

PRESS RELEASE - TDW TEGERNSEER DIELENWERK
SALONE DEL MOBILE 2023 – BRERA DESIGN DISTRICT – FUORI SALONE

FOR ALL PRESS ENQUIRIES - sfm@tdw-woodconnection.com



TDW - Tegernseer Dielenwerk

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[@tdw.tegernseerdielenwerk](https://www.instagram.com/tdw.tegernseerdielenwerk)

A German company with a bespoke approach for superb wooden flooring, interior elements with supreme in-house manufacturing.

Creative craftsmanship with the highest quality standards

A Bavarian manufacturer of natural wooden floors based in Miesbach, Germany, fulfills all needs related to natural flooring and interiors for individual design ideas with exclusively made-to-measure products based on individual customer requirements.

TDW is specialized in creating high-quality natural wooden floors and other innovative room elements with great attention to detail, and a bespoke approach of traditional craftsmanship. The natural texture and long service life of the premium products - all "Made in Bavaria" - also give the manufactory numerous plus points in terms of sustainability. Not only the natural material wood itself plays an important role in the company's eco-balance: only natural, oxidatively hardening oils are used for the floorboards, which penetrate the wood with oxygen and protect its surface sustainably from the inside. The result is a natural texture that has a positive effect on the overall indoor climate. This creates a very special feel-good ambience, for which the top-class natural wood floors from TDW - Tegernseer Dielenwerk are known worldwide.

With passion and vision to the goal

The recipe for success of the company, which was newly founded in 2021, lies in many years of experience and passion for wooden floors. This is preceded by the vision of an artist and doer: Markus Schober who invented and introduced the room-long "Schober-Diele", which is continued and developed today as the "TDW Tegernseer Diele" in lengths of 5 to 14 meters and 16 basic colours for the highest demands.

#TDWWOODCONNECTION x FUORI SALONE 2023

A project created by **M13 Studio** under the Creative Direction and Project Management of *Sara Felice M* and Architect *Christopher Ward*.

A collective and sustainable space to bring foresight of our new future and an avant-garde design concept using the oldest natural material wood. An arena to connect with the city values and design, showcasing creative and innovative ideas inspired by wood and the chance to translate today's challenges into opportunities for tomorrow. From material innovation to circularity with a focus on new ways to involve and capture the interest of the new generation as a cultural project.

PRESS DAY - Monday 17 April | 10am – 7pm

WE (RE)CONNECT - Tuesday 18 April | 10am – 7pm

A day to reconnect after the pandemic. A day for visitors to visit the installation freely.

WE REGENERATE - Wednesday 19 April | 10am – 7pm

THE BIOPHILIC WOOD CONNECTION PROJECT

A concept based on the interaction between plants and wood and how plants integrate into the project and their multisensory connection with wood. A Multisensory experience of connection to nature in a highly urbanized context as Milan.

A collaboration by Clorofilia, founded by Niccolò Banfi in collaboration with Rita Trombin, an Environmental Psychologist and Biophilic Design Expert who is on a mission to reconnect people with nature, especially in urban and indoor spaces, where the majority of the world's population spend 90% of their time. A project to leverage the innate human attraction towards nature and to generate psycho-physical well-being by satisfying the innate need for nature and its regenerative properties, and generating an emotional bond with the installation itself (biophilia).

The installation will be accompanied by a speech focused on the psycho-physical effects of wood, on sustainability and deforestation to stimulate the naturalistic intelligence of the participants. By the end of this immersive and regenerative experience, participants will have rekindled their senses, mind and heart to the beauty of nature and humanity, and will be challenged in their role as co-stewards and stewards of the planet.

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WE DISCUSS - Thursday 20 April | 11PM & 3 PM

A pause for reflection, a moment of exchange and dialogue, a social area to reconnect.

ALPHABET FOR THE FUTURE – 11 AM

A new curatorial initiative conceived and created by Matteo Cainer

The project was born from the profound need to create a Vocabulary of Change that could effectively address the constantly evolving global crisis. By bringing together the international creative community, of architects, urbanists, designers, thinkers, and innovators, the project aims to transform the current crisis into an opportunity for fostering new lines of thinking and behaviors.

The Social Table will host six architects from all around the world to discuss ideas for the future and to connect wood.

BACK TO THE ROOTS ? – 3 PM

In conversation with Nico Osenstätter, TDW President and Christopher G. Ward, TDW WOODCONNECTION Installation Architect

A stimulating cross cultural conversation that will bring together key individuals to discuss the question - how to design for tomorrow's world with a focus on wood.

An open question that not only looks to inspire, but redefines and challenges designers to focus on how nature can be at the core and root of each practice and why we should focus on a more ecological and resilient building solution.

Matteo Cainer
Matteo Cainer Architecture

"Our vision for the future must grow, nurture and encompass nature and its elements."

Matteo Cainer is a practising architect, curator and educator. Based between London and Milan, he is Principal of Matteo Cainer Architecture, co-founder of the Confluence Institute for Innovation and creative strategies in Architecture in France and director of Architecture Whispers.

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Joaquín Vaquero Ibanez
CLK Architects

"Wood must open a new understanding about how we must face the challenge of production."

Joaquín Vaquero Ibáñez founded CLK architects in 2010 in Madrid. An international architecture office designing projects of very different typologies in different cities around the world. In 2012 CLEVERTECK was founded as a company branch, dedicated to the design of modular and industrialized Architecture.

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India Foster
Shizen Studio

If you work slowly, a story reveals itself. In the burls, patterns and scars, there are memories. Each design is a contemplation of the past and an expression of the present."

India Foster designs furniture and objects for the home under the moniker Shizen Studio, which she founded in 2020. In Japanese, "shizen" means "nature." Inspired by her subtropical surroundings, she works primarily with wood and other natural materials that she has found and reclaimed in Florida. She fashions each piece slowly and intentionally, uncovering the character of the material. Foster accentuates these grains and contours with clean lines and unpretentious shapes. Her organic designs encourage people to appreciate the beauty of the natural world in their everyday life.

With over 15 years as an interior designer at her family firm, Leta Austin Foster & Associates, Foster is known for her sophisticated, timeless style.

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Luca Alessandro Amendola & Gianluca Geroli
SGS Architetti Associati

"Wood is beauty, it is versatility, it is the timeless connection between our past and the next generation."

In 2007, with more than a decade each in different design areas, Luca Alessandro Amendola and Gianluca Geroli founded SGS Architetti Associati in Milan. Two entirely different backgrounds join forces to create something that is not the sum of its parts, but something unique, built upon ongoing, shared influences.

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Julian von der Schulenburg

"Engineered wood products are the materials of the future. Applied in various ways, as finish or load-bearing timber, wood is a renewable resource and powerful alternate to CO2-heavy concrete. It is an ancient building material, familiar to humans throughout history while today's processing methods optimized capabilities. Visually exposed, wood grain patterns carry an unparalleled poetic value when built in space and light."

Julian von der Schulenburg is an independent, award-winning architecture practice based in New York and Berlin. Established in 2007, the firm's work includes residential, commercial and civic building designs and interiors while pursuing a special interest in heavy timber construction and the architectural meaning of space and light.

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Giorgia Longoni
Giorgia Longoni Studio

Giorgia Longoni is an interior architect, her studio develops residential projects, retail concepts, restaurants and clubs all around the world. Passionate and capable in both the conceptual design and the mechanical engineering, she oversees the whole creative and manufacturing process, from scratch to building site, to furniture laboratories.

She designs a lot of bespoke objects for her projects, many of them are collected in the catalogue of her brand, TBL furniture.

Grown up in the Italian furniture and design district around Milano, Giorgia has always spoken the workshop language staying by her father side. The studio is continuously engaged in material and aesthetic research, trying to work with local excellences and with a particular attention on sustainable Processes.

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WE SHARE - Friday 21 April | 10am – 7pm

A day to explore the world of TDW – Tegernseer Dielenwerk & Wood.

10AM – 7PM	TDW Team will respond to any questions regarding wood and the TDW WOODCONNECTION Installation
11AM	NYC ARCHITECTURAL PROJECT PRESENTATION
	By Architect Julian von der Schulenburg
4PM	MODULAR WOOD INSTALLATION - OSS FESTIVAL, ORTIGIA
	A project named ORGANICA by PianoSequenza, designed by Jasmine Di Martino, Luigi Ferretti e Matteo Longhitano in collaboration with M13 x TDW.

WE CREATE - Saturday 22 April | 10am – 7pm

TRACES - A journey to (RE) CONNECT with Nature

A workshop by artist Glenda Costa to take her audience on a passionate journey fusing natural elements. A journey that begins in Sicily with the black soil of Mount Etna and the golden dust from Agrigento in combination with Syracuse lemon leaves and essential oils. Traces, signs and smells are capable of creating connections and ties that are taken into the future using the most ancient and natural material - wood, as a canvas.

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WE LIVE - Sunday 23 April | 10am – 5pm

A day to relax, socialize, reconnect, reflect and share impressions of Salone del Mobile 2023 and the new approach for the future.

#TDWWOODCONNECTION - ARCHITECTURAL INSTALLATION

#TDWwoodconnection Installation is entirely made out of wood. TDW produced the installation in-house in Germany in less than 4 weeks using a total of 311 m2 of wood for stairs, flooring and paneling and 4,5 m3 for the structure. The intrinsic characteristics of the materials used allows the installation to be sustainable and is designed in a way that it can be disassembled and reused.

From the outside the installation resembles a charred wooden monolith with the architectural aspects being designed in a way that it conceals the inside. The two slanted entrances deceive the eye preventing the presence of the main element being perceived, the Social Table.

A LED wall in the slanted entrance projects a video installation #TDWWOODCONNECTION with a fluid, changeable and progressive character produced by M13 by filmmaker Fabio Petronilli under the creative direction of Sara Felice M.

Daily contents will be accumulated narrating the themes of the quotidian Design Week program.

Once inside the installation, the arena development of the structure is visible which surrounds the table. This particular layout allows the possibility to host various types of events for visitors standing, sitting and in motion within the installation.

The interior of the structure is entirely covered in natural oak in contrast with the charred black wood on the outside which is inspired by the ancient Japanese woodworking technique Yakisugi / Shou Sugi Ban dating back to the 1300s.

Sustainability, a theme respected by TDW and part of the brands philosophy had been an important aspect for this collaboration from the very beginning and important for the brand to enter the world of design.

LOCATION – TDW INSTALLATION

#TDWWOODCONNECTION

Chiesa di Santa Maria Incoronata
Corso Garibaldi 116

LOCATION – TDW INNOVATION LAB X M13

TDW INNOVATION LAB x M13 STUDIO

Via Della Moscova 13

*Visit only with appointment - WhatsApp +39 3334067780 / info@mthirteenstudio.com

M13 STUDIO (launch - Salone 2023)

www.mthirteenstudio.com | Instagram: @mthirtennstudio

**As delicacy of our natural surroundings,
Intertwined with the avant-garde will be the success of our fu**

M13 began inevitably as a result of the collective approach and collaboration for Salone 2023.

Sara Felice M was approached by TDW in October 2022 to relaunch the brand in order to shift it towards design and decided to take her long-term friend and Architect Christopher Ward on board as a partner. Together they launched M13.

Accidents, coincidences, and serendipities don't create dreams, but they create collaborations.

Born out of the necessity to look into the future anarchical.

A collective studio.

A fluid and dynamic approach.

A focus on design.

Strong and fresh values for tomorrow.

A studio in 2 locations – Milan, Italy and Ortigia, Sicily

SARA FELICE M

TDW WOODCONNECTION - SALONE 2023 | VP PROJECT & CREATIVE DIRECTOR

M13 | CO-FOUNDER

"The world is ever changing - we can't just do one thing - it becomes static. We need to be versatile. We need to be fluid and in flow."

Encouraged by her upbringing to be open to the world, Sara's keen interest in singular collector items and all aspects of cultures began at a young age.

It was not trend's she followed but her own instincts - and the philosophy of her parents: Experiences are vital because no one can take those away from us.

She has done concept creations and marketing strategies for various brands and projects cross-sector and worked in fashion product development, trend & fabric research for niche luxury brands mainly across Asia and the US. She developed customized private collections for politicians and royal families and creative-directed & co-founded an Art Platform in Dubai. She Launched her own cashmere coat label, a mono-brand as a side project in order to really understand the necessity what small brands need which was presented during London & Paris Fashion Weeks. She developed a private estate in Tuscany 360° and was the first to grow flax (for textile) in the region during the pandemic when professionals told her it is impossible.

She loves to write and off-the-beaten-path travel.

"An adventure is only an adventure if there is a real risk, otherwise it is called: exciting travel. The uncertainty of what will be makes me feel alive"

CHRISTOPHER WARD

TDW WOODCONNECTION SALONE 2023 | ARCHITECT

M13 | CO-FOUNDER

He undertook a Master degree in Industrial Design at Architecture Faculty at the Milan Politecnico University and worked in Milan collaborating with Joe Colombo Studio, after which, he worked with Duccio Grassi Architects Studio in Reggio Emilia, Italy.

In 2012, Christopher Ward Studio was established and today has grown into a team of more than ten collaborators.

Projects range from product design, over commercial to bigger scale architectural projects, with a focus on Fashion Retail Design and high-end residences, which are located worldwide.

From the onset, a definite relationship between Architecture, Interior and Product Design has been a driving force, creating projects with subtle transitions between these disciplines, combined with a spatial design attitude that always searches the essence.

The teaching activity of Christopher started in 2017 and consists in Master Degree Classes with Architecture for Fashion as main topic at Poli.mi and Yacademy.

MARTA SCARNATI

TDW WOODCONNECTION SALONE 2023 | ART DIRECTOR
M13 | ART DIRECTOR

"Dealing with design is a metaphor for what I have inside."

A IED graduate in product design, Marta started from a small reality to pursue her desire to discover the concepts behind the fascination of the pure product, so as to connect different realities. From the very beginning she was inspired to live by conveying the authenticity behind things. Ranging from devising systems for collective use to niche objects is what most characterizes her desire for design. She does this by often emphasizing the link between man, nature and typical everyday gestures. She likes to listen and narrate with both words and images, but above all, to stir impalpable emotions through gestures. She strongly believes in designing in teams, where you learn and give your best to transform what you create into a visual and material message, with no limits of communication.

FABIO PETRONILLI

TDW WOODCONNECTION SALONE 2023 | FILMMAKER
M13 | FILMMAKER

"If your pictures aren't good enough, you aren't close enough" (Robert Capa)

An old black & white camera he got from his dad, is the beginning of the story. He started drawing lines with lights - shapes with shades - and after years of wandering around, searching for his own view, he learned how to connect *form* with *content*, a vision with a story. Eventually, he started telling stories about places and people he got in touch with, getting as close as possible.

Fabio is an Italian documentary filmmaker.

In the last 12 years he has been Chief Editor at **Current TV**, working on reportages from Brazil, India, and Eastern Europe; as a member **LiveinSlums Ngo** he produced documentaries in Nairobi's slums and São Paulo's favelas, about informal settlements, critical areas, and international development projects. He collaborated with several architecture and design studios, such as Argot ou la Maison Mobile, Mezzo Atelier, Odo Fioravanti, Chiara Alessi, Pianca, MORE, Ljubljana Design Biennale, etc.

Working with **Stadslab Urban Design Lab** (Tilburg University), he directed the awarded documentary "You'll Soon Be Here" about tourism gentrification in Lisbon city center; the short film "Ezos", about the old/new city of Tbilisi (Georgia); and finally, the documentary "The Line", about the border between the *colored* township and the wealthy white community, in the supposed post-apartheid town of Darling (South Africa).

In the last years, he has been in the Mountain Kingdom of Lesotho with **Rise Ngo** shooting the awarded movie "Learning By Doing" - about a local orphanage built by local professionals. After that he worked for **Treedom** - shooting a series of short docs about the wood regenerating process in abandoned eroded lands of Haiti - and finally, working with **CatalyticAction**, he produced a documentary about the Syrian Refugees in Bekaa Valley, Lebanon.

In 2022, he started working for ArtLine (Public Art Project) producing "The Red Pavilion", a documentary about Chilean artist Alfredo Jaar's latest art piece in Citylife Park, Milano.

His works have been selected for several **International Film Festivals** such: Jury Prize Ceaser Design, Ennesimo Film Festival, Wannabe Designer Ennesimo Film Festival, Official Selection at Milano Design Film Festival (+ Projection at MAAT - Lisbon), Public Prize Award at Arquitecturas, Film Festival Lisboa, Official selection at Arquitecturas Film Festival Lisboa, Official selection at CAFX - Copenhagen, Architecture Film Festival, Official selection at FICARQ - Festival International de Cine Y Arquitectura Official selection at SIAFF - Seoul International Architecture Film Festival, Official selection at Urban Studies - Amsterdam, Official selection at ARQFILMFEST - Santiago del Chile, Official selection at Budapesti Építészeti Filmművek - Budapest Architecture Film Days.
