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GRUPPO  MONDADORI



## HEART TO HEARTH

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## Looking AROUND PROJECTS

THE ORA COLLECTION IS THE RESULT OF COLLABORATION BETWEEN SARA RICCIARDI AND THE MASTER OF MATERIALS SIMONE PIVA. IT IS A PROJECT DEVELOPED FOR **MADE IN EDIT**, THE BRAND CREATED BY THE EDIT NAPOLI FAIR OF DESIGN EDITIONS TO LAUNCH AND MARKET ORIGINAL COLLECTIONS, MADE THROUGH INTERACTION BETWEEN DESIGNERS AND ARTISANS. THE COLLECTION IS COMPOSED OF SIX OBJECTS FOR A SLOW RITUAL OF PERSONAL CARE. ABOVE, THE INCENSE BURNER. ON THE FACING PAGE, CLOCKWISE FROM TOP: THE FOUNTAIN, THE MASSAGERS FOR FEET AND HANDS, WITH A ROUGH SURFACE IN PINK QUARTZ, THE HOURGLASS FOR PHYSICAL PERCEPTION OF THE PASSAGE OF TIME, WEIGHTS MADE IN DIFFERENT MATERIALS.

# THE HOLISTIC WELLNESS OF SARA RICCIARDI

A break for ourselves. This is the idea of the designer from Benevento who at the upcoming Edit Napoli presents a collection of objects for care of the body and spirit

experience its user wants to live. My studio, for example, has to be a place capable of stimulating thoughts. For this reason I have imagined it as a gymnasium, constructed on the form of the spiral. Madeline Gins said: 'Has a completely flat surface ever been seen in nature?' She asserted that nature asks us to be constantly attentive, in order not to die. And I too believe comfort can lead you to mental laziness."

Movement and energy are a sort of creed that has an impact on every aspect of Sara's life. Not by chance, the ultimate aim of her projects is never the object itself, but the act of its use, the narrative process it triggers. Which often draws on ancient rituals and redesigns them with contemporary poetry. This is what happens in the Ora collection. The theme is physical exercise, but the inspiration comes from the place where the series will be displayed during the next edition of Edit Napoli: the complex of San Domenico Maggiore, in the heart of the city of Naples. "I love this Dominican cloister, like all places of worship," Ricciardi says. "In particular, I have always been fascinated by the rituals

In a moment of great uncertainty and dismay, talking about design with Sara Ricciardi is almost therapeutic. She brings vigor to the spirit, liveliness to the mind, suggesting different vantage points with respect to convention. This also happens when we talk about the new Ora collection, which the designer from Benevento has created for Made in Edit, the brand of Edit Napoli with which the fair of design editions promotes collaboration between designers and artisans, in this case with

the master of materials Simone Piva. The series is composed of six objects created for personal wellness: the ideal stimulus to talk about comfort in relation to space and the objects that inhabit it. The conversation is immediately novel: "I believe in the theory of non-comfort," Sara Ricciardi says. "I don't think the house has to be designed as a neutral box to personalize with one's own memories. Quite the opposite. It should already be conceived, from the outset, for the

with which monks, in Italy or in Tibet, set the pace of their days and carry on a rigorous discipline, in an almost hypnotic rhythm that connects to the divine. My project makes reference to a physical dimension of wellness, but one that is cultivated through a slow ritual of opening energies and taking care of ourselves. It is composed of six objects that develop a sequence of precise gestures: an invitation to step back from the everyday productive routine and to make time for ourselves." It starts by turning on a fountain, the cycle of water in the perfect form of a circle, the ouroboros, where everything flows and takes nourishment. Then comes the lighting of incense to stimulate the sense of smell, followed



by massage for the opening of the channels of the hands and feet, using sharpened plates of pink quartz. In the next step, an open hourglass permits perception on the hands, through the slow flow of grains of sand, of the interval of 15 minutes. Finally, a cork mat stimulates exercises of breathing and stretching, to shift to activation of the muscular component through material weights. With the Ora collection Sara Ricciardi reiterates her interest in the sensory

realm and the empathic aspect of objects: many of her projects are conceived to come into contact with the body and to bring sensations of wellness and pleasure. "Our body," she explains, "is the means that permits us to receive stimuli and to perceive phenomena. The different sensorial experiences allow us to elaborate and differentiate our thoughts as well. This is why, as a designer, I like to have a close relationship with the body: in order to generate mental processes.

Not by chance, before every lecture on social design, I ask my students to do some stretching, because I am convinced that warming up the body also puts the mind into action. I have made a design dynamic out of this principle: almost all my objects are created to trigger actions, sensations and thoughts, thanks to physical contact. But it is also true that every object could be used in the same ways, because everything is material in nature." ■ *Maddalena Padovani*