



E4D: MILAN FAIR

by Felipe Bastos

The innovative creations of the young talents from the prestigious Savannah College of Art and Design's (SCAD) Furniture Design academic program promise to impress at the the 2012 Furniture Fair. Fresh in style and rich in content, research and projection, the objects will be presented in a special event at the fuori salone circuit, which will have a cocktail at the famous Design Library, at Via Savona 11, on April 19th (after 7PM).

On this special evening, the SCAD will display impressive products, such as the Yeti chair by Mark Leveno, in steel, foam, and natural wool. Its name was inspired by the legendary "abonimable snowman" because of the chair's style. The Cochone bench by John McMahon is made with three types of wood and aluminum, and plays with visual perception due to the wood's consistent surface, while its design recreates the softness of a seat. All the designers are students of the Masters of Fine Arts. Other creations that may get attention are the Labbra vase by Thomas Fullmer and the Bowl by Amanda Kessler.

The Savannah College of Art and Design is a private university which offers graduate diplomas in various different centers and through the e-learning program, which prepares students for their professional career, offering more than 40 locations for study. The diverse student body comes from all American states and from over 100 nations.

The program Furniture Design at SCAD is based on teaching the processes of projection through which the products already come developed, pre-approved, and ready to be commercialized. The SCAD is an academic member of the Council of Sustainable Interiors, a group which promotes ecological practices among products, retailers, and consumers. The students are encouraged to search for new applications for a traditional practice, giving greater importance to the issue of sustainability.