

Press



## "I WOOD LIKE ... HANDMADE & DIGITAL CRAFTING"

### How to know the raw material and working the wood

*I WOOD LIKE*...is a project developed by FederlegnoArredo, SCM Group and Culturalegno due to be staged at the next I Saloni show in Milan. The initiative aims to generate insights into the way wood is processed, all the way from the raw material to the finished product or object. Materials, timbers, products, design objects and examples of the craftsman and artisan's skills will be on display alongside numerical-control industrial technologies.

The event hopes to encourage the young (and not so young) exhibitors and visitors attending the SaloneSatellite to take a closer look at wood, and offers them the opportunity to learn more about wood as a material, encompassing insights into its potential, some of the manual and industrial approaches for processing it, and a host of novel ways that wood can be used without disrespecting its nature.

The project is made up of four sections "depicting" the various steps involved in creating a design object out of wood: **Planning, Prototyping, Programming** and **Production**.

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People will be able to actually watch wood being worked, while a well known “design icon” is manufactured before their very eyes at the venue (the Vaulted Table by Bloomlab Architecture & Design, London). The choice is a particularly relevant one in terms of the design process, as it entails several different prototyping steps (joinery, turning, carving), and illustrates some of the complexities of machine-working.

Various types of wood will be on display, and visitors will have a chance to interact with master craftsmen, and watch them demonstrate their skills in carving, turning and transforming wood, wielding specialist tools and sharing their passion for wood.

Also on display will be a numerical-control processing centre installed and operated by SCM Group (Tech Z5). A simulated carpentry unit will show how leading edge technology can turn a great idea into a brilliant design object within the space of hours, achieving consistently flawless quality and accommodating unconstrained creativity.

In addition to the four sections, the project also includes a special presentation of the Legno-Arredo Training Facility, a new project that FederlegnoArredo is undertaking also with the support of SCM Group.

**The inauguration of the event will take place at 4 PM on 9 April.**

### **I WOOD LIKE...**

#### **handmade & digital crafting**

9-14 April

9.30 AM – 6.30 PM

Milan Fairgrounds Rho – Hall 22

No admission charge (access through SaloneSatellite)

Milan, 9 April 2013