In 2021 Biagi became the Italian ambassador for Design in the USA for the West Coast.

Cardenio Petrucci

is an Italian product designer and award winning creative director. His art direction for DFM won them 3 Interior Design Best of the Year awards from 2019 to 2021.

In his career at world famous engineering firm Arup, Petrucci contributed to prestigious projects such as the De Young Museum by Herzog and De Meuron, as well as the California Academy of Sciences by Renzo Piano, among others. He founded Petrucci Design Group in 2000, an interior design firm with projects all over the US. After starting to import furniture and fixtures for his projects, he established Dzine in 2004, leveraging it into one of the most successful design galleries in the US, in 2013 founded Dsegnare a business focused on workplace design with work for Apple, YouTube, and Google.

Petrucci is an active member of the international design community, and collaborates with local institutions, as well as architecture and design firms. He has organized lectures and events featuring luminaries of design, such as: Piero Lissoni, Sebastian Wrong, Johanna Grawunder, Martino Zanotta, Patricia Urquiola Norbert Wangen, Michael Young, David Weeks, and Francesco Rota among others. He has been featured in a number of publications such as Dwell, San Francisco Chronicle, Interior Design, Metropolitan Home, Elle Décor Italia, and Ddw Italy.

MC +

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