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PLH

La Terra è fragile. Maneggiare con cura e attenzione!



MAR70

MARZO 2022



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RESE

Looking forward

n September 2021, we presented the first issue of Numero Zero, to support the presence of PLH at the 59th edition of the Salone del Mobile of Milan. It is a tabloid conceived to tell, emotionally and technically, what represents the constantly evolving, experimenting, and testing PLH world. Today Numero Zero doubles, (not anymore in paper version but digital) remaining true to the original format and introducing an element of novelty, a window on the editorial structure that we plan to give it in the next issues. This element is a gallery of shocking images representing wastegenerated by human activities - that need to be reused in other ways and forms in order to slow down the progressive spoliation of our planet. A visual short circuit, a punch in the gut apparently not related to us that has instead a subtle link to PLH's approach toward circular economy and sustainability in our company's vision. By following and exploring, with eclectic open, in the near future, Numero Zero to othe contexts such as art, fashion, architecture, design, science and technology, history and sociological topics. Also, Numero Zero will talk about the characters that have interpreted, and keep on doing it today, these fields. After all, it is implicit in the name of the magazine, Numero Zero, that every time it's a new beginning: it

has to be a continuous restart and comeback

to what constitutes the PLH thinking: openness to change, readiness towards sounding new the PLH's style but rather implementing it with new tracks. This is our company's DNA.

The second issue of Numero Zero will have a rich program, filled with many inspirational elements that we hope will be interesting to those willing to get to know us better. PLH keeps on improving its approach to circular economy, this time improving packaging, that is now made only by recycled and recyclable cardboard. Furthermore, we review a collection that is having great success, the slender and thin Slim collection, that infers an understated and refined elegance thanks to its fresh and light style. We will then talk about the projects in which our plates stand out: super luxurious Soneva resort in the Maldives paradise, a roman apartment designed as a cinematographic set full of surprises and the SD96 yacht by the architect Patricia Urquiola who uses the sea and metamorphosis as creative compasses. To end, the suggestive images of an important phase of the production chain process of PLH: the metallisation by thermal, a process that confers to our plates an added value in terms of beauty

Have a good read!

Enrico Corelli, ceo PLH

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FOCUS

Ecopackaging

n the economy of a company that produces, sells and distributes capital and consumer goods, the voice "packaging" is extremely relevant being worth many percentage points in the balance sheet. However, it is often neglected for its impact on the environment. Even so, in Italy, there are a few virtuous islands that keep in account and work on two elements: economic saving and ecological attention. An example is given by paper and cardboard for packaging. Statistics, in fact, tell us that in 2020 (the ominous coronavirus pandemic year) 4.634.000 tons of paper and cardboard packaging has been put in the national market (305.000 less compared to 2019). Of these, 4.047.000 tons, equal to 87,3% of the total (+6% in 2019, +13.6% on the EU average) have been recycled and put back in the market. In its own small, PLH is a leading actor in participating to this virtuous effort, so important to stimulate a real circular economy, having found a 100% "circular" solution. A lot had already been done

by the company to make the packaging cycle as much as possible green by largely using recycled cardboard. The plate case was a problem though, since it was made until 2020 of difficult to dispose plastic foam (not impossible, but very expensive, the downcycle). Enrico Corelli, CEO of PLH explains, "Now instead, thanks to the collaboration with a Milanese company we are working to also solve this criticality by studying a modular stackable tray system geared with easy to disassemble handles, in which thickness niches and holes are obtained to place safely and statically the various types of (preassembled) plates and accessories. Everything is rigorously made in recycled and recyclable cardboard and there is no machining waste thanks to the pre-calculated dimensions of the dies that are communicated to the supplier in advance. To finish in the most sustainable way, also the scotch tape used to seal the shipping boxes as well as the ink are made with natural

Side page and previous pages: the innovative PLH packaging made using die cardboard from proprietary drawings.

Modular stackable tray- boxes with retractable handles and niches to safely place junction box and accessories.

THE COLLECTION

PLH Slim

esigned to respond to a specific request by the celebrity architect Peter Marino, the electric control plate Slim is an absolutely original and refined product. Slim has a sui generis aspect compared to common plates, that manifests in its only 4 mm thickness unusual elongated rectangular format that confers to it a slender and light touch and give to the environment in which it is placed a sophisticated and understated décor.

Slim is machined from solid, as is typical of PLH concepts, in particular from a316L stainless steel, brass or 6082 aluminium sheet, through a single machining with CNC controlled machines. It is provided with a rear shutter to conceal the walls imperfections and can be finished in a wide variety of treatments and textures that include, depending on the material, acid etching, chroming, nickel etching, anodization, metallization, powder or liquid varnishing, satin finish (BH), polishing (BT) or micro sandblasting. Different nuances from the colour chart or on sample can also be chosen. In particular, for the 316L stainless steel version PVD finish (Is-Pro®: Ion Shield Protection) and the extremely advanced PVD Abaco anti-bacterial treatment finish. Slim van be installed with rectangular buttons or levers with proprietary adaptors for standard boxes, this contributes to make Slim a highly customisable collection. It offers 1 to 4 or 1 to 6 buttons solutions in doble key (right/left) or 1 to 4 and 1 to 6 levers for low tension systems (open buttons usually configurated in Mom – Off – Mom). The buttons are 500.000 cycles tact type. Furthermore, upon request, it is possible to affix logotypes or icons on mechanic machining, laser or plotter marking with UV varnish also on the thickness, on the plate and buttons as well as different colours on levers, buttons and plates.

The command devices are completed by finishing frames, matching the plate or customisable, that are compatible with the derivation devices produced by the most renewed worldwide electric material manufacturers. Freedom is possible also during the installation phase, we suggest either a classic horizontal placing or a unusual, asymmetric and captivating vertical one. All in all, Slim is in constant evolution since it was presented a few years ago, it is an extraordinarily contemporary electric plate collection. Thanks to its highly customisable and flexible technical and aesthetic traits, it perfectly embraces the needs of contemporary interior design that puts in first place design decisions that aim to communicate identity, refinement, taste and culture. A real "device with a soul" that won, in 2020, the prestigious "Archiproducts Design Award" with a motivation that emphasizes the originality of it "concept and design."

Type: domestic series with manual command

Materials: 6082 alluminum, brass, 316L stainless steel

Shape: rectangular

Dimensions: 40×124 mm, 40×156 mm

Thickness: 4 mm (of which 2 mm of shutter)

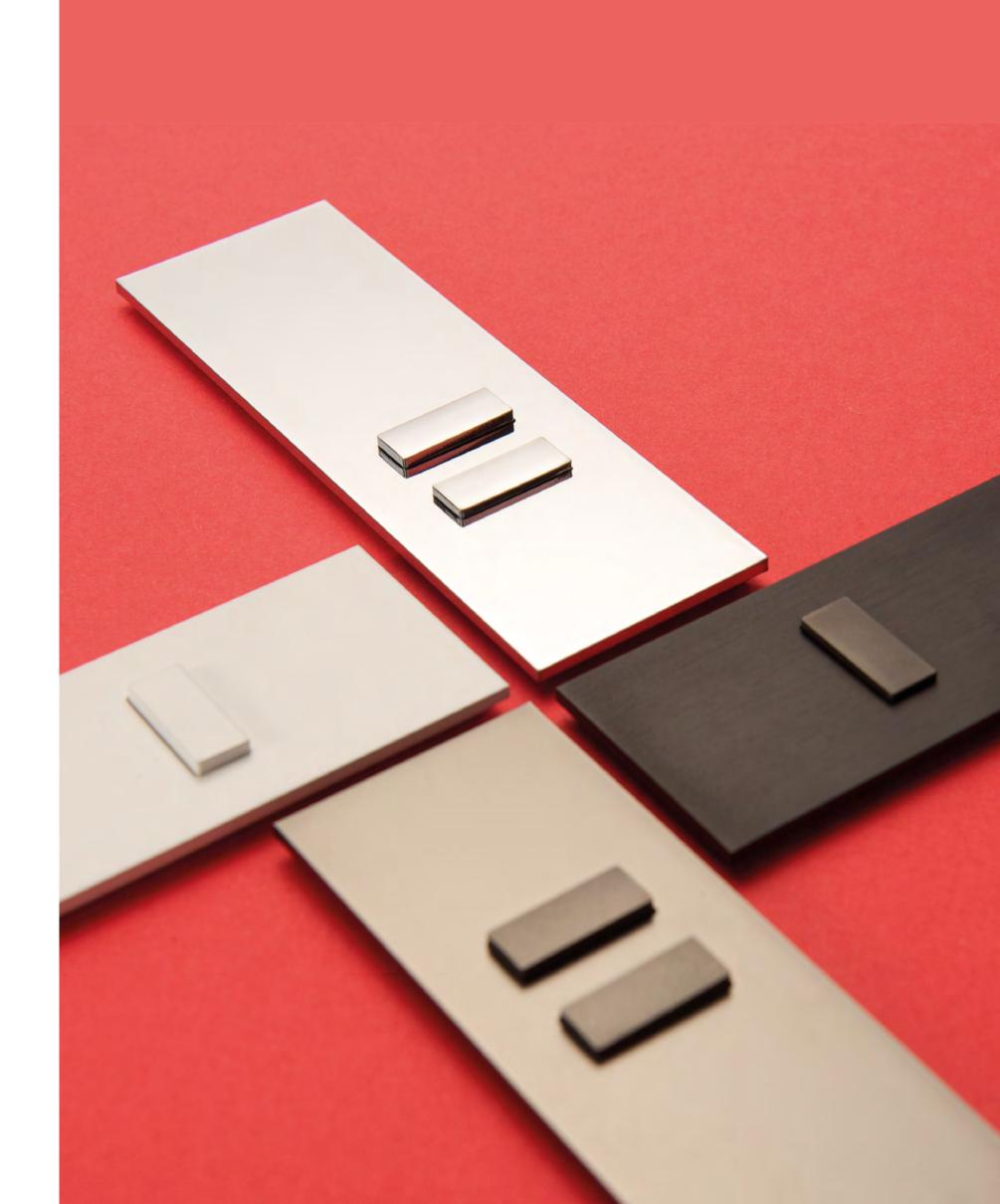
Commands: rectangular and round buttons, levers

Led: upon request, network or feedback

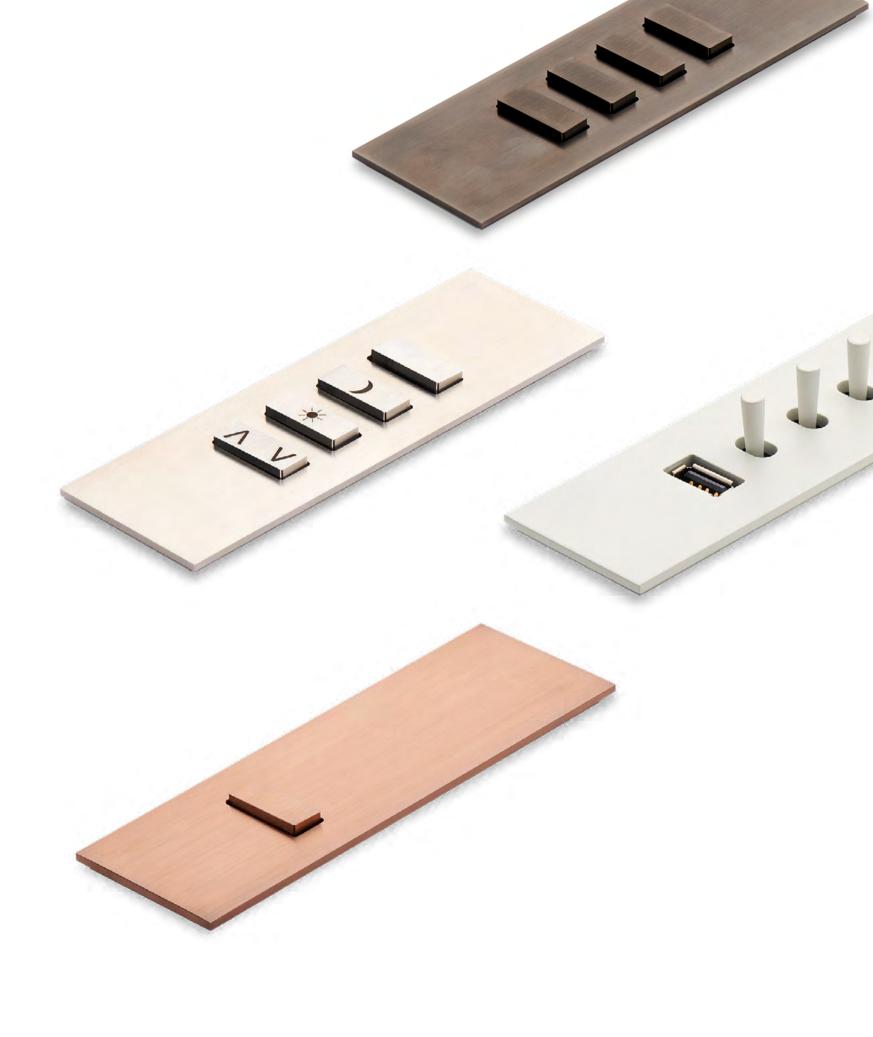
Finishes: satin .polished or micro sanding
Treatments: anodizing, liquid varnishing, chome
plating, hot metal sputtering, bronzing. PVD Is-Pro
and PVD Is-Pro Abaco Antibacterial
Nuance: from colour chart or on sample

Technology: proprietary electronic cards

Accessories: matching frames compatible with







Side page and previous pages: in different finishes, colours, textures and command elements (buttons and levers, also guided), the Slim plates also stand out for their variety of use: in fact, they can switch on and off lights, pull up or down the roller shutters, manage the airconditioning, receive USB connection and so on.

10 THE COLLECTION SLIM 11

PROJECTS /1

Mega yacht d'autore : the SD96 Sanlorenzo

he naval structure of the SD96 mega yacht by Sanlorenzo shipyard, has been designed by Bernardo and Marina Zuccon following flexibility and modularity criteria, whilst the interior design had been curated by Patricia Urguiola. She focused on the concept of transformability that allows the yacht to evolve and adapt to the needs of who lives it. Everything is essential, fluid and functional to expressing a comfortable and rarefied luxury that mixes accurately selected materials that recall the sea and a décor, that can also be custom made, that represents the best international design. We asked the Spanish born archi-star, who lives in Milan, to tell us about the project: "when you design a yacht, you work on real floating architectures in which micro worlds are created. I often enjoy reversing projects and try to read them from a different point of view, sometimes I like to look at things upside down. Being inspired by this approach, we have deepened the concept of space transformability on the SD96. In terms of layout, the partitioning of spaces is what makes them live and evolve. I wanted them to be perceived as in constant movement: a table that is hidden in a bench, a sitting room that transforms, a mirror that disappears, walls that move.. flexibility and modularity are the fil rouge of this project." And then there is the sea. Urquiola observes: "My idea was to eliminate almost entirely all barriers between interior and exterior. I wanted to open the spaces towards the sea, and viceversa, to let in all that is outside. To be constantly in touch with the sea, we have

reduced constraint to the minimum so that the

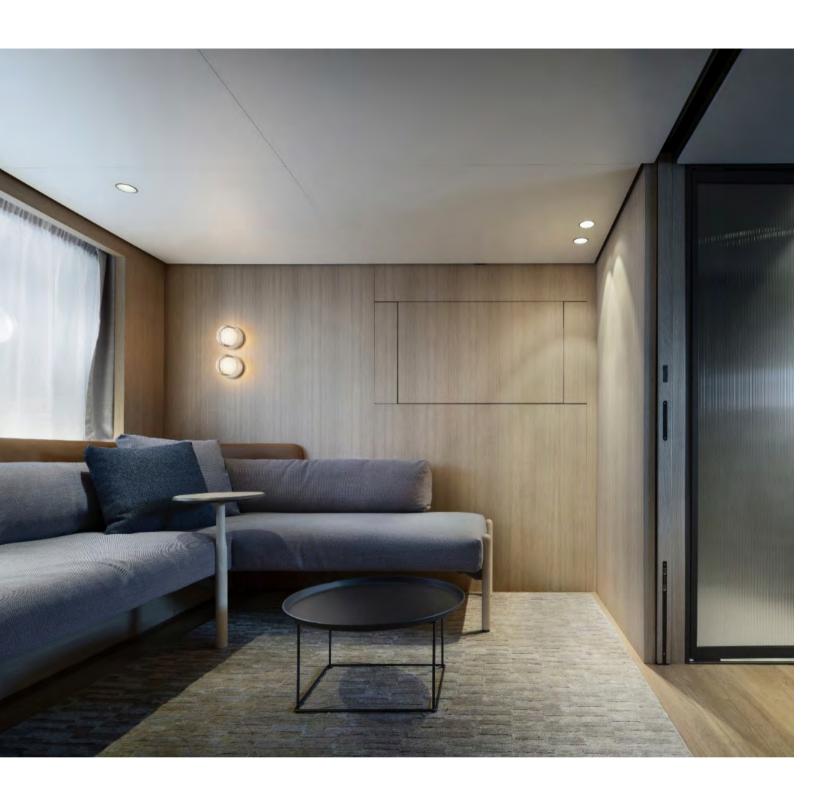
and for the SD96 project, where everything is tailor made, they have revealed themselves as the ideal partner. In particular, we have chosen the Slim and especially the Neo collection, where the essential design of the dot button is perfectly inserted in the walls boiserie of the interiors. Together with PLH, we designed a special version, exclusively for the SD96. It is a totally custom designed command that follows the same bronze details design of the other finishes of the boat, perfectly blending in with walls and the balanced chromatic and materials harmony that characterises the boat decks."

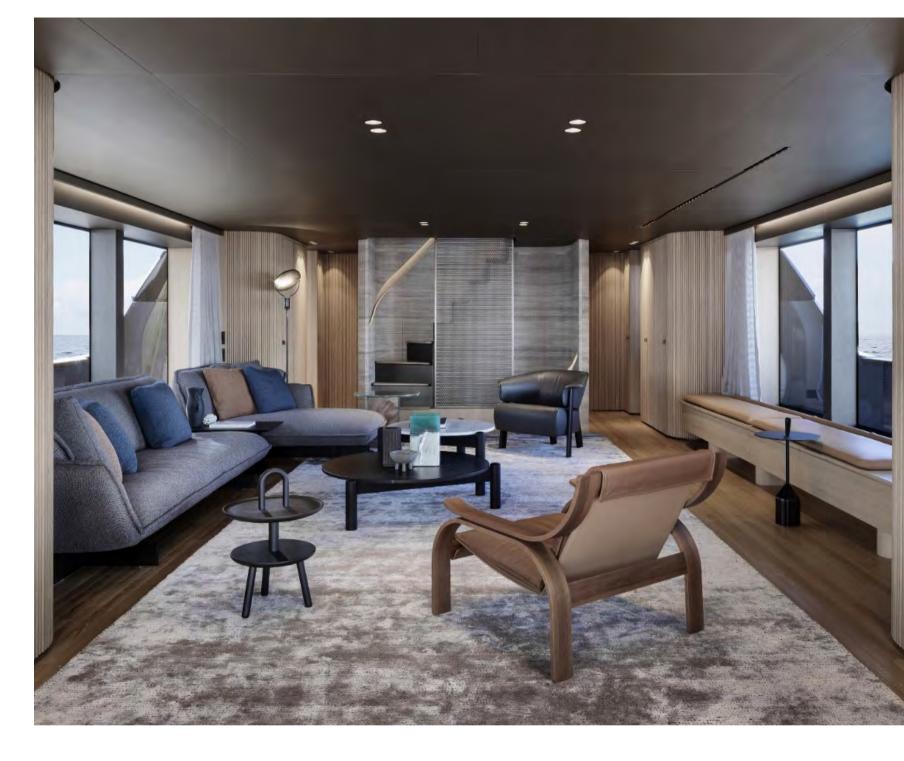
sea could be close in every situation. The theme of the sea and movement comes back through the chosen materials, colours and shapes. I also worked a lot on putting attention to the sensory aspect of textures that accompanies the guest in the different spaces." How did you sketch out interior design? "Furniture follows the same space transformability principles and the idea of a constant visual and emotional connection with the sea. For this project, on the SD96 we find custom designed solutions by partner companies with whom I collaborate since many years." And here we get back to PLH: "why did you choose PLH's electric control plates and plugs?" Urquiola answers: "I have known PLH for a long time now, I appreciate them for the vast customisable variety of combinations of materials, shapes, finishes, textures offered in their catalogue. With them any solution is possible



Right page at the top: the naval design of the decks of the SD96 is by Bernardo and Marina Zuccon. 29 meters long, the boat speeds 17 knots. On the side: the shipowner's cabin. On the right, next to the bed's headboard, the Slim plate special version.

12 13





On the side page: the living room of the main deck of the SD96, designed by Patricia Urquiola, furnished with ad hoc design pieces. Grat attention has been given to the wood covering of the walls, floors and colours to create a warm and maritime atmosphere.

At the top: a small sofa introduces the shipowner's cabin.

THE PRODUCT THAT HAS BEEN USED.

To control lighting on the SD96 yacht by Sanlorenzo shipyard, Patricia Urquiola has chosen the **Slim** and **Neo** pl ates (photo on the left; description on page 8). Neo has been produced in a special brassed version to match the walls colour. Neo easily includes four commands in a small cylinder of only 29 mm (or even 20 mm) diameter and various thicknesses. Thanks to its essential design it can be freely placed at different hights from the typical common plate's ones.

14 PROJECTS/1 SANLORENZO SD96

PROJECTS / 2

Roman surprise: home or cinema

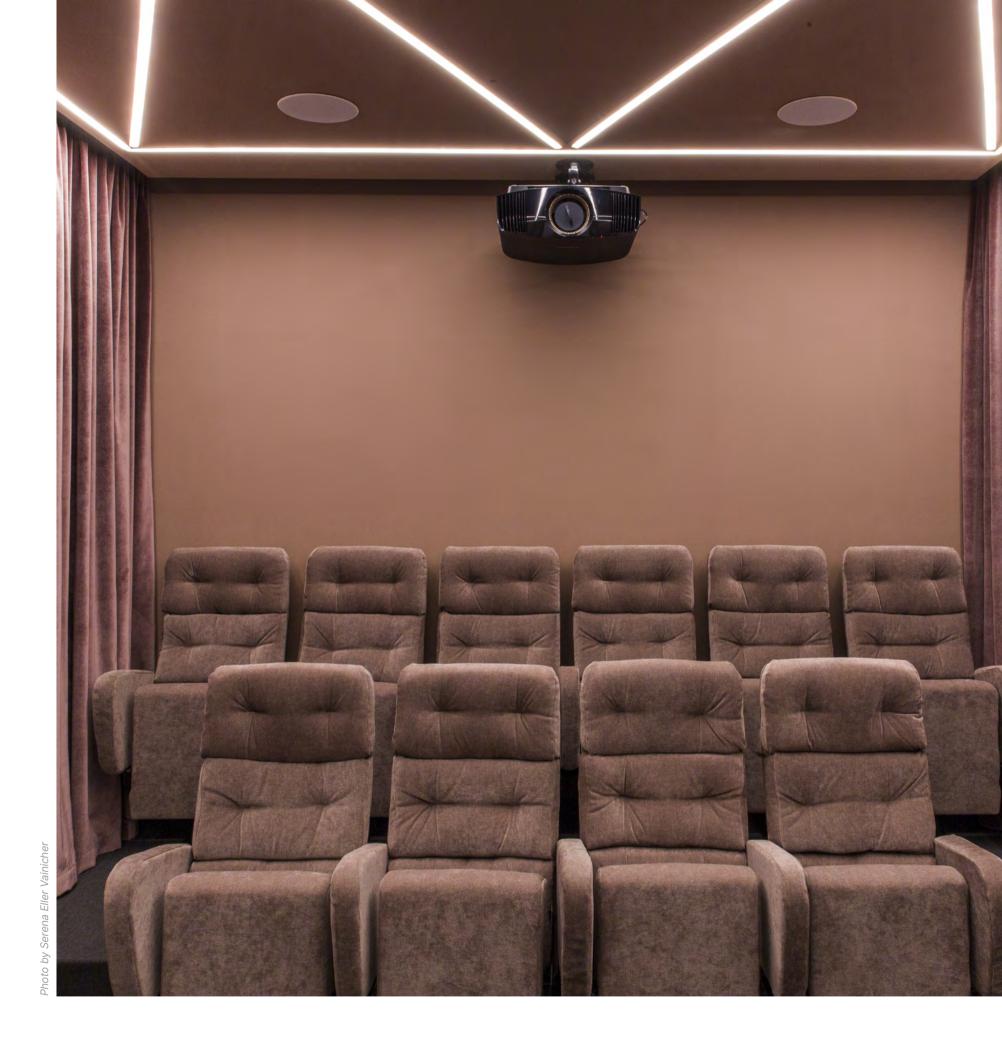
a stThe story of this Roman apartment is one of falling in love and passion, of windows that capture emotions behind historical views and Roman landscapes, of memories of a near and distant, but always legendary, past. Filippo Bombace, the architect who radically transformed the layout and look of the house, recounts: "The clients, a couple of professionals, were looking for an apartment in the Pinciano neighbourhood, and when they saw Villa Borghese framed in the window of one of the rooms of this house, it was love at first sight. "This must be our new home" they exclaimed in unison, deciding instantly that the master bedroom should have this view.

This choice determined the entire floor plan, with the living area facing the opposite view onto the Aurelian Walls. Bombace developed the plan for the roughly 200 sq metres, between these two extremes, filling it with a thick web of surprises, references and memories of the owner's life experience and passions. Starting with the first impression of the entrance; like a scene from a movie, a single rocking chair - Nautica by Exporium – hanging from the ceiling and a real nut tree, transplanted from the country house: a truly stupefying solution. Then there is the long glass wall that separates the hallway from the kitchen, revealing it gently by the changing quality of the surface from opaline to transparent (Marchi group kitchen and Dialma Brown furnishings). The sitting room sports panels in natural fibres covering the container modules hanging from the ceiling, the study reveals frescoes uncovered during the restructuring. There is a small wash basin in painted sheet metal in the guest loo, and dark

resin cement finish to the gentleman's bathroom, whereas the lady's bathroom has walls covered in pale blue ceramics reminiscent of the 60's.

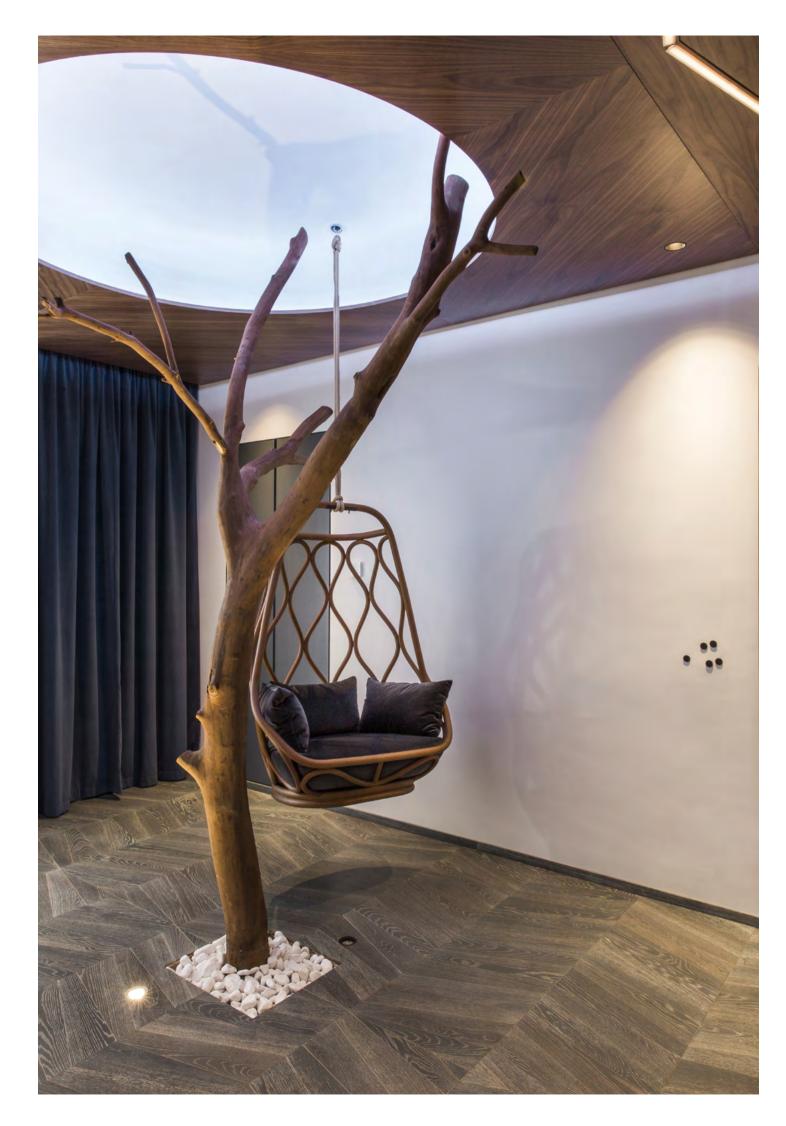
However, the biggest surprise is the movie lounge, an integral part of the sitting room, where the cinema loving owners can watch their favourite movies. This area is the heart of the entire project, reflecting in its furniture, lighting and design the inspiration for the decor of the whole apartment. "The rationale for the aesthetics of the room evokes the cinemas of the sixties in Rome, their elegance, rich furnishings, and refined finishes" says Bombace, founder of Officina de Arquitectura in 1990, "and it reverberates everywhere." The 18-metre-long curtain along the corridors is an explicit reference: just like the false ceiling in wood furrowed by diamond shaped lighting. In a more minimal whispered manner, the bedstead made of walnut, with a toilette hidden in the headrest, custom designed by Bombace, lies right in the centre of the bedroom offering an incredible view onto Villa Borghese and its park.

Many details, large and small, enrich this atmosphere of "contemporary memories" and cinema echoes. Bombace has scattered many fittings in this scenery: of note are the light switches from the Neo PLH collection. "We chose these and personalized them with the help of Enrico Corelli, the CEO of the Milanese firm. They are small and round, essential. They not only switch the lights on and off but do much more. They are flexible and can be placed anywhere on the walls, where their led light frames, give the impression of sun eclipses in the dark; magic like in the movies!



Above: the projection room is the emotional fulcrum of the apartment and it mirrors the owner's passion for cinema. The furnishing evokes the one of roman cinemas of the 60'.

16





Above: in the main bathroom, on the smoky grey wall, the circular white Neo switches stand out.

Side page: the entrance has been interpreted as a film scenography where an ocular hole points to the "sky", a real tree and a surreal suspended armchair.

Behind, a theatre curtain that covers all the corridors of the house. The Neo switches command floor and ceiling lights and are mounted on the right wall according to an astonishing asymmetric scheme.

18 PROJECTS/2 HOME OR CINEMA?



Beyond the debate around the scientific open matters of the anthropocentric, or not, origin and responsibility of climate change and global warming, today it is absolutely urgent, for the wellbeing of the planet, that the shock images that we are showing to you in these pages have a "happy ending". For this reason, it is necessary to reinforce and accelerate projects and initiatives that concur to neutralize, and re-use waste and dross generated by human activity, without reducing its inevitable and necessary growth. Italy is doing quite well in this challenge. The data that we report (in part) here shows us that the country is the most virtuous in recovering and recycling paper and cardboard, amongst the best ones in wood recycling and in the EU average for glass and plastic, that remains the material whose use must be even more reduced due to the difficulty of recycling and disposing it.

Source: L'Italia del riciclo 2021 www.fondazionesvilupposostenibile.org/wp-content/uploads/ITALIA_DEL_RICICLO_2021_web.pdf







PROJECTS/3

Paradise in the Maldives: Soneva Resorts



he idyllic resorts, Soneva Fushi and Soneva Jani, are amongst the rarest pearls of the Maldive hotellerie. Eva Malmström Shivdasani and Sonu Shivdasani, had the brilliant idea of founding a resort based on the principle of conservation in 1995, to reflect their deep concern for nature and to fit in with Maldive traditions.

These two super-luxury complexes, built for comfort and relaxation, are highly sustainable, with much of the building made with salvaged and reclaimed material. Both the communal areas (reception, restaurants, spa) and the sleeping quarters are immersed in the thick jungle, alternating individual villas, small private island and water-houses on stilts. Eva Malmström was born in Sweden and during the 70's and 80's was a top model of international fame appearing frequently on fashion magazine covers. She founded a niche haute couture establishment in Paris for evening dresses. In 1986 she met Sonu Shivdasani, a brilliant Anglo-Indian, just graduated from Oxford University: they fall in love, get married and share a burning affection for the Maldives. In 1990 they rent an island, and after a lot of work and a bit of luck, they inaugurate their first resort Soneva Fushi, in 1995, followed by Soneva Jani, and Soneva Acqua, a fabulous cruise yacht for exploring the Maldive islands and Soneva Kiri in Thailand and have other projects in progress. These are perfect examples of how luxury and ecology can co-exist. "When I met him, Sonu thought green was just a colour!" says Eva, now creative director of the group, "For me instead it meant care and conservation of nature,

sustainability, eco-friendly living, all themes that we Swedes have in our blood.

When we built Soneva Fushi, I insisted on being responsible for the interior design of the resort and I managed with great persistence to use only sustainable materials and products. It was tough to convince people we did not want to cut down trees. Everyone thought I was mad."

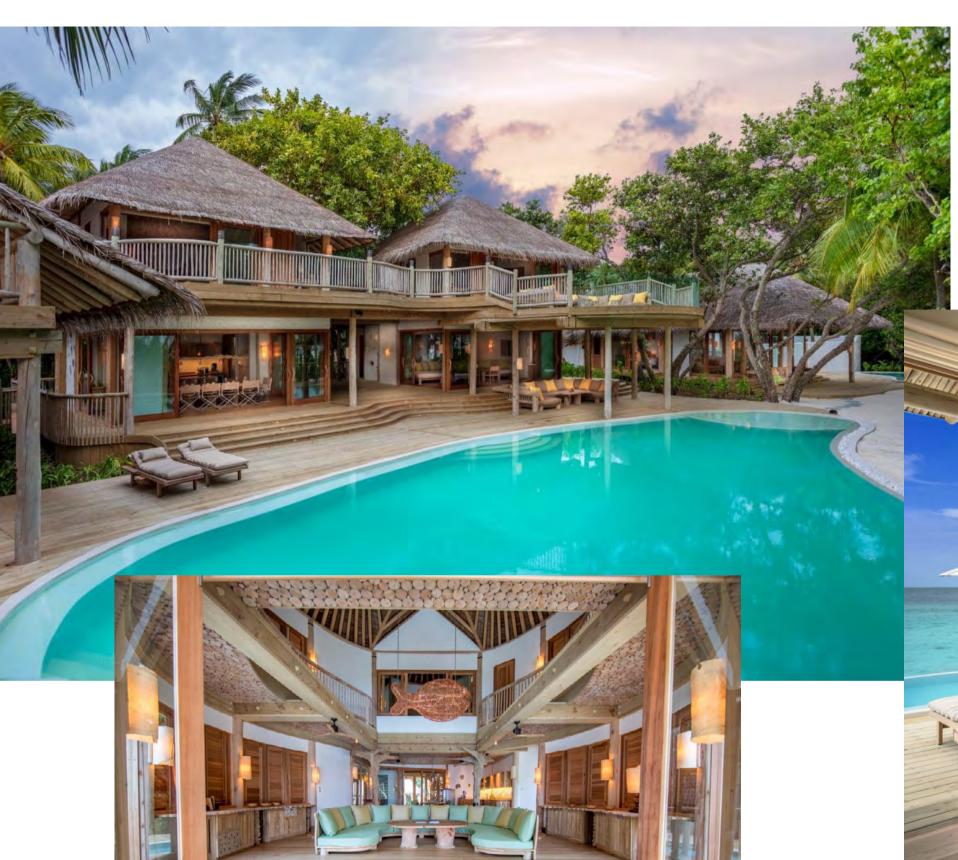
Sustainability is thus Eva's mantra, an ethical life vision supported by the creation of a Foundation, and fed by impeccable taste, innovative unconventional ideas, and courageous concepts that blend different sensations and emotions in each project.

PLH light switches are part of this world vision, where every detail counts. "Enrico Corelli and I got together a few years ago. Already at the first meeting, Enrico explained how the light switch is in effect a detail, but a very important one for the whole feel of a place. He illustrated this company's collections and I immediately appreciated the custom side of his products. We have been so satisfied with his products that we now use them in all our new buildings and also when refurbishing the older ones. In particular, for the Soneva resorts in the Maldives, we are using the MakeUp line and especially NEO. We love them because they are versatile as well as customizable, look great in a clean simple manner, and are really easy to install. Moreover, in the new villas we are furnishing, we have studied new innovative solutions with PLH for their wall-plates with a user interface for home automation."

Above: Eva Malmström Shivdasani, with her husband Sonu, founders of Soneva group. She is the interior designer for Soneva Fushi and Soneva Jani.

Left: earthly paradise with water, sand, and forest on a private island of the Baa atoll, home to Soneva Fushi Resort, a super luxury sustainable resort.

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In these pages and the next ones: glimpses of the outdoors and indoor spaces (villa's suites and shared spaces) of the Soneva Fushi resort, have been designed in an easy style that unites genius loci, organics and colonial echoes. In many images the PLH Neo plates distinguish themselves in the turquoise custom made version. Photo Alicia Warner.

28 PROJECTS/3 SONEVA RESORTS 29





HOW IT'S MADE

Hot metallization

o characterize aesthetically the crafted electric control plates, PLH relies on a range of processes. One of these is metallization.

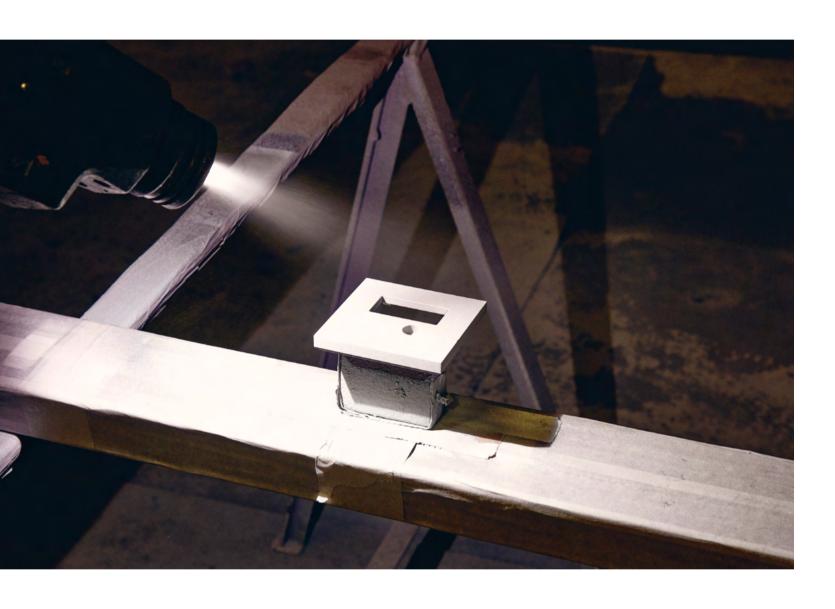
A peculiar type of metallization, the so called hot metallization or thermal sputtering. It consists in bringing back materials- in PLH's case aluminium, copper, tin originally in the shape of powder or metallic thread- that melted or heated through electric or chemical tools, are sputtered at very high pressure on the receiving surface adequately pre sanded with a special pressure jet gun.

Through thermal sputtering coatings of different thicknesses can be obtained, from a few microns to some millimetres in short time compared to other coating processes such as electrocoating, chemical or physic vapor deposition. The process

here described has very little to see with the "classic" metallization process first studied by the German chemist Justus Von Liebig (1803-1873, the one of the meat extract and nut..) since it doesn't include the use of an electric current to tie the metal layer to the target surface. The quality of the coating is generally valued measuring the porosity, the oxide content, the micro hardness, the adhesive strength and the surface's roughness. In general, the coating's quality increases along with the increasing of the jet speed during the ejection of the sputtered particles. In the here examined forms, metallization allows to give to the treated piece (in our case the electric control plates) extremely sophisticated aesthetic finishes, starting from burnishing and bronzing.

Side page and next pages: working in total safety, the operator prepares the micro sanded plates on the dedicated holders for the hot metallization phase. The real metallization process starts by using a special pistol that sputters, at a very high pressure, melted material particles on the plates surfaces (aluminium, copper, tin) to obtain the burnishing or bronzing of the piece.







34 HOW IT'S MADE HOT METALLIZATION 35



36 HOW IT'S MADE HOT METALLIZATION 37







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