



LUISA LONGO

From silk to synthetic fibre, placemats become soft touch

The Hands-on collection of placemats by Italian designer Luisa Longo will be presented at Maison et Objet, created with an innovative process giving a peach skin feel effect

Previewing at the next edition of Maison et Objet - in Paris from 20 to 24 January 2022 - Luisa Longo presents her collection of **Hands-on** placemats and coasters. It is a collection that displays to the full the combination of contemporary design and craftsmanship which has always characterised the designer and fiber artist's production.

Originating from in-depth research into synthetic materials and natural fibres such as silk and linen, the *Hands-on* collection brings together the pleasure of touching a soft fabric, with silky reflections, and as precious as silk, or the typical texture of linen, with the freedom of laying a refined tabletop every day, with unique pieces, decorated by hand, without running the risk of damage or wear.

The sets are made with an innovative process: the Italian designer paints the decorative motifs on silk and linen by hand, then the cloth is immersed in a special polyurethane solution with distinctive properties which make the surface as soft, smooth and rich in reflections as silk. This **peach skin feel** effect of the placemats is accompanied by the extraordinary resistance to heat, abrasion and stains, which are light and totally flexible, in addition to the ease of washing of the fabric, which is completely waterproof.

All the works which form the **Hands-on** placemat collection are original, previously unreleased and hand-painted by Luisa Longo; moreover, each piece is cut from a larger matrix, so all the patterns are different from each other and each placemat is unique.

«My focus has always been fabrics - declares designer Luisa Longo - we have performed a great many tests to reach a polymeric material which could render the shine and softness of silk and at the same time keep the colours vibrant. With my research I always aim to bring beauty into everyday life, to look for new solutions, and fabrics offer endless possibilities to do so».

Watch and download the press kit

<https://www.dropbox.com/sh/1b8ojehmgw058nx/AADk1NXMAU8fEf1J4i01LRsYa?dl=0>

DETAILS AND DIMENSIONS

- Material: silk or linen with polyurethane
- Dimensions in octagonal format in inches: W 14.96 x D 14.96 x H 0.39
- Dimensions in rectangular format in inches 17.72 x 12.2
- Handmade in Italy

On sale at [Artemest.com](https://www.artemest.com)

Luisa Longo

Luisa Longo's practice is characterised by the idea of the hybridisation and overlapping of design, craftsmanship and art, in particular *fiber art*, which sees the use of mixed techniques with fabric.



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Longo's work has unfolded over three decades of production, which have seen it exhibited in some of the major Italian and international art and design institutions of the world.

With the aim of relating decorative arts, painting and design, Longo follows in the wake of the concept of the total work of art and the practices of the Bauhaus, inspired by the work of the German designer and weaver Gunta Stölzl, the designer Sonia Delaunay and the painter Dorothea Tanning, as well as borrowing from the Arts and Crafts movement the idea of bringing beauty into the daily life of all.

Originally from Bologna, Italy, Luisa Longo lives and works in Rome.

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