

SAO PAULO - MILAN, 18 - 13 APRIL 2023

ANCESTRALIDADE COLLECTION

The Brazilian industry will participate in the "Salone del Mobile" in Rho for the eleventh time at Lot Of Brasil, presenting the new Collection signed for the designer Pedro Franco, called "ANCESTRALIDADE"

The Brazilian brand whose identity is "industrial experimentation", will present in 2023 a new collection signed by Brazilian designer Pedro Franco.

Called ANCESTRALIDADE, the collection seeks to create a counterpoint to the "instagrammable" phenomenon; and betting on an aesthetic based on the values that "Design is Communication".

The research was based mainly "in the archetypes", by Carl Jung, who explores the collective unconscious and the materialization of this relationship through images that carry intrinsic expressions of humanity

The research point was ancestry, more specifically the original Brazilian peoples (the Indians) who recorded their drawing on the walls of caves located in Serra da Capivara (Piauí), twelve thousand years ago. With such a form of expression, they not only recorded their own existence but also used it as communication between their peers, their tribe. Exactly like the Brazilian Pixa (today) in which the marginalized population imposes its existence, through its "authorial" writing, leaving its personal mark eternalized on the city walls.

According to Franco, the meaning of beauty nowadays needs to be analyzed in a more philosophical way.

What does it add to each user?

What does it bring from the soul of the "place" in which it was developed?

How is your production process?

And finally, what will it add to society?

A design product as a critical and emotional platform, consequently brings a relationship between products and people, thus being the best way to be sustainable.

Such thinking generates a break with the habit of disposable consumption, so common in today's industrial production.

In the development of the collection Pedro Franco worked with Pixador (street artist) Bruno "Loucuras".

Award-winning photographer Paulo Mancini and dancer from Theatro Municipal de São Paulo, Naia Rosa, were invited to photograph the collection.



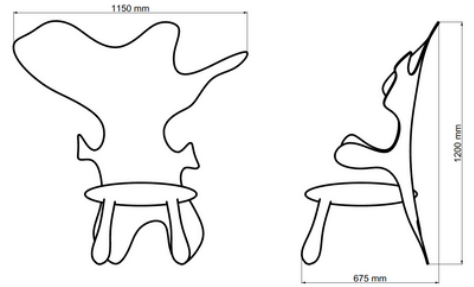
Ancestry

ARMCHAIR | DESIGN PEDRO FRANCO

Material: Inox Steel

Dimension: 1,20 x 1,20x 0,70

Year: 2023



sedia Icons

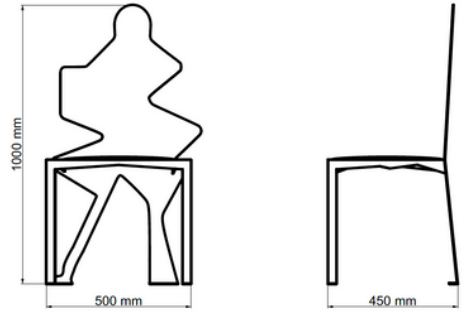
| DESIGN PEDRO FRANCO

Materiale:

Acciaio

Dimensioni: 0,90 x 0,50 x 0,50

Anno: 2023

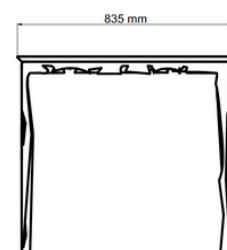
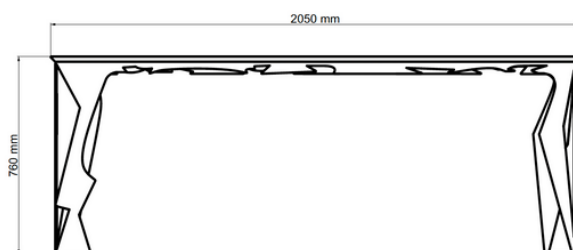


RELEASE 2022 | TAVOLO

Tavolo Dalí

| DESIGN PEDRO FRANCO

COLLAB GRANOS GRANITOS (@GRANOSGRANITOS) + ALOTOF BRASIL



Materiale:

Pietra Quartzito Verdi Pantanal by Granos
Granitos Acciaio

Dimensioni

a) 2,00 x 0,80 x 0,74

b) 3,00 x 1,00 x 0,74

Anno: 2023



Carpet ANCESTRALIDADE

DESIGN PEDRO FRANCO (DESIGN)

COLLAB TAPETE SÃO CARLOS + ALOTOF BRASIL I



Bruno "Loucuras" is the nickname of Bruno Rodrigues, and the brand registered by São Paulo

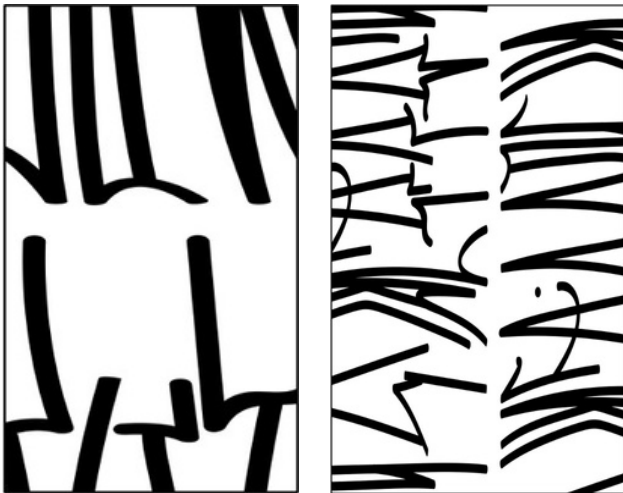
The interesting aesthetic of his "Pixo" earned him an invitation to star in the documentary "Olhar Instigado" (Apple TV).

Pedro Franco worked on Bruno's work, deconstructing it, leading it to other aesthetic developments.

In this way he created 3 types of rugs.

Bruno Loucuras also has 8 panels that will be part of the A Lot Of Brazil Stand at the Salone del Mobile.

Collab: Carpets São Carlos, is one of the most traditional and largest weavers in Brazil. Founded in 1951, it produced Rugs, carpets and accessories for the automotive sector. Totally vertical, made from the yarn itself, tapestry production, as well as made or recycled from any and all raw materials discarded in the process. A brand was the 1st in Latin America to have the "Green Label Plus" seal of sustainability in addition to Iso 14001 and the ABVtex Social Responsibility seal

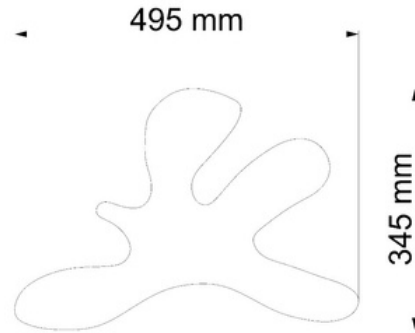


Materiale:
Polypropilylene wire
Dimensioni:
a) 5,00 x 3,00
b) 4,00 x 2,50
c) 3,00 x 2,00
Anno: 2022

Bench Fossil

DESIGN PEDRO FRANCO(DESIGN)

COLLAB GRANOS GRANITOS (@GRANOSGRANITOS) + ALOTOF BRASIL



Material:

Natural Stone Verde Pantanal

Year: 2023



Pedro Franco, was inspired by the first records of the oldest Brazilian ancestry. The cave paintings of Serra da capivara, located in Piauí for the creation of the Fossil table.

Collab: GRANITOS S/A is one of the largest granite, quartzite and marble processing companies in Brazil and the largest in the North/Northeast region, with a current production capacity of approx. 50,000m²/month of processed material.

They have an exclusive line of exotic (Bianco Antico, Matrix Motion, Arezzo) and super exotic (Woodstone, Elegant Brown, Green Ocean) materials dating back 700 million years, with the Brazilian geomorphological formation as the fingerprint of their products



Piso Ancestralidade

DESIGN PEDRO FRANCO (DESIGN)

COLLAB GRUPO INDUSPARQUET @GRUPOINDUSPARQUET + ALOTOF BRASIL



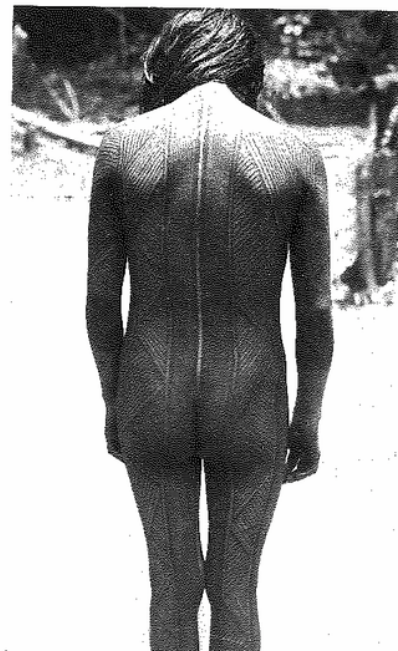
With more than 53 years of tradition, the Indusparquet Group has sustainability in its DNA. It always seeks to reconcile economic and environmental development and is at the forefront when it comes to the environment. All raw material, from a renewable source, comes from forests with a forest management or reforestation plan.

It is present in 46 countries, and has 6 distribution centers: United States, France, Argentina, Spain and China; three own stores (São Paulo and Piracicaba) in addition to 90 resellers in Brazil.

In 2023 develops the 1st collab with Alotof Brasil, presenting in Milan, unprecedented flooring developed by designer Pedro Franco

"The brand, based on the premise of sustainability, and with sustainable management, helps the development of Brazilian flowers. The aesthetic starting point was to reimagine what the floors of historic castles would look like, but with Brazilian DNA. The aesthetics derived from indigenous iconography, people resident of the Brazilian forests, since our ancestry," explains the designer

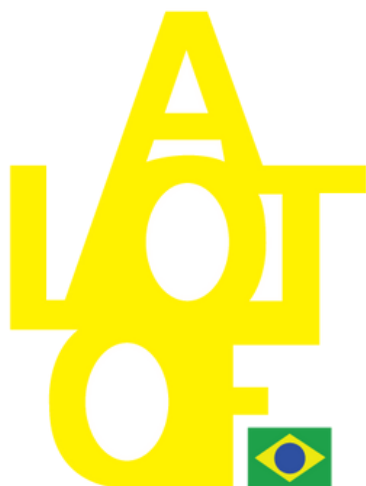
The study of iconography was developed in conversations with the leader of the Mehinaku ethnic group, Maywari and in the readings of the book *O Grafismo Indígena, Estudos de uma Antropologia esthetics* (Lux Vidal)



LINK | DOWNLOAD

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INFO:



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COLLABS 2023:



GRANOS



Indusparquet



Sobre a Alotof Brasil:

The Brazilian brand was born from the advice of the great expert in the history of Italian design Vanni Pasca (1936 - 2021)

Pioneer is the word that defines the Brazilian brand, founded in 2012. It was the first Brazilian industry invited to participate in the Salone Internazionale del Mobile in Milan. It was also the first Brazilian industry to collaborate with international designers. In his portfolio there are exclusive pieces signed by big names in international design: Alessandro Mendini, Fabio Novembre, Paolo Ulian, Vico Magistretti (Italy) Nika Zupanc (Slovenia) Xavier Lust (Belgium) Pedro Franco, Campanas (Brazil). His pieces are produced on Brazilian soil, with experimental production processes, both in the use of (eco-sustainable) raw materials and in the creation of solutions that mix the industrial with the artisanal. The traits that define the identity of the Brazilian brand are: Glocality, Industrial Experimentation and New Materials.

Holds international patents on sustainability (Injection from fruit seeds), holds the largest furniture mold in Brazilian soil (RPH sofa) and the most exported high design piece in the country (Skeleton Chair)

Sobre Pedro Franco @pedrofrancodesign

Pedro Franco is an architect, designer and philosopher.

He is considered today one of the greatest exponents of Brazilian design. Active and awarded since the 2000s, he has created pieces that have become icons of Brazilian design: such as the Skeleton Chair and the Underconstruction Armchair.

The tension between Craftsmanship and Art x Industry is a constant in his work.

His furniture is either from self-production (Design Arte) or industrial products for industry (founded for him) Alotof Brazil

Franco is art director of Alotof Brasile (founded for him) São Carlos (rugs) Granos (stones) Sherwin Williams (Paints) Texion (fabrics) and designs exclusively for Portinari (tiles) Arauco (panel wood) Indusparquet (Wood)

The big media wrote about the Brazilian designer:

"New star of Brazilian design". (Istoé Magazine, major daily magazine from Brazil)

"The Ambassador of Brazilian design" Platinum magazine

"The New Wave of design"

He is a guest speaker at national and international events, such as: Salone Satellite (2012, 2017), Politecnico di Torino (2010) Politécnico di Milano (2019) Seoul Design Festival (2019) in addition to lectures throughout Brazil.

He writes about design weekly for Istoé Magazine (the largest Brazilian lifestyle magazine) and monthly for "A Gazeta do Povo" | Pinó magazine



PRESS INQUIRIES

FOR INTERVIEWS, PRESS QUERIES OR IMAGERY PLEASE CONTACT:

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IMAGES AND INFORMATION OF THE ALOTOF BRASIL COLLECTION ARE AVAILABLE AT THE LINK:



Bruno "Loucuras" Rodrigues @06bruno_rodrigues

Bruno lives in Osasco, on the outskirts of São Paulo. From an early age he admired the letters distributed in the streets of his neighborhood. You started PIXO's transgressive movement on the streets of São Paulo nine years ago. His "nickname" is CRAZY.

The aesthetic beauty of his writing has led him to be invited to teach in the gymnasiums Exhibition Corners of(f) Society, ColabGallery, WeilamRhein, Germany (2018) Exhibition Habitat Happy NeurotitanGallery Berlin, Germany (2018), Paraoevento performance TagConference-2nd Edition, Amsterdam, The Netherlands -2018.

For the collection, you are the curator of the Pixo Panels which represent this underground movement of São Paulo.

From his "letters" I collaborated with Pedro Franco in the design of PIXO Tapetes and in the intervention of Armchair Underconstruction.



About Paulo Mancini, Photographer @pgmancini

Paulo Mancini has traversed among arts, fashion and advertising since 1990. Part of his prints have been exhibited in three photo exhibitions at the Pinacoteca do Estado de São Paulo: Milagre (Brasil), Cosmos (Russia) and Trilogia Vermelha (Russia/China). He works with clients such as Avon, Natura, Mercedes, Mitsubishi, Alive, Itaú, Bradesco, Asics, Globo, Corona, Ambev and Sadia, among others. He was awarded two Silver Lions (2003) and a Bronze Lion (2013) in Cannes, among other awards. With a sharp eye in still, he acts as stage director always prizing aesthetics.

A Paulo si devono le fotografie della serie Signos, che illustra la Mostra



About Naia Rosa ballerino @naiarosaa

Dancer of the corps de ballet of the Teatro Municipal de São Paulo.

Portrayed by the photographer in poses that dialogue with the pieces of the new collection

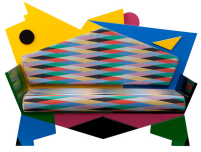
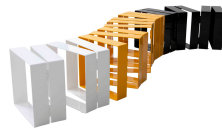
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2013



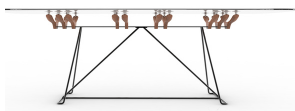
2014



2015



2016



2017



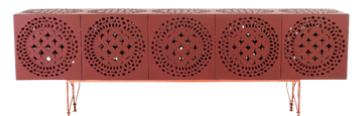
2018



2019



2020/1



2022

