

# PIAZZA INTERIORE

PERCEPTUAL LANDSCAPE

ALPI

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There are places that remain fixed in our mind, not for what they show but for the atmosphere they are able to create. This is where “Piazza Interiore” originates, from reflection upon metaphysic painting in its most authentic form.

Giorgio de Chirico, the father of metaphysical art, saw nothing obscure or tenebrous in it, quite the opposite: “I do not see anything disturbing in the word ‘metaphysical’. The formidable emptiness we discover is the very beauty of matter in all its senselessness and tranquillity. Even more metaphysical are certain objects whose clarity of colour and exactitude of measurement are the opposite of any type of confusion or nebulosity.”<sup>1</sup>

These words strike a chord with us at ALPI for describing the capacity of matter, light and proportions to generate awe all on their own.

ALPI is back in Copenhagen with an installation-like display, an exhibition developed with GamFratesi, who have worked with us over the years in a collaboration based on esteem, reciprocal openness and shared sensibilities. The balanced, measured way they combine memory, architecture and materials is extraordinary.

ALPI prides itself on respect for the individual identity of expressive freedom that surfaces in each design partnership.

This project for 3daysofdesign is rooted in the conviction that matter can always surprise us in its most basic form.

Vittorio Alpi

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This project is inspired by Mediterranean sensitivity and the metaphysical dimension found in paintings by Giorgio de Chirico: rarefied atmospheres, stark shadows and silent tectonics. It is imagery made of sensorial profundity, controlled light and suspended ambience, where time seems to come to a standstill and space assumes an almost mental dimension.

The display is a built sequence of contemplative moods. The slow, immersive spatial experience is guided by material, light and depth. The surfaces of ALPI wood are active fields that transform the architecture into an inner landscape. Different types of grain dilate, contract and orientate themselves in the space, generating a three-dimensional silence that continuously modifies our perception of the surroundings.

Light traverses the fields of material and brings them alive. Gliding over the surfaces, it emphasises their compositional structure and builds perspectival sequences and variations of intensity. The spaces are not complete rooms but changeable conditions, passages between distance and vicinity, presence and dissolution, openness and inward focus. Each setting represents a change of state, a different rhythm to negotiate.

The display composes a silent, introspective piazza. It is open and crossable yet deeply meditational. Instead of simply illuminating the spaces, the lighting draws out time and makes visible the constant relationship between wood, perception and presence.

GamFratesi









ALPI is a leading manufacturer of decorative surfaces made of reconstituted wood. The company was the first to industrialise this process. ALPI lignum veneer is made of real wood, produced by taking apart and putting back together a tree-trunk. The material is designable and reproducible, conceived for the fields of design, architecture and industrial production.

ALPI is famous for being a research laboratory open to different visual languages, sensibilities and interpretations, based on continuous dialogue with the design world and its talents. From day one, ALPI has explored the possibilities of wood beyond its conventional use, leading to projects that surpass the idea of traditional furniture by offering material storytelling and serious/playful considerations of surface, light and spatial perception.

This is where “Piazza Interiore” by GamFratesi came to life. The installation is a new episode in the years-long collaboration between ALPI, Stine Gam and Enrico Fratesi. It follows in the footsteps of last year’s feature for 3daysofdesign, “Echoes of Form”, hosted at Thorvaldsen’s Museum.

Having celebrated 40 years of design involvement in 2024, ALPI has led a broad spectrum of creative initiatives with an international roster of designers including Alessandro Mendini, Ettore Sottsass, Estúdio Campana, Piero Lissoni, Ron Arad, nendo and Konstantin Grcic.

While resolutely extending its exploration of expressive possibility and technical potentiality, the ALPI track record is rooted in solid environmental certification and the utmost respect for people and nature.

