

**SCARLET
SPLENDOUR**

At

10·CORSO·COMO

For

Milan Design Week

18-23 April 2023

Showcasing newly launched design pieces at
the concept store in Milan for the first time

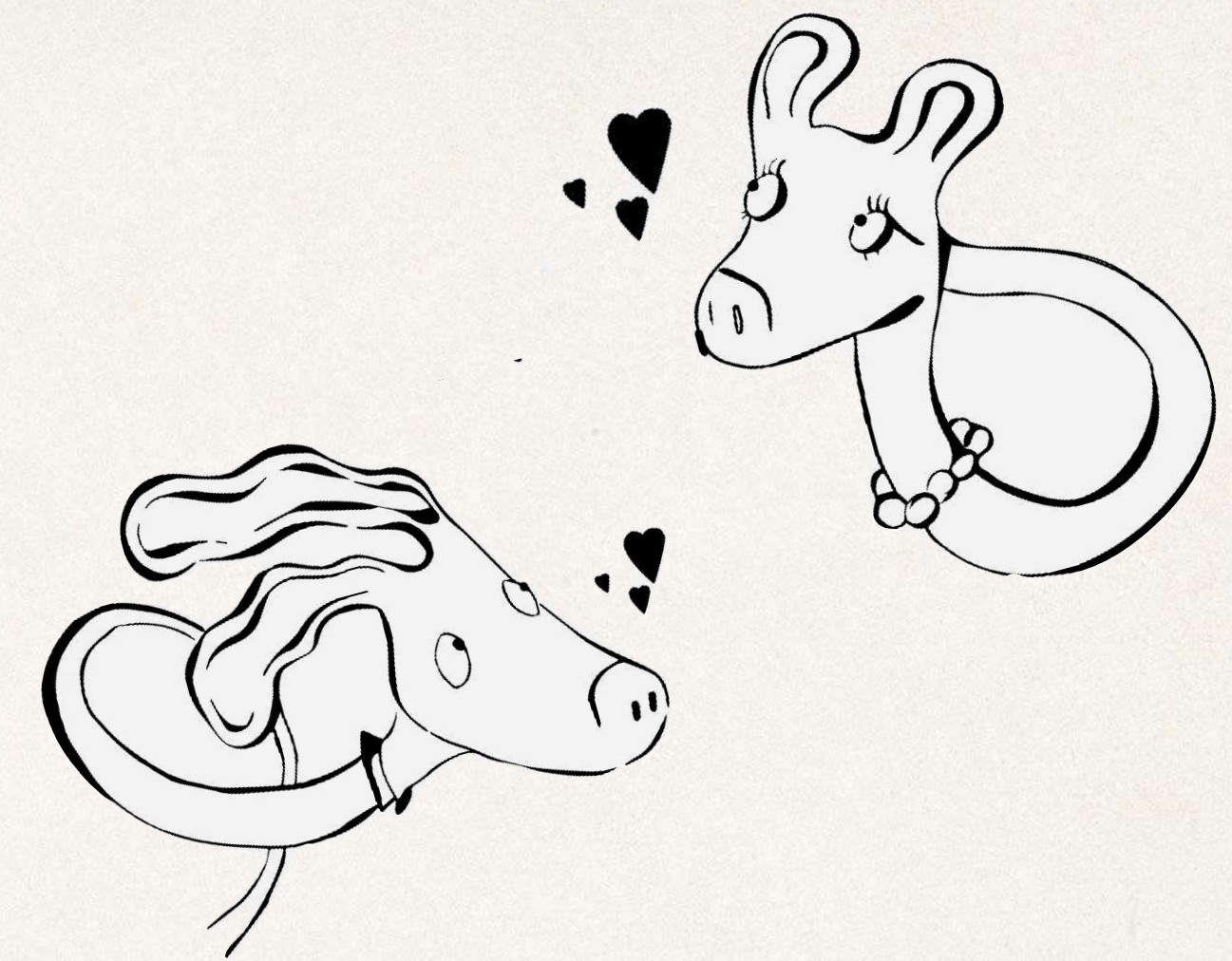




Experience an unusual connection with nature, through luxuriously functional furniture that can transform any space into an exotic forest.

The **Forest collection**, designed by renowned designer Marcantonio, includes sculptural wonders including cabinets, seating, and accessories. Quirky shapes, sophisticated colours and brass finishes create a sense of eccentricity and luxury. As Marcantonio mentions, the idea was to create an “elegant irony”.

Witness this ode to nature at the Milan Design Week, Fuorisalone 2023



Signor Ciuco and **Lady Luna** created a global phenomenon by getting married in Goa in December 2022.

Designed by Matteo Cibic, Signor Ciuco, famous for its form and functionality, is a special cabinet covered with the new Scarlet Splendour logo shaped gold studs on a rich black jacket. He holds a universe of love and joy within and commands a room with his handsome presence. Lady Luna is a dazzling cabinet in ruby red. The inside has gleaming brass arches and secret objects housed within.

A one-of-a-kind wedding of two custom made and recently launched cabinets have been the talk of the town all through their honeymoon on the Amalfi Coast! The happy couple decided to stop by Milan on their way back home and will be present at 10 Corso Como to meet their admirers especially for Milan Design Week

Discover magic, as motion merges with the motionless to create a silent rhythm and awe-inspiring furniture.

The **Chhau Donna Cabinet** designed by Elena Salmistraro, is inspired by the female Chhau dancers of India. Defined by Italian contemporary forms and exquisite Indian craftsmanship. The collection, IDanzatori borrows from the classical dances of India and the grandeur of the dancers' costumes. It revives some of India's deep-rooted cultures, philosophies and stories with a contemporary design style. It takes the spectators by surprise and into a trance like state with its mesmerising structure.

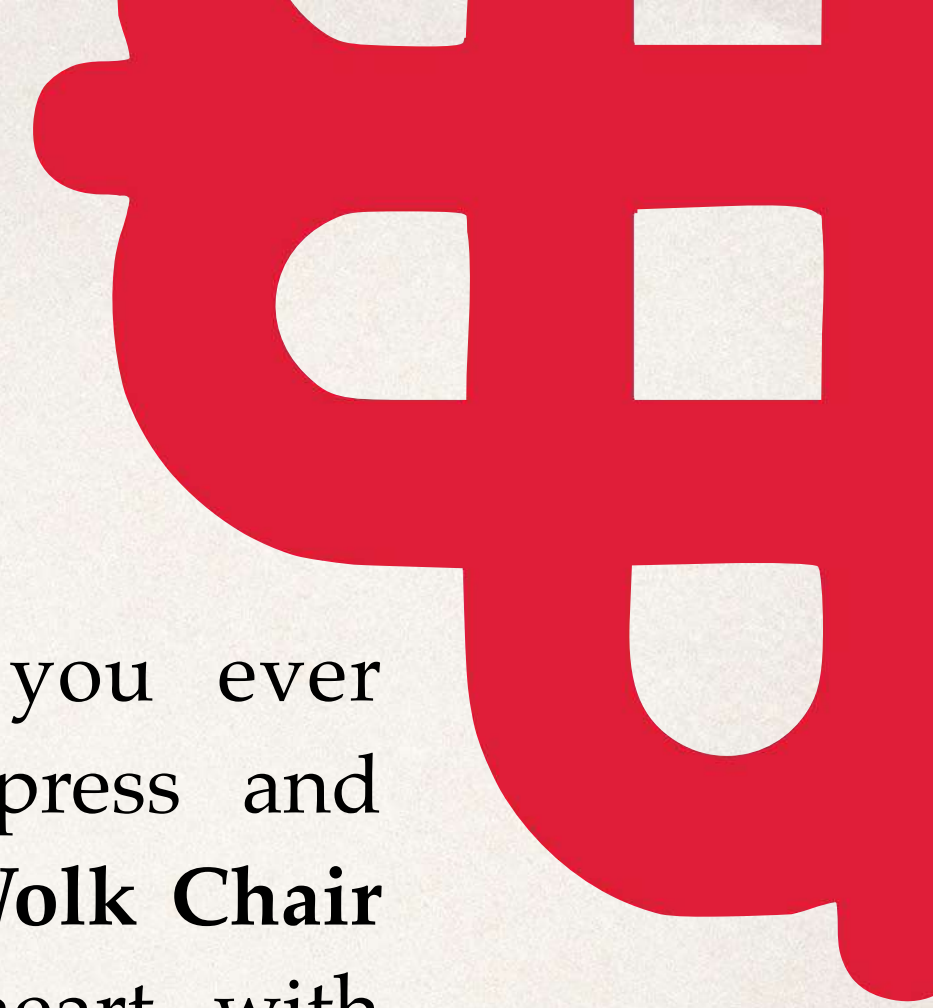
Similar to dancers rehearsing their flawless movements over countless hours, our skilled local craftsmen too, have spent days perfecting the sculptural yet functional collection. Capturing the expressive details with geometric nuances and an alluring gamut of colours using materials like plywood and nautical resin.





A chair unlike anything you ever imagined. Designed to impress and crafted in pure brass. The **Wolk Chair** can fill your home and heart with happiness every time you experience it.

Richard Hutten's Wolk collection for Scarlet Splendour is inspired by beautiful, rare mammatus clouds. Translated into furniture it becomes larger than life and is a testimony to the brilliance of Dutch design. Experience ergonomic euphoria with our shimmering Wolk Chair.



About Scarlet Splendour

Cofounded by siblings Ashish Bajoria and Suman Kanodia, luxury design brand Scarlet Splendour boasts interior products which are both opulent and exuberant. Collaborating with several highly- reputed international designers sharing similar sensibilities and unique vision, Scarlet Splendour offers an eclectic range of furniture, lighting and accessories that reflect a rich font of inspiration from all eras. Since their debut at Milan Design Week in 2015, the Kolkata-based brand has become a global name with products sold from the USA and Europe through to the Middle East and Asia. With features in over 200 magazines from Wall Street Journal to Vogue, globally, Scarlet Splendour has now become a force to be reckoned with.

Growing up immersed in a rich multi-cultural environment and being encouraged by their mother to study art and artisanry, Bajoria and Kanodia naturally sharpened their aesthetic eye through a love for collecting beautiful objects, painting and decorating. Ashish Bajoria began his career in business by successfully running his family engineering company for twenty years, originally bought by his grandfather from the British during Colonial times. This experience would enable him to gain invaluable insight into business and strategy development, consequently contributing to the success of Scarlet Splendour. Bajoria continues to run the family engineering business alongside Scarlet Splendour.

Suman Kanodia has been working as an interior designer for more than two decades. Kanodia designs beautiful residential and commercial spaces all over India, combining the latest trends and colours with classic and timeless forms. Her design philosophy emphasizes a refined use of luxurious art, eclectic patterns, silhouettes and functionality to create a delightful combination of classic with contemporary.

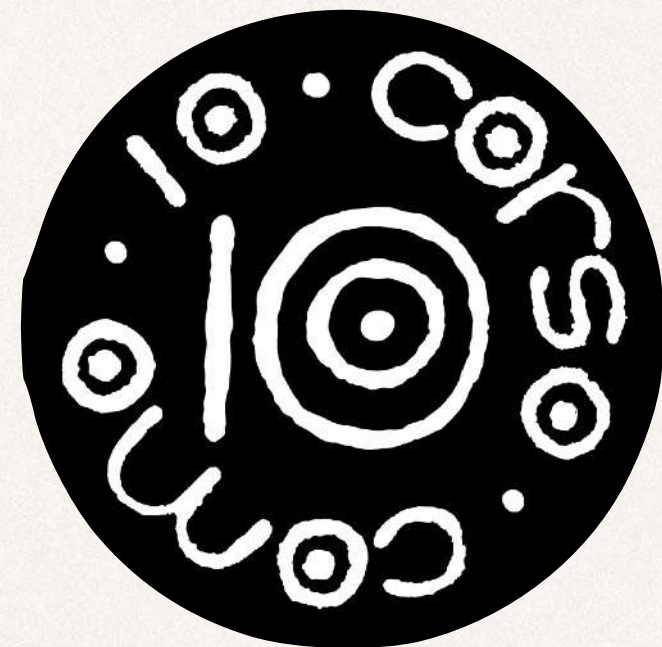
After individually developing a keen eye for the world of art, fashion and design, coupled with dynamic marketing abilities and sharp business acumen, the siblings joined forces bonded by a mutual unwavering passion for art and interior design. Drawing inspiration from their enriched backgrounds, Scarlet Splendour heralds a blend of cultures and transcends geographical borders to achieve the extraordinary in the world of design.

The brand works closely with internationally acclaimed designers including Matteo Cibic, Marcantonio, Nika Zupanc and Richard Hutten, often merging Global and Indian traditions.

Most recently, Scarlet Splendour collaborated with prominent designers Karim Rashid, Sacha Walckhoff and Richard Yasmine among others to showcase collections that have now been coined “Functional Art.”

About 10 Corso Como

A radical union of culture and commerce founded in 1991, 10 Corso Como is a symbol of Milan. A symbol of 10 Corso Como since its inception, the black and white logo designed by American artist Kris Ruhs is the 10 Corso Como trademark. This visual signature is found throughout the 10 Corso Como world. In over two decades the 10 Corso Como logo has grown into a global brand of distinction. Items as diverse as fashion, lifestyle, design, publishing, music and cuisine now carry a 10 Corso Como label. 10 Corso Como is also working with other market leaders to develop and promote new ideas together in joint ventures co-branding around the globe



About Marcantonio

Marcantonio (Marcantonio Raimondi Malerba) was born in 1976 in Massalombarda, Italy.

He attended the Art Institute and the Academy of Fine Arts.

As soon as he graduated, he started working in the theater scene, designing scenographies and collaborating with various architects, making commissioned furniture. He soon begins to create unique pieces of design in parallel with an artistic production of sculptures with naturalistic subjects.

Step by step the two careers begin to become contaminated. Thus his design is enriched with artistic concepts and sculpture becomes more usable.

Connections between man and nature are his favorite theme, in interpreting the dynamics and beauties of nature showing the attitude of the man who alters the original.

Marcantonio loves to think of his work as a direct manifestation of his creative instinct, also defined as natural, to realize what his mind imagined. He has learned from Art how an idea can be elegant, which is why he's always looking for pure and synthetic concepts.

"I think the greatest inspiration comes from nature, both from its forms and from its attitude, nothing is superfluous in nature, everything is essential, functional. I feel a strong appeal from nature, a sense of belonging, I see great similarities in the natural world, within it and also compared to our world. The expansion of a city and its streets recalls the growth of certain micro organisms, a tree remembers our veins. So, more than looking for new forms, I look for new concepts".



About Elena Salmistraro

Graduated from Polytechnic University of Milan in 2008, together with her husband, the architect Angelo Stoli she founded her own studio in 2009, where she has been working on architectural and design projects ever since.

She works as a product designer and artist/illustrator for leading companies in the creative industry, including Apple, Disney, Vitra, Lavazza, Alessi, Bosa, Seletti, De Castelli, Cc-Tapis, Timberland, Replay, LondonArt, Lithea, Emmemobili, B-Line, LuisaViaRoma, Yoox, Mogg, NasonMoretti, Massimo Lunardon, Texturae, Stone Italiana, MyHomeCollection, Durame. Besides, she collaborates with prestigious Art and Design Galleries, such as Dilmos, Rossana Orlandi, Camp Design Gallery, Subalterno1 and Secondome.

Her projects have been selected for some of the most important art exhibitions including: "The New Italian Design", a traveling exhibition organized by the Triennale Design Museum of Milan, curated by Silvana Annicchiarico and Andrea Branzi, with stops in San Francisco, Santiago de Chile, Cape Town; the "The New Aesthetic Design" at 2013 Shanghai Biennale for Triennale Design Museum and at 2015 Gwangju Biennale, South Korea.

She was appointed World Ambassador of Italian Design in 2017 during "Italian Design Day", an initiative promoted by Triennale of Milan in collaboration with the Ministry of Foreign Affairs and the Ministry of Cultural Heritage and Activities. Since then she has attended meetings in Zurich and Rome 2018.

In 2017 she was awarded with the "Best Emerging Designer Award" at Salone del Mobile- "Salone del Mobile Milano Award".

In 2018 she was appointed Ambassador of Brera Design District for FuoriSalone in the occasion of Milan Furniture Fair and for this circumstance she designed an installation for Timberland in the very heart of the district.

In 2018 in the occasion of Marmomac (Verona), she was awarded with the "Icon Award".

Elena Salmistraro's works have been displayed at major Italian and international design industry fairs, including Salone Internazionale del Mobile (Cosmit-Milan), Step 09 (Milano), Maison&Objet-Paris, Homi, Marmomac (Verona), Cersaie (Bologna), Stockholm furniture and light fair (Stockholm, Sweden).



About Matteo Cibic

Matteo Cibic is an Italian trans-media artist and designer known for his playful, anthropomorphic objects that blend functionality with luxury. He approaches each project with a fun-filled, yet luxury-oriented attitude and works with a wide range of clients, from high-tech companies to luxury brands and galleries. With a strong background in both industrial processes and small-scale artisanal techniques, Cibic's work blurs the lines between art and design, resulting in a hybrid style that is truly one-of-a-kind. Whether creating an object with a quirky, hybrid function or a sculptural piece with a joyful shape, Cibic's work always evokes a sense of whimsy and delight.



See you at Milan Design Week!

18th - 23rd April 2023

For more information, exclusive interviews & high resolution imagery,

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