

NUMERO ZERO

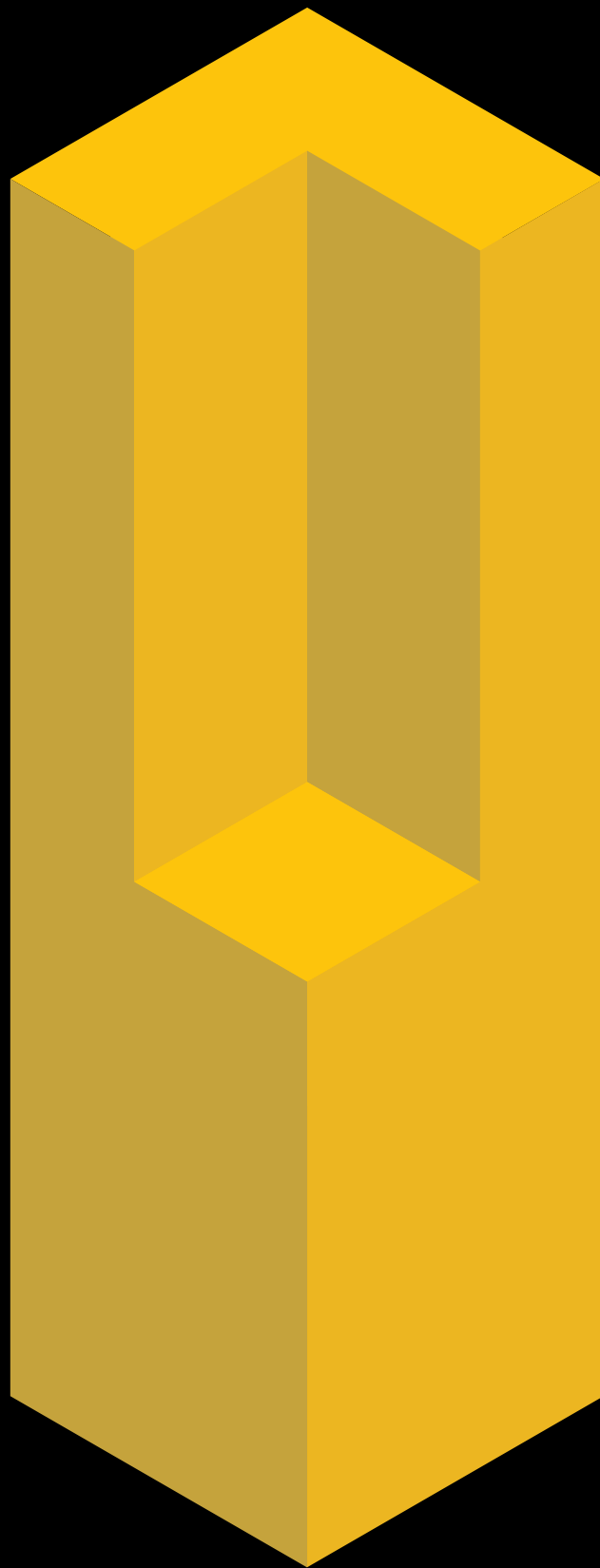


N° 05 - June 2024

“LIGHT is the symbol of truth” *James R. Lowell*

“To love beauty is to see LIGHT” *Victor Hugo*

“When you possess LIGHT within, you see it externally” *Anais Nin*



“Where there is a lot of LIGHT, there is a lot of shadow” *J. W. Goethe*

“Every moment of LIGHT and dark is a miracle” *Walt Whitman*

“Travel light, live LIGHT, spread the light, be the light” *Yogi Bhaajan*

A glimpse of
the PLH show-room.

Let’s put ourselves out there

Two projects for today and tomorrow: the advertising campaign focused on “PLH Values” and the collaboration program with high-end brands “PLH meets...”: this time Alcantara takes the spotlight. But this Numero Zero does not end here...

AT PLH, WE PUT OUR FACE OUT THERE. Always. We like to take our responsibilities; we aim to be a constant reference for those who choose us and our products. In a way, considering our inclination towards the concept of customization, our control plates and related products are born together with them. We thrive on challenges, finding great satisfaction in researching, experimenting, delving into the new in an industry that, in the vast majority of cases, relies on established habits. **Quality excellence** is our primary goal, both in terms of projects and products, and in terms of services. We embrace lateral thinking, it invigorates us, to find the right inspiration, to push ourselves beyond our comfort zone, into creative and productive territories, even distant and far from our merchandise field. In short, we are a unique reality, and that is our strength. **I use ‘we’ because PLH is first and foremost people**, each of whom has the desire and the ability to create innovations while establishing friendly, not just commercial, relationships with those who choose to work with us or buy from us. But together, we also form a cohesive team from which the interlocutor feels supported at all times. It’s a strategic approach, distinctive and foundational values that we have now decided to share with the public through an unconventional advertising campaign because it doesn’t showcase any company products, but “only” a series of intense close-ups in black and white, taken by Alessandro Gaja, of those who work at PLH and bring the company to life. The slogan **“We are PLH”** aims to reaffirm the individual and collective sign of this image-message: it aims to communicate the sense of teamwork, of family, of mutual support that binds the people

of PLH and that is the humus from which our control plates, but also our successes, originate. One of the editorials of this edition of Numero Zero talks about this advertising campaign, deepening its concept and objectives through a ‘taste’ of the portraits of the protagonists signed by Alessandro Gaja and accompanied by a thought on their work at PLH and its meaning. **The ‘value-based’ concepts** that animate the campaign are also reflected in the program **“PLH meets...”**, a novelty for 2024 of the company, which is also covered in the pages of this tabloid. It is a project that goes beyond the idea developed with the Skin collection, namely the ‘dressing’ of the shell with a decorative element provided by important brands in the sector: it aims to expand and deepen the partnership activity to other product lines of the company, approaching even distant from our usual merchandise range materials, and consequently developing shapes, processes, treatments, and finishes that are new to us. In this debut of “PLH meets...”, the first collaboration concerns Alcantara, a brand and a 100% made in Italy textile material, very resistant and versatile, which we have applied, creating small capsule collections, to Skin, Slim, and to the Belcanto sound system. Two other editorials complete this rich edition of Numero Zero. One is dedicated to a visit to the **company showroom at via Voghera 4a**, finally completed and operational, the other records two social events organized during the Milan Design Week, respectively by Elle Décor and Marie Claire Maison, with which **PLH has been a brilliant co-star**. Enjoy the reading!”
Enrico Corelli, CEO of PLH

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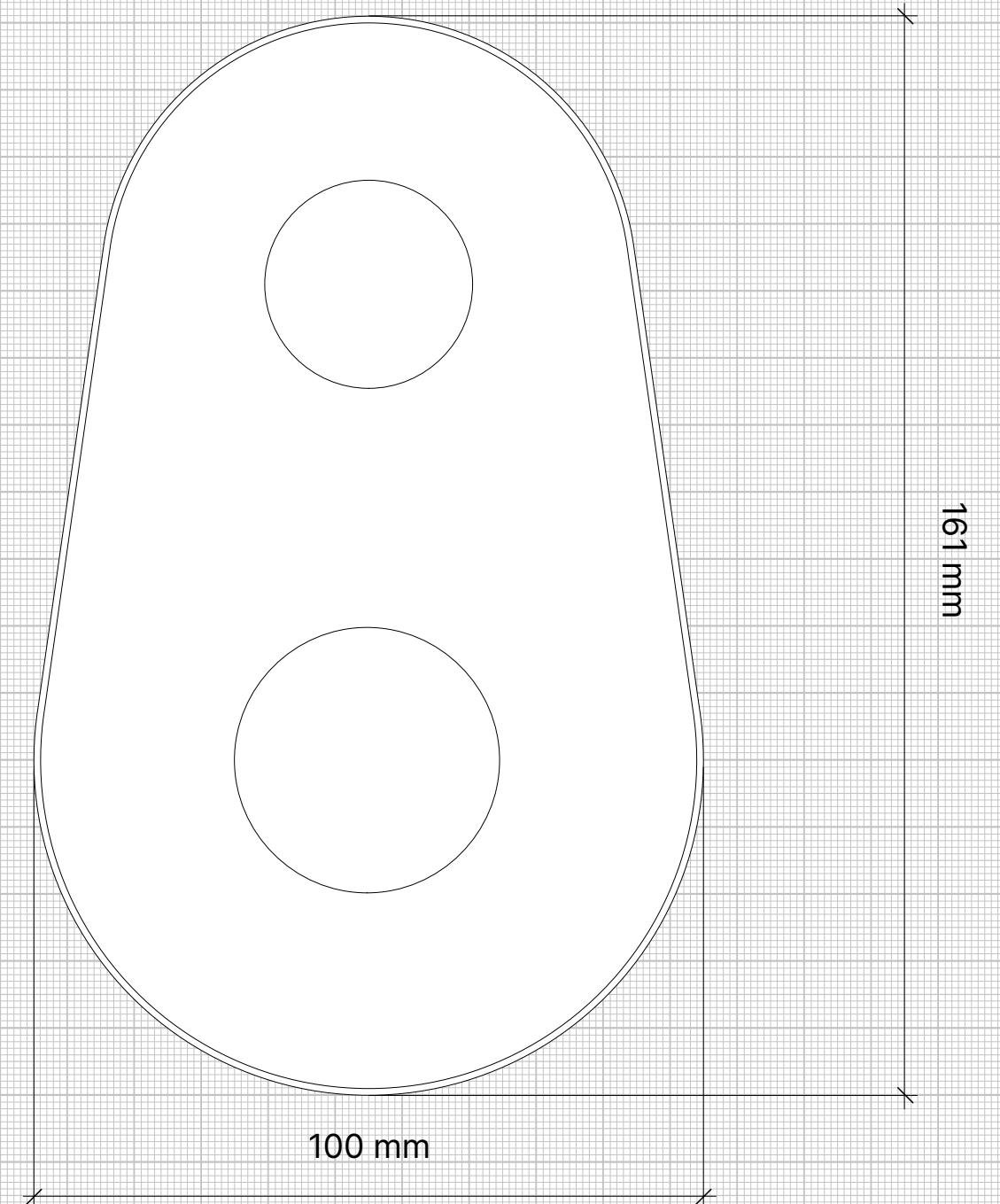
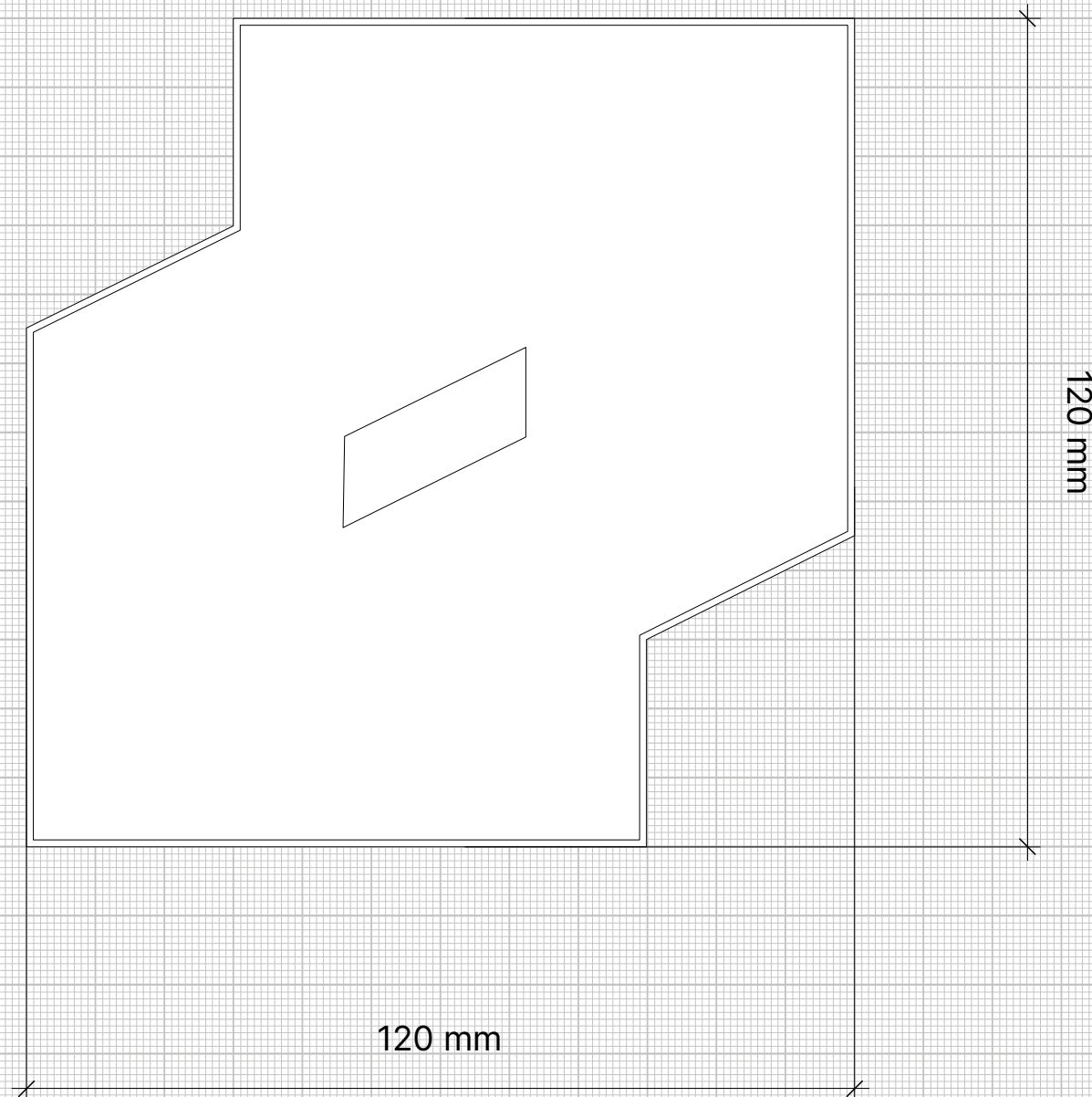
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**THE NEW PLH SHOW-ROOM
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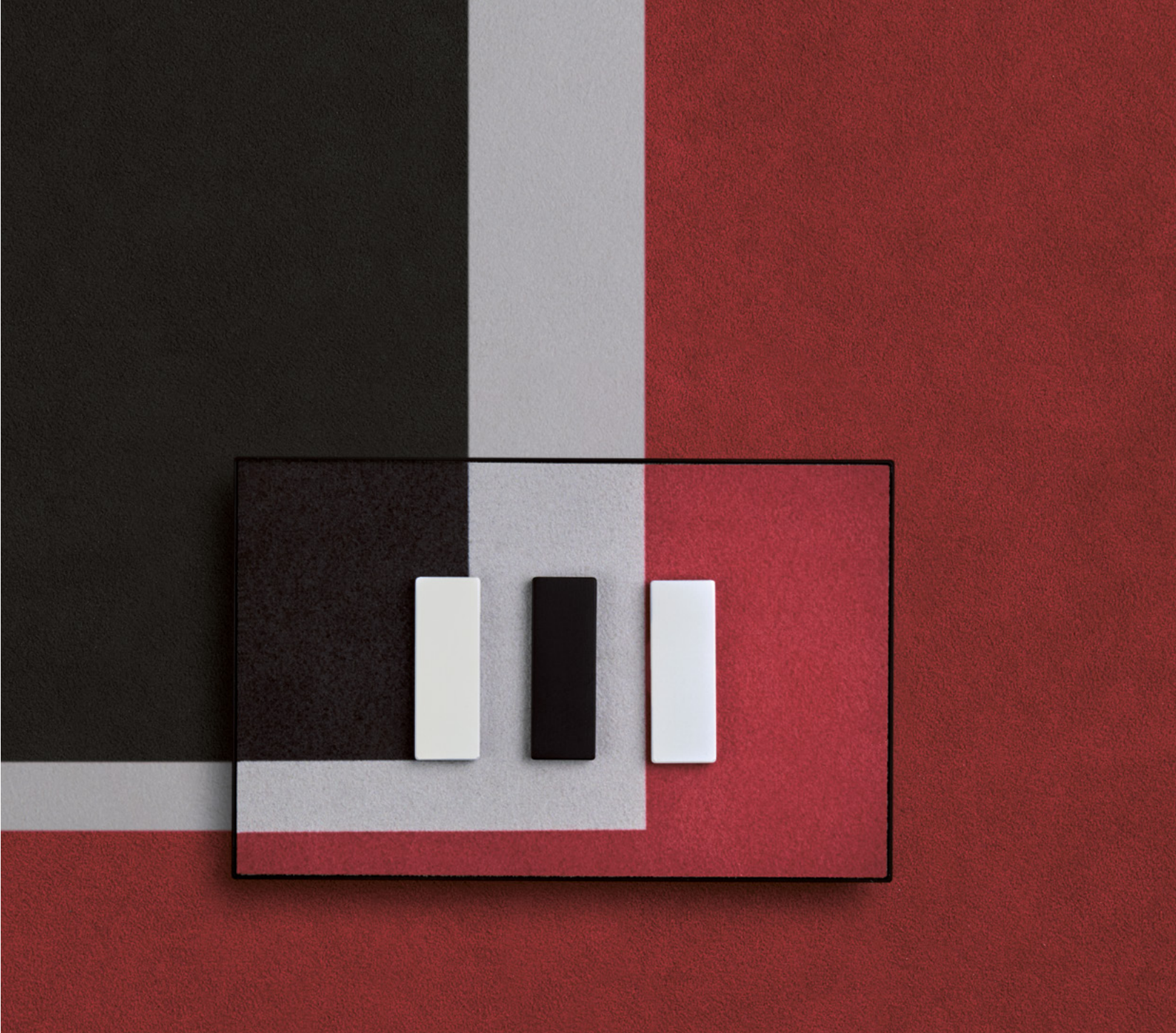
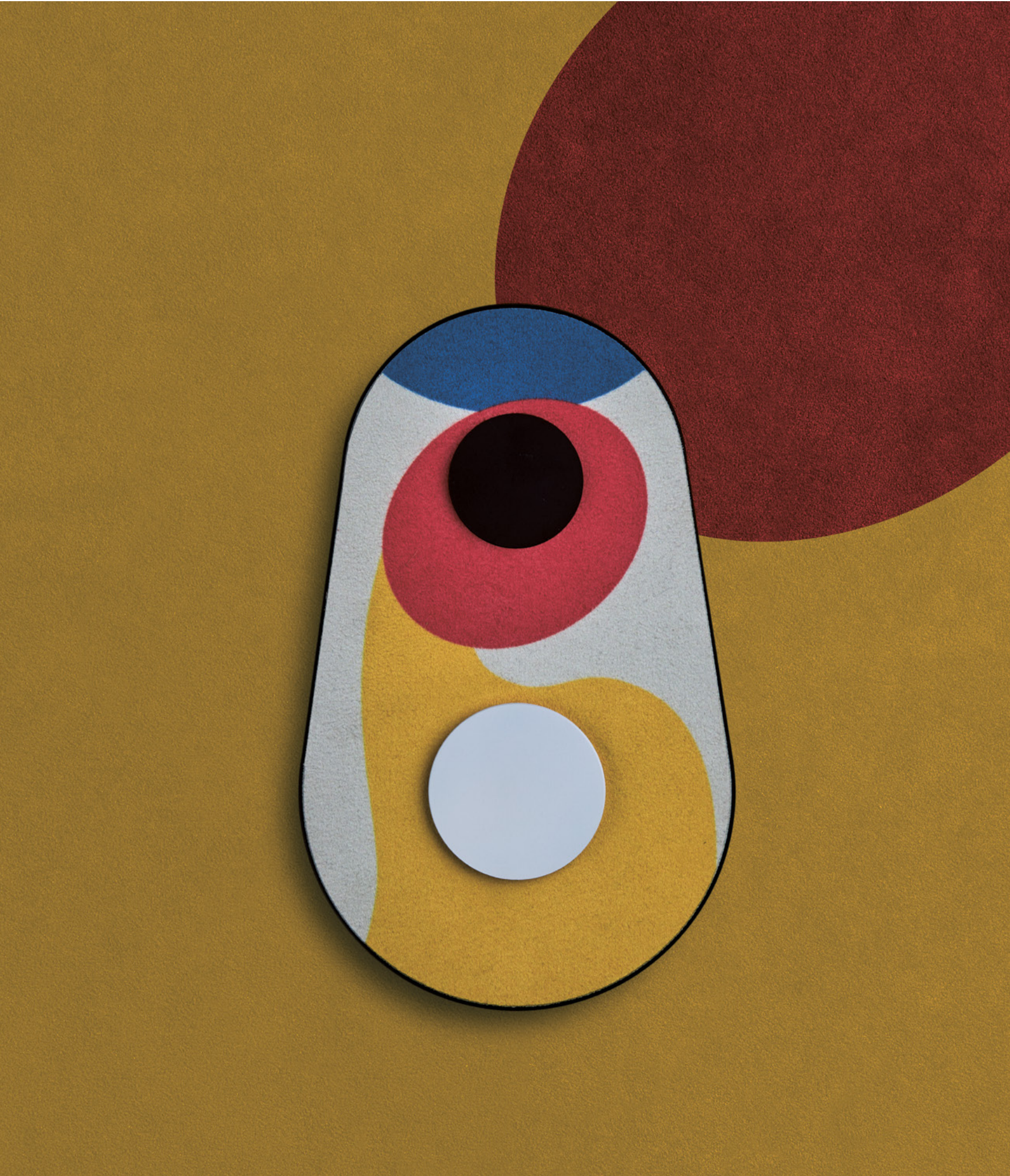
Project manager: ENRICO CORELLI	PLH is an Epic srl brand. 2020 epic srl, all rights reserved. Via F. Primaticcio, 8 20146 – Milano, Italy. T. (+39) 02 48370030 F. (+39) 02 41291000	All trademarks belong to their rightful owners; brand names, logos, product names, trade names, co-owners and company names mentioned are trademarks of the respective owners or trademarks or registered trademarks of other companies have been used for explanatory purposes only, without any purpose of violation. Of copyright rights in force.
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As in fashion: paper patterns from the PLH Skin-Geometries capsule collection.

PLH meets ALCANTARA

AT THE MILANO DESIGN WEEK HAS DEBUTED THE PROGRAM OF COLLABORATIONS “PLH MEETS...”. FIRST PARTNER: ALCANTARA, THE ITALIAN BRAND THAT PRODUCES THE TEXTILE MATERIAL OF THE SAME NAME. THE RESULT OF THE COMBINATION IS A SERIES OF INNOVATIVE PRODUCTS DRESSED IN ALCANTARA® REVISITED IN GEOMETRIES AND COLORS. IN THE SIGN OF ART AND FASHION.



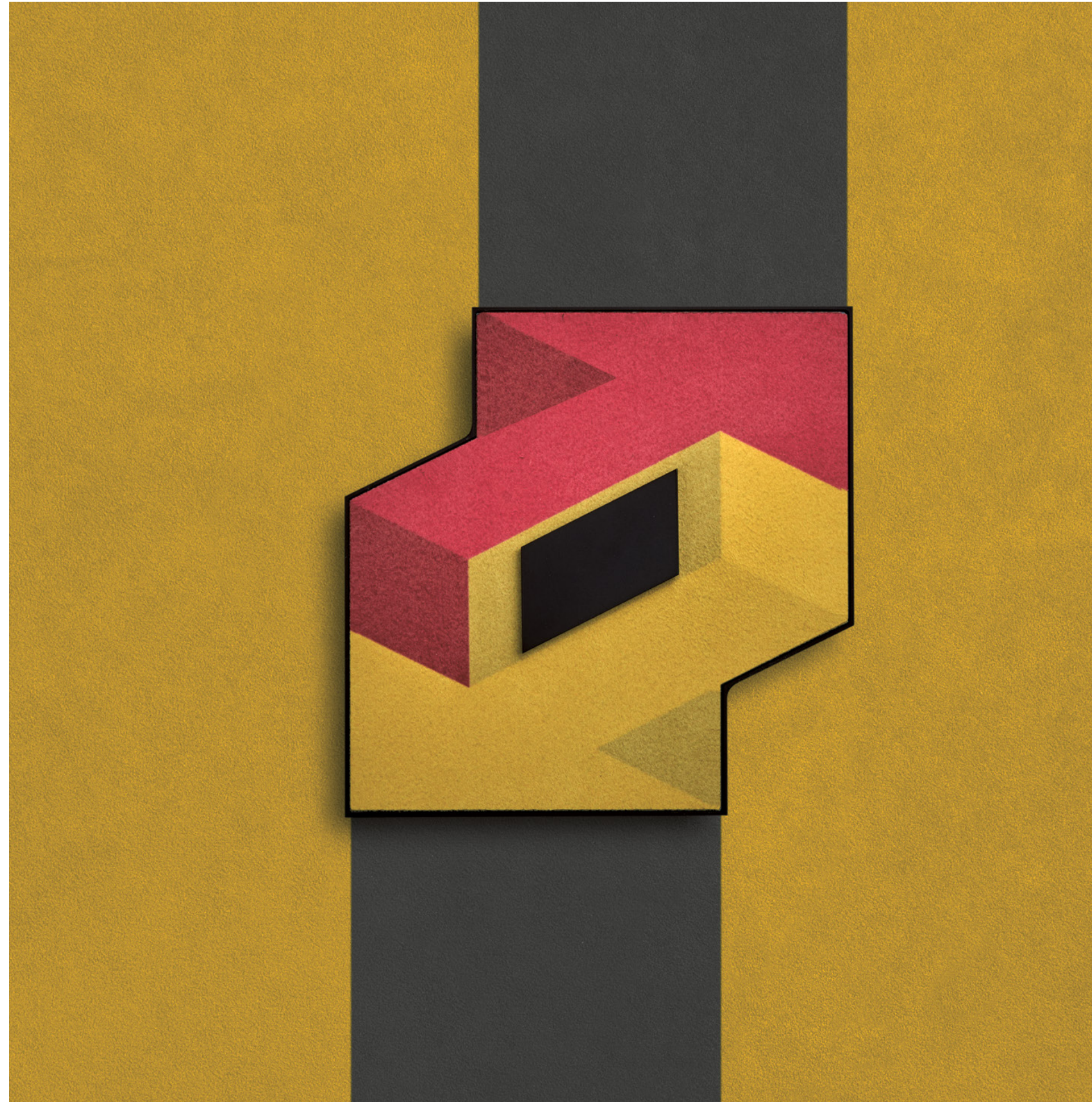
HERE AND RIGHT: Skin versions with decorative Alcantara® insert: geometries, colors and keypad, a new design is born.

OFTEN, ALMOST ALWAYS", recounts Enrico Corelli, "we explore new forms, processes, treatments, and finishes. As the founder and Ceo of PLH, when I look at what we've accomplished over the years, I feel it's time to go beyond, to dare something we've never tackled before. It's not a futile exercise, and certainly not an easy one; inevitably, there's risk involved. But taking risks is also the other side of creativity; it's in my nature. Risking with judgment, of course. This year's novelty follows this path. It doesn't propose a new electric control panel; instead, it introduces a program, a way to reinterpret some collections through collaboration with another brand. We've called it 'PLH meets...' and it's an implementation of the aesthetic aspect underlying the Skin collection, namely the 'dressing' of the shell with a decorative element – provided by leading design brands of materials – metal, leather, natural stones, even wood or stoneware, inserted into a precisely milled depression of the chassis. 'PLH meets...' doesn't just work on the Skin plate and its

decorative insert – although we certainly have something to say about those too – rather, it aims to broaden the partnership activity to other product lines of the company by approaching materials even beyond its usual range, and consequently developing ways to understand and master techniques and materials that could lead to new products, new objects, new visions, tomorrow or even today. In this perspective, the contact with the collaborating brand loses its occasional nature to become a true encounter, a strategic, synergistic relationship, inherently inspirational, deliberately designed to last over time. Where we exchange know-how and experiences for mutual enrichment".

In this debut of "PLH meets..." the first collaboration involves Alcantara. "PLH meets Alcantara", therefore. Alcantara is a brand, a company, and a material 100% Made in Italy, the result of a unique and proprietary technology: an absolutely avant-garde material, unique, highly resistant, versatile, which over time has proven exceptional in many fields, from car interiors to fashion, from interior →

The DDD Capsule Collection: shapes and colors inspired by the Op Art of Victor Vasarely.



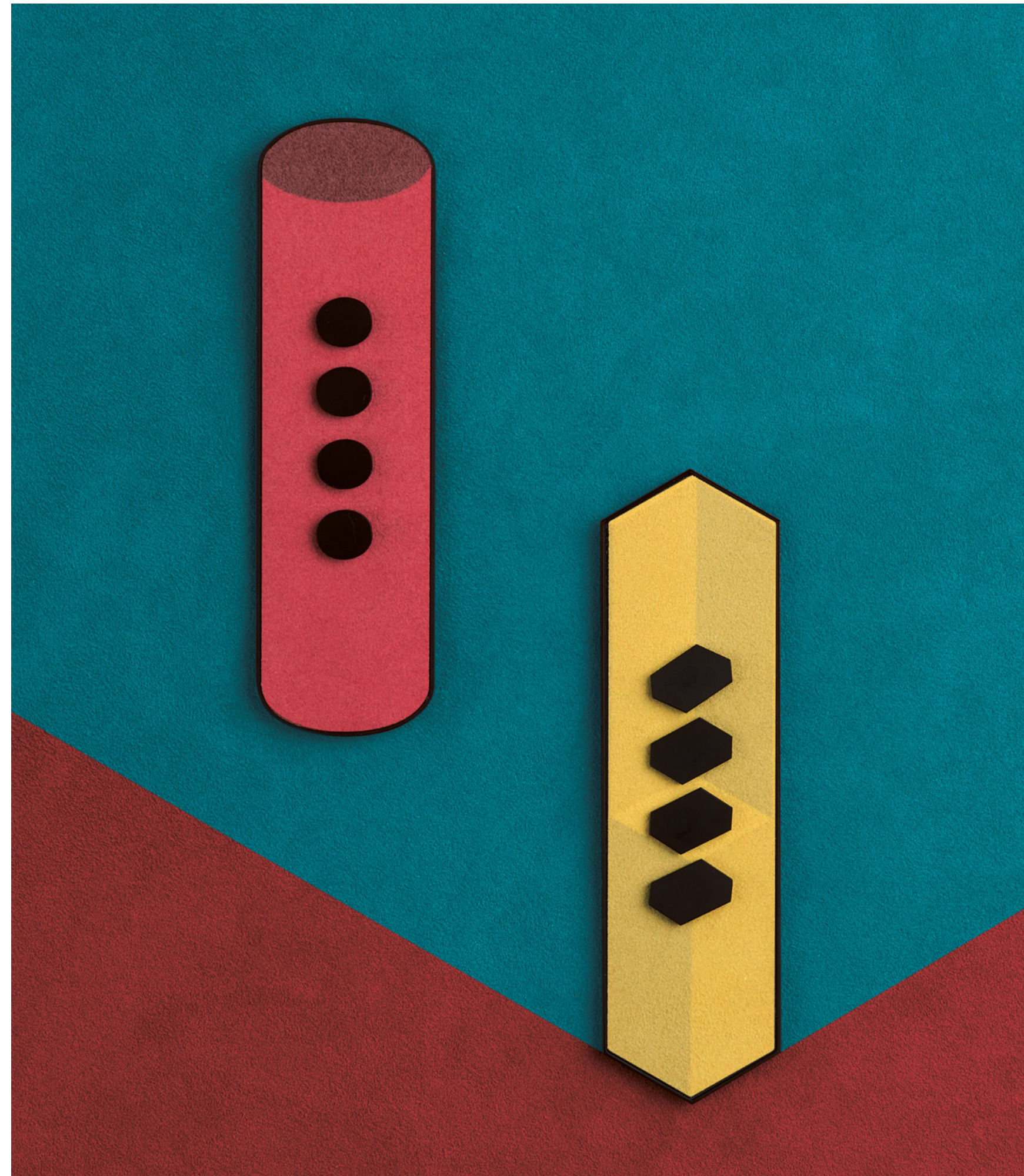
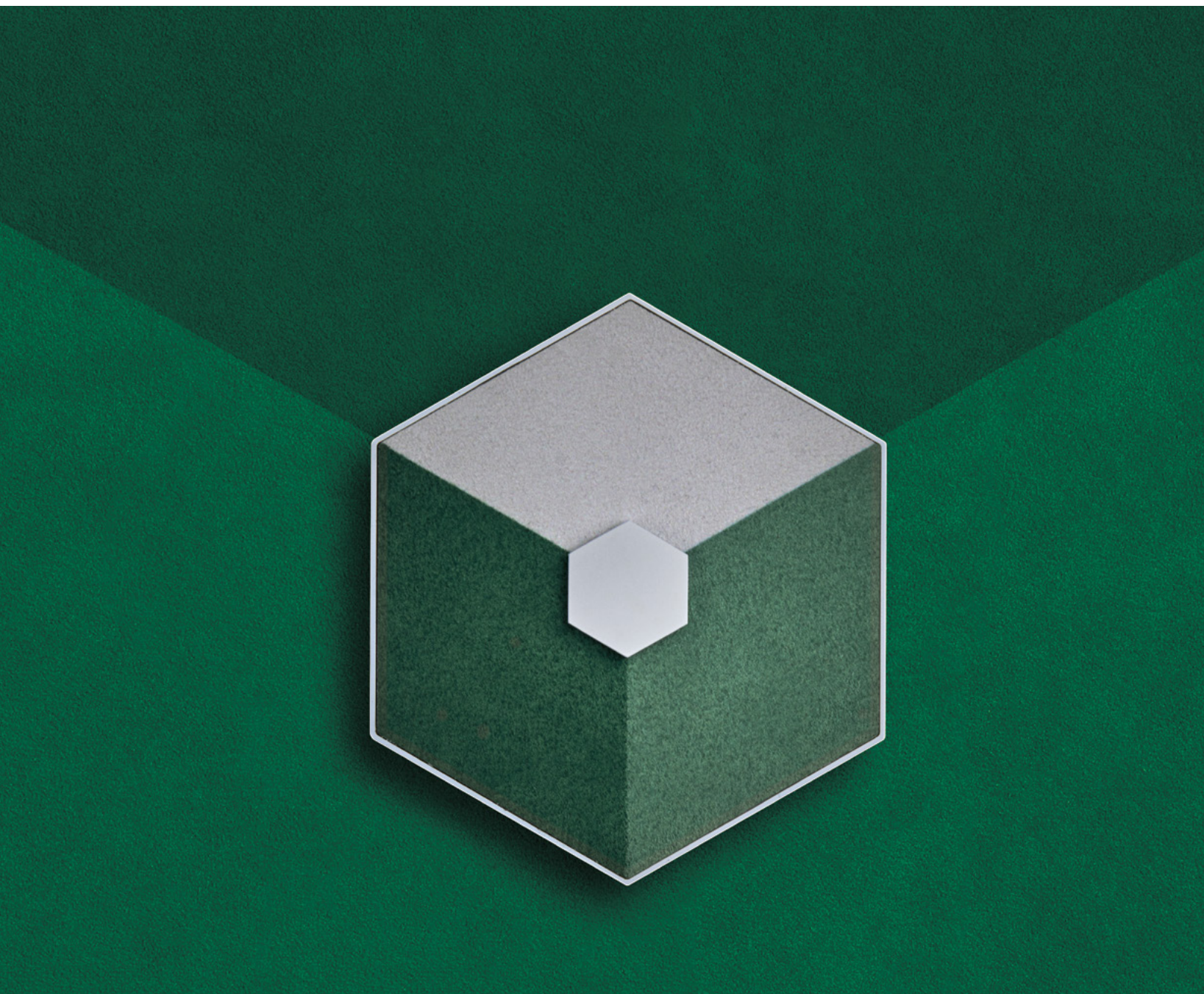
→ design to consumer electronics. "Precisely this, its versatility of use, intrigued me", explains Corelli, "Alcantara® remains more or less unchanged despite even severe use. This made us reflect. The control panel, in fact, undergoes significant wear, and decorating or covering it with such a resistant material means giving it a new life. An added dimension. And the fact that the brand is a true excellence in Made in Italy, well, that provided us with an additional reason to choose to try using its materials on our products".

The combined effort between the two brands has moved in the direction of generating ideas and development inspirations, essentially, capsule collections, combining shapes, geometries, and objects in the perspective of pure experimentation. As an initial stimulus, the Skin control plate was taken, giving life to a line called Skin Geometries. By employing the technique of printing on a neutral base, we managed to create a series of plates, including buttons, of great visual and emotional impact, characterized by chromatic and decorative circular and orthogonal patterns inspired

by abstract art – one thinks of Delaunay, Josef Albers, Kenneth Nolan, Carla Prina, Lucio Fontana, Damien Hirst – reflected on chassis geometries, some of which are unprecedented for PLH: in addition to the square, rectangle, and circle, there are also the octagon and the ovalizing type "like a drive belt." A combination of features that multiply its customizability, a cornerstone of PLH's commercial and product strategies.

The collaboration with Alcantara also involved the Slim collection, for which laser cutting techniques in full color and textile heat sealing were employed, giving character and volume to the plate thanks to a sort of stitching along the entire perimeter, skillfully highlighted. New in this solution is also the treatment of the buttons characterized by linear and punctiform shapes, prompting us to baptize the series Slim Morse, evoking the famous telegraphic alphabet based precisely on the encoded alternation of dash and dot to form words. The final chapter of 'PLH meets Alcantara' 2024 is titled DDD – meaning 3D in the sense of the three-dimensionality →

BELOW AND RIGHT: more examples of optical, illusionist and fahsion decorations experimented with in the DDD capsule collection.



→ of objects – and concerns a series of products in which decorative patterns printed on a neutral base evoke the optical illusions of Victor Vasarely or M. C. Escher. Displaying geometries and perspectives, volumes and trompe-l'oeil projections that perceptually suggest impossible constructions, their appearance changes depending on the point of view.

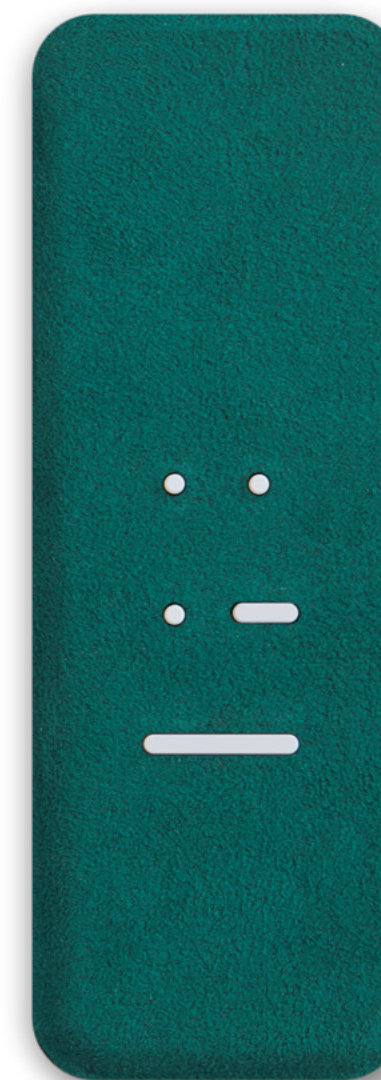
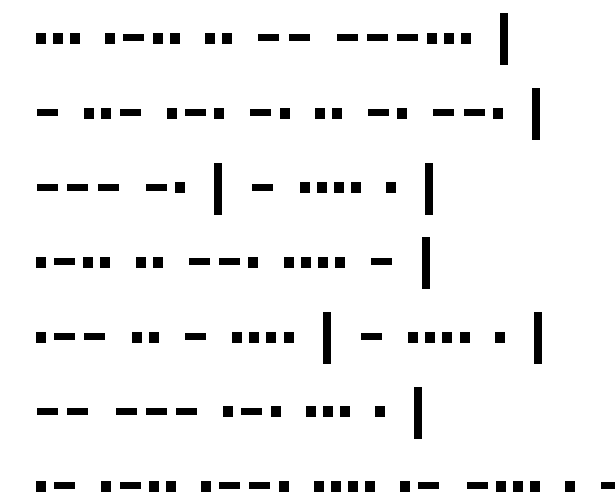
In the metaphysical environment of the b.box, the Belcanto sound system is showcased, specially presented in a 'dressed' version. Its components, including the subwoofer, amplifier, and speakers, partially modified in their profiles and with the addition of a new element called Podio, are adorned with Alcantara®, giving them an extraordinarily sculptural and elegant look. This new covering is designed with the broader perspective of extending the boundaries of material usage.

Corelli states: "So far, the collaboration has proven very fruitful for both brands. Alcantara has guided us with great expertise in choosing the most suitable material and aesthetic solutions from their extensive catalog for the projects we had in mind. As for us, working with them has led us to discover and understand a special material of remarkable versatility, with a very pleasant feel and great promise for our products. Using Alcantara® prompted us to experiment with entirely new processes for us, like textile heat sealing, which is complex to execute but highly effective aesthetically. Thanks to Alcantara, we also had the opportunity to explore new shapes for the plates, including elliptical, hexagonal, and octagonal forms, as well as more irregular designs. For Skin, we were able to explore palettes, decorations, and textures inspired by abstract art and the fashion of the 1960s and '70s, while for the DDD Capsule Collection, the main references were the disorienting Op Art of Vasarely and the graphic illusionism of Escher. Art, material, and function form a trinity that, in this case, has proven immensely satisfying. Working on this project, aside from its artistic and innovative aspects, confirmed my belief that a beautiful product arises more from an idea, a creative flash, a desire to create something new, than from the need to fill a slot in the catalog. However, you need a well-defined goal: if you achieve that, you almost always find the people and partners who help, and in some cases guide you, to reach it".

A complex and courageous project, "PLH meets Alcantara" once again certifies the Milanese company's inclination to venture into at least partially unknown territories where, to navigate, the only valid tool is to rely on its foundational values: quality excellence, continuous innovation, attention to detail, research, experimentation, great imagination, an open and curious mindset that prioritizes creativity, and the contribution of a small, cohesive, highly competent, and brilliant team driven by a shared sense of the company's well-being. "Only by relying on such principles and strengths do I believe it is possible to achieve the goals we set and overcome the challenges reality presents to us. And always be ready and eager to "go beyond", concludes Enrico Corelli.

ON THE PAGES: this experimental series with a vaguely 3D effect, created by fully covering the Slim plate with Alcantara® material heat-sealed at the edges, is called Morse because the buttons are inspired by the Morse alphabet signs.

Slim: turning on the light with the Morse alphabet.



WE ARE PLH!

EYES ON ME: IN THE NEW ADV CAMPAIGN OF PLH PROTAGONISTS ARE THE INTENSE AND SINCERE LOOKS OF THOSE WHO WORK IN THE COMPANY. THEY SAY MUCH MORE ABOUT PLH'S VALUES THAN A THOUSAND WORDS.

D

uring the Milan Design Week 2024, PLH launches an absolutely innovative and surprising advertising campaign in which women and men of PLH speak, recounting the principles that inspire their work.

Close-up of Enrico Corelli, founder and Ceo of PLH, taken by the lens of Alessandro Gaja for the PLH 2024 advertising campaign.

THE NEW ADVERTISING CAMPAIGN BY PLH will debut during the Milano Design Week. The company, founded and led by Enrico Corelli, has always paid great attention to this aspect of its communication, emphasizing the creative element and intellectual stimulation over didactic intention. In this perspective, one should consider the successful series of “diptychs” that juxtaposed beautifully photographed PLH products by Alessandro Gaja with evocative images to weave an emotional liaison between them. The aim, Corelli explains, “was to amplify the visual impact of the control panel or another object, capturing the observer’s attention, instilling curiosity, urging them to question the reason for that pairing and to go further, to discover the essence and secrets of the product. A communicative project that has given us great satisfaction.”

The new campaign, “PLH Values,” goes even further in this fascinating game of mirrors. It is a bold challenge to the fundamentals of marketing. “The will that moved us,” recounts the patron of PLH, “was to ‘show our face’. To show what and who is behind the scenes. That is, who we are, who are the people contributing to the realization of our products, each bringing their own skills and enthusiasm, each representing the company values, namely quality excellence, continuous innovation, research, experimentation, attention to detail, great imagination, an open and curious mindset that prioritizes creativity. And the team play, that thrives on everyone’s shared feeling regarding the good of the company. With this campaign, we want to underline the human dimension of PLH.”

And indeed, PLH is much more than an abstract and distant corporate entity that is only identified in products and marketing: PLH is one-to-one contact, it is people, it is individuals, each of whom has the desire and ability to be innovative and establish a human, friendly, and not only commercial relationship with those who choose its collections. To verify this approach, Corelli and his staff, have once again relied on Alessandro Gaja, who has chosen to take a series of intense close-ups in black and white of those who work and bring the company to life, starting with Corelli himself, the patron.





Massimo Colombo prepares the 3D printer for the production of a prototype.

From art to craftsmanship, from virtual reality to Latin wisdom mottos.

Enrico Corelli searches for creative and productive solutions in most diverse fields.

Alessandra Annoni builds the storytelling for each PLH product.

I find inspiration in every corner,
in every detail that Milan offers.

Alessandra Annoni



ABOVE: the first three protagonists of the advertising campaign "The Values of PLH": Enrico Corelli, Alessandra Annoni, Massimo Colombo.

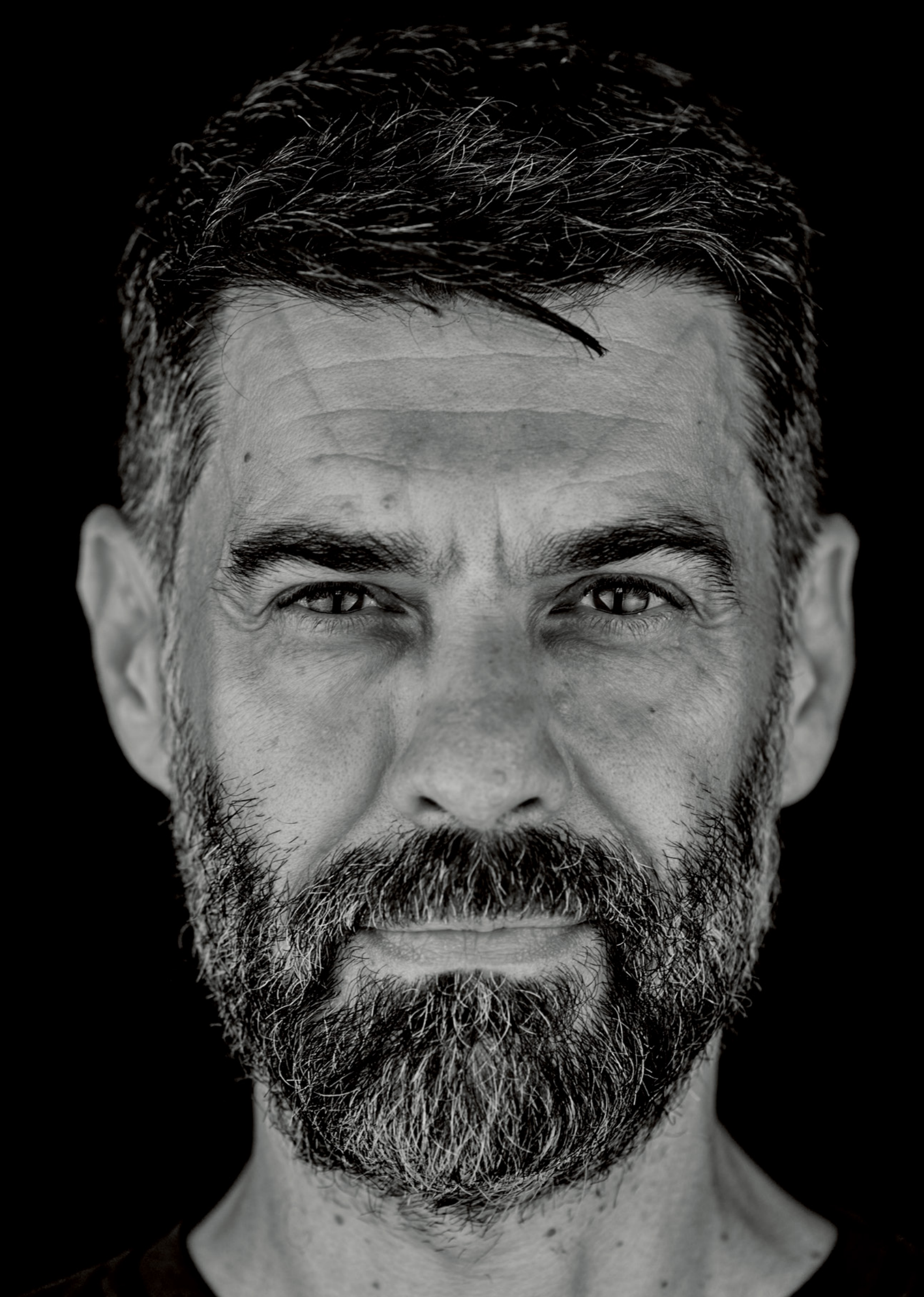
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very little element
contributes
to the success,
of our product.

Enrico Corelli, Ceo of PLH

Omar, in charge of set-up of CNC machine tools.

→ To reinforce the individual and collective sense and feeling of the image-message is the claim “We are PLH. And I am...”, followed by the name of the portrayed character and a “biographical” hint at the role and tasks performed by them in the company. In the absolutely minimalist print advertisement – but the promotion will also run on Instagram, X, Meta, YouTube, and other social platforms –, there is nothing else but the PLH logo, the established company motto “devices with soul,” and a QR Code that links to a series of short videos, in which the portrayed woman or man reveals a bit about themselves, who they are, what they do, and how being part of a special group of people like the one that characterizes PLH is synergistic, rewarding, and leads to virtuous client-friendly attitudes.

An absolutely unusual advertising campaign, which aims to stimulate the reader’s curiosity and has all the communicative potential to open up new media horizons and become a reference. In an increasingly virtualized and immaterial world, people have an extreme need to know the true face of reality, which is what and who is behind what they purchase.



PLATES ON PARADE

INGENIOUSLY CUSTOMIZED, PLH'S MAKEUP, SKIN, SLIM, NEO AND BELCANTO SYSTEM SOUND COLLECTIONS WERE THE GUEST STARS OF TWO SUCCESSFUL EXHIBITIONS DURING MILAN DESIGN WEEK: "MATERIAL HOME" PRODUCED BY ELLE DÉCOR, AND "THE ARCHITECT'S HOUSE" PRODUCED BY MARIE CLAIRE MAISON.

Camouflages

Built in the 18th century upon Felice Soaves' project, Palazzo Bovara has been, during the Napoleonic period, the French embassy headquarters in Milan, welcoming also the great writes Stendhal. Here the setup of the "Surfaces" room, one of the seven living environments, created within the "Material Home" exhibition, curated by Elle Décor on an Elisa Ossino Studio project. In the foreground, the lighting is ruled by the custom PLH Neo plate, wood coated in Walnut Burl by Alpi, which camouflages with the burl covering of the wall.



In the 18th Century Palazzo Bovara materials sketch scenarios for the future.



To illuminate the Palazzo

ABOVE: the "Surfaces" room setup of the Material Home exhibit. In the foreground, Skin round control plates, painted base and button, with a DeCastelli metallic decorative insert in brushed Stainless Steel M11.
TO THE LEFT: single-function Neo, 20mm in diameter and 5mm thick, in chromed aluminum.

AT THE RECENTLY CONCLUDED Milan Design Week 2024, which saw a staggering success with a 17% increase in attendance over 2023, PLH was a key player in two major Fuorisalone events produced respectively by Marie Claire Maison and Elle Décor, leading magazines in the fields of furniture, design and lifestyle. Marie Claire Maison chose the halls of the Modern Art Gallery-GAM in Milan's 18th-century Villa Reale to stage the multi-installation "**The Architect's House**", a project signed by architect Francesco Rota. Inspired by the neoclassical context of the Villa, →



Cementitious
Texture

Material Home Exhibit: in the 'Dust' installation, four custom Neo plates, 20mm in diameter, 5mm thick, in Sikkens-coated aluminum. Each serving a single function.



Tailored Solutions

AT THE TOP: Material Home exhibit, "Organic" setting, MakeUp round control plates with a circular button in stainless anodized aluminum. ABOVE: in the "Dust" room, Skin round plates, painted aluminum base and button with a decorative insert in Cimento. SIDE PAGE: Material Home exhibit, "Soft" setting, Skin round plate, painted aluminum base and button, with a decorative insert in Superclassica Riviera Beige ceramic by 41zero42.





→ the renowned Milanese designer envisioned a series of rooms furnished not in a “showroom style,” but rather as if ready to live in. He explains: “My vision of interior design is guided by the desires, needs, preferences, passions, and sometimes even whims of the client. The architect shouldn’t play the star, imposing their aesthetic language with ‘cookie-cutter’ projects that are always the same. Instead, they should be a skilled interpreter of the client’s thoughts, able to mediate between dreams and reality, tailoring a living space to fit the client perfectly while leaving their own ‘signature.’ In this case, the architect, or rather the interior designer, and the client were one and the same, allowing me to indulge in personal satisfaction by creating an ideal version of my home, adapting styles, furniture, and accessories to the magnificent backdrop of the Gallery and the artworks displayed within”.

For the setup, in addition to using numerous pieces of furniture and objects designed by his studio, including the kitchen, Rota had the opportunity, thanks to Marie Claire Maison, to collaborate with the best brands in the industry. “Among these,” he notes, “a special mention goes to PLH and their products, small if you will, but unmistakably attention-grabbing. I had previously worked with the company and its CEO, Enrico Corelli, on a project at the Teatro degli Arcimboldi, where I came to appreciate their flexibility, their willingness to meet your design needs, and their extraordinary readiness to customize their control devices, which stand out for their aesthetics and technological innovation. Shape, color, materials, finishes and treatments, the composition of the switch panels, the decoration of the chassis, the symbols on the buttons to facilitate function comprehension, everything can be customized to meet the user’s needs. In this case, we used the Neo collections, which, consisting of a simple round shape (but with at least three functions!), allow for non-linear

→

Among different eras and styles, PLH plates are at ease.



In the spirit of the architect

TO THE LEFT: Villa Reale in Milan was inaugurated in 1796, designed in neoclassical style by Leopoldo Pollock at the behest of Count Ludovico Barbiano di Belgiojoso. It houses the Modern Art Gallery-GAM, where Marie Claire Maison organized the “The Architect’s House” exhibit for Fuorisalone 2024, designed by Francesco Rota. Here, a PLH MakeUp control plate in anodized bronze aluminum, with four buttons and explanatory engravings.

Table Controls

The kitchen was one of the three environments that composed "The Architect's House", designed by Francesco Rota based on his personal preferences.

Here, he employed single-function Neo controls in natural tumbled brass, protected with engraved function indications. Diameter 29mm and thickness 1mm and 5mm.



“For the architect PLH is an ideal partner”.

→ configurations. MakeUp commands can even activate music and news radio for an awakening, in my point of view, from a fantastical perspective; and then there's Slim, surprising with its unusual elongated form. And let's not forget the Belcanto sound system, an extraordinary invention, a miniaturized hi-fi setup with exceptional sound quality, all controlled by a simple control plate. And with a remarkable aesthetic. As expected, PLH proved to be the ideal partner". The **"Material Home"** exhibit, produced by Elle Décor Italia within the magnificent interiors of Palazzo Bovara, also explored the themes of living and lifestyles, but from a different perspective. It presented an immersive, sensory journey that delved into material in all its forms: after passing through the Alchemy room, designed as a materials library—a sort of physical introduction to the theme—visitors traversed seven thematically diverse environments named based on the type and qualities of the material that dominated the space: Dust, Surfaces, Marble in Movies, Reflections, Soft, Organic, Chromatics.

Elisa Ossino, founder and owner of Elisa Ossino Studio, responsible for the concept and design of the exhibit, explains: "Whether rough or soft, heavy or light, organic or sensual, the materials used in architecture have a significant impact on the use of spaces and interior design projects. For many years, I have been conducting research aimed at deepening their nature but also pushing their potential, to achieve unexpected results. Even

in an extremely digitalized and virtual world, we have an ancestral need to physically touch and 'feel' objects. We experience this tangibly in these rooms."

In these spaces, light itself becomes material. "We wanted to create 'light accents' to guide visitors from room to room," explains architect Guido Bianchi of Rossi Bianchi Lighting Design. "The choice was to almost completely forego natural light and use only technical or decorative lamps to illuminate objects, furniture, and surfaces, which remain the protagonists: from a lighting design perspective, the common thread is, quite literally, to highlight the materiality. Without sacrificing the element of surprise". Commanding the lights with aesthetically and technically surprising effects were PLH's "devices with soul," one of the many top-tier Italian companies that contributed to the exhibit's realization. In particular, depending on the environments and associated themes, Elisa Ossino and PLH chose, with appropriate customization, the Neo lines (in Sikkens-painted aluminum and chromed brass), Neo Custom with Alpi wood veneer; and Skin, in round versions with decorative inserts in cement composite Cimento, brushed stainless steel by DeCastelli, non-woven fabric by Slalom, Superclassica Riviera Beige ceramic by 41zero42, and eco-friendly lime and hemp composite by Edilcanapa. Classics and novelties refined and installed with the inventiveness, pursuit of beauty, and meticulous custom detail that are hallmark traits of PLH.



Photo Pirate Penguins Andrea Bonetti



The Importance of Symbols

PREVIOUS PAGE: The Architect's House exhibit, custom Slim control plate in natural tumbled brass, protected, with three rectangular buttons with engraved function indications.

IN THIS PAGE, AT THE TOP: The Architect's House exhibit: above, custom Neo control with three functions (push and right/left rotation), 29mm diameter, 10mm thick, in red anodized

aluminum, with function symbol; below, custom Neo control with three functions (push and right/left rotation), 29mm diameter, 5mm thick, finished in green painted aluminum, with function symbol. ABOVE: The Architect's House exhibit organized and curated by Marie Claire Maison: project and setup for the bedroom by architect Francesco Rota.



Stylish & functional

The Architect's House Exhibition. To conform to the elegance of the bathroom in the master suite, Francesco Rota wanted to install, on a Mono chassis in Cerakote Defense Blue painted aluminum, a three-function, 29mm diameter, 10mm thick Neo control in black anodized aluminum with engraved function indication; a Speaker grille in black Cerakote painted aluminum; and a black PLH socket with USB C connection.



IN OUR HOME

A NEO-INDUSTRIAL MINIMALISM CHARACTERIZES THE PLH “SECOND HOME” DESIGNED FOR SHOWCASING THE BRAND’S PRODUCTS AND ALSO FOR HOSTING CULTURAL EVENTS THAT OPEN THE PLH WORLD TO NEW INSPIRATIONS.



ABOVE: detail of the industrial-style metal staircase connecting the ground floor to the mezzanine.

PREVIOUS PAGE: an original architectural element preserved evokes the era when the building housing the PLH showroom was constructed: the early 1900s.

SIMPLE AND INGENUOUS DISPLAY SOLUTIONS
THAT EMPHASIZE THE NARRATIVE OF PLH'S
PRESENT AND POSSIBLE FUTURE. INCLUDING
ALSO WORKS OF ART.

OFFICIALLY INAUGURATED A FEW MONTHS AGO with an exhibition by the Parisian artist Damoon, the PLH showroom is now a perfectly functioning communication mechanism. Here, the company founded and led by Enrico Corelli tells its story, sharing the myriad technological and cultural curiosities that form the basis of its products and their customized variations. Bright and candid, essential in architecture, and rational in its layout, the showroom opens onto Via Voghera with a colorful mural, still in progress, by the artist Pablo Pinxit, and a transparent portal and generous windows that allow for a first visual reconnaissance from the outside. It is a two-level space created from the careful reform of an early 20th-century industrial workshop, which still exudes a “archaeological” charm thanks to the presence of period details like traces of a crane or the original pipes and faucets preserved (and still functioning) in some corners. On the ground floor, there is a large area (70 square meters) dedicated to displaying the company’s collections, new products, and those already in the catalog, also ready to host special setups like those during the Milan Design Week or similar events. Its volume can be scenographically configured at will, thanks also to the ability to hang movable and rotating panels from the ceiling.

Also on the ground floor, with strong appeal, is a mysterious “black cube” aligned with the entrance. This is b.box, an evocative space designed to explore worlds not necessarily akin to that of PLH through the production and realization of art – the first, as mentioned, was dedicated to Damoon – and design exhibitions, events, meetings, and conferences, generally open to realities different from PLH. A typically industrial metal staircase then leads to the mezzanine, which covers a surface of about →

BELOW: the large ground floor space intended for displaying PLH products. The paneled wall conceals the service spaces. ON THE RIGHT: a glimpse of the same environment. On the left, a work by the Parisian artist Damoon. Her exhibition was the occasion for the official inauguration of the showroom.





A WELL-EQUIPPED WALL HOUSES THE LIBRARY
OF PLH MATERIALS SELECTED FOLLOWING
THE MOTTO OF FAMOUS GERMAN DESIGNER
DIETER RAMS: “LESS BUT BETTER”.

IN THESE PAGES: glimpses of the showroom. The industrial-style metal staircase that connects the ground floor to the mezzanine; the audio system that provides the ambient soundtrack to the exhibition space; viewed from above, tables that recall the shapes of PLH plates and buttons.

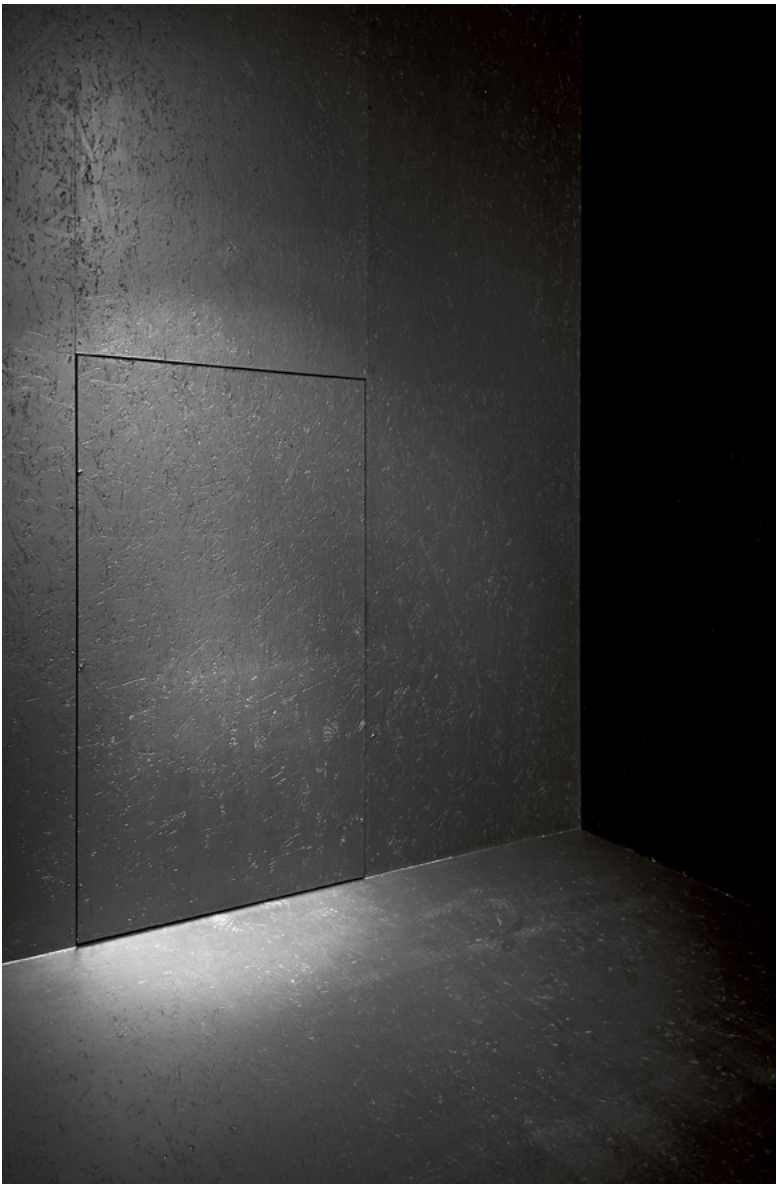
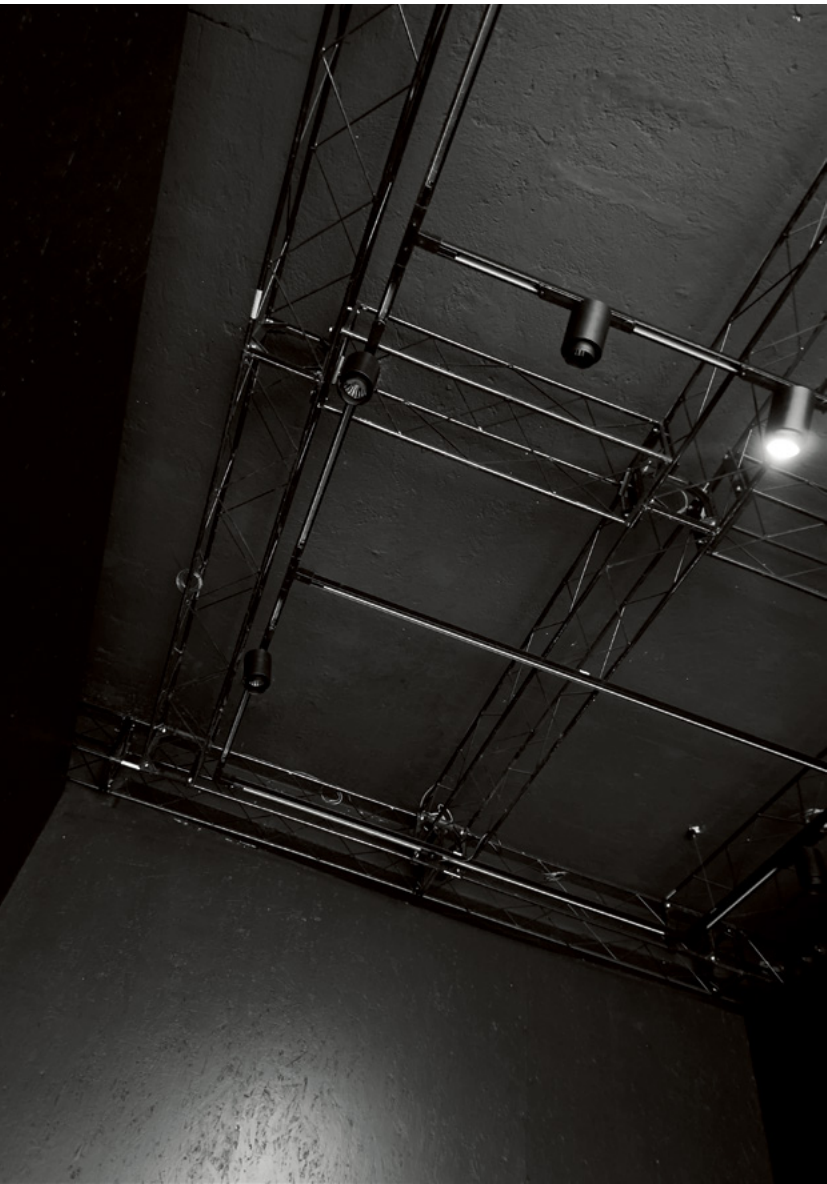


FURNISHINGS THAT FAVOR ABSTRACT LINES:
CIRCLES AND OTHER GEOMETRIES INSPIRED
BY THE SHAPES AND COLORS OF PLH PLATES.



→ sixty square meters. Here, a materials library has been organized that, on a suitably equipped wall, neatly displays the many materials, numerous finishes and treatments, color palettes, various shapes of chassis, and compositions of control panels, all elements that allow PLH to customize its control plates and related accessories to the extreme.

Following is a “large table” with an interactive display of PLH products and components, a useful feature for conducting meetings with architects and clients, as it allows them to appreciate the aesthetic and functional characteristics in concrete. To conclude, a lounge for commercial negotiations, technical conversations, or a relaxing break. “After the historic headquarters on via Primaticcio 8 in Milan, the showroom,” says Enrico Corelli, “is our second home. Here we try to share with those who want to know us or are already loyal all aspects of the PLH world. It is not just about control plates, projects, processes, marketing, and everything else related strictly to business activities, but also about excursions into other territories of material and immaterial culture to develop lateral thinking that will then give a boost to what we do best. In this way, I am convinced that the attention of the media and people on the showroom’s activities will be constant, consequently promoting an ever more widespread and conscious knowledge of our company; of our being different and, I hope, always one step ahead.”



ABOVE ON THE LEFT: the ingenious metal sled that supports some light sources for the illumination of b.box. ABOVE ON THE RIGHT: the “dark room” b.box designed to host art, design, technology, and high craftsmanship exhibitions, as well as events and conferences.

“OUR NEW SHOWROOM IS NOT JUST AN EXHIBITION SPACE. IT IS A PLACE TO MEET, TO HAVE A DRINK WITH FRIENDS, TO ADMIRE PLH NOVELTIES AND BE SURPRISED BY THE CONTENTS OF THE B.BOX. COME VISIT US!”

ENRICO CORELLI, Ceo of PLH

PLHITALIA.COM

