

Solus celebrates iconic Italian architect Gio Ponti at London Design Festival

Solus will be celebrating the inspirational life and work of acclaimed Italian architect Gio Ponti when it launches a sensational showcase of his iconic 'Blu' collection of Majolica ceramic tiles.

The captivating 'Blu Ponti' exhibition will be unveiled at Solus' award-winning Clerkenwell Showroom on September 20, to coincide with London Design Festival.

Hailed as one of the prime masters of Italian architecture, Ponti was commissioned to create the 33 handcrafted ceramics, featuring mesmerising mathematical and geometric patterns, especially for the Hotel Parco dei Principi in 1960.

Beautifully reflecting the stunning seascape of Sorrento, the decorative blue and white glazed tiles were used to transform 100 rooms in the hotel, along with the lobby, reception area, bar, and restaurant, where they still take pride of place to the present day.

An artist in the purest sense of the word, Ponti's functional yet unique style and minimal approach, coupled with his rich use of detail and expressive shapes, continues to inspire the A&D community, and he is lauded as one of the most influential designers of the 20th Century.

Alongside the expo, Mike Stiff, Co-founder of Stiff + Trevillion, will be discussing the mutual benefits of collaboration between artists and architects from 7pm on September 23. This will be followed by an exclusive insight from President of RIBA Simon Allford who will reveal how Ponti's enduring legacy influenced his own prestigious career. Follow Solus at www.instagram.com/solusceramics to watch a live stream of the event.

Solus' Creative Director Sam Frith said: "Ponti has been inspiring the A&D community for generations, so it is an absolute privilege and an honour to be able to celebrate his life and work during the eagerly-awaited London Design Festival.

"A man of many talents, he is revered not only in the architectural and design fields, but also in the world of publishing where he made a lasting impression. His presence can be seen in some of the world's most incredible architecture,

from the highly acclaimed Villa Planchart in Caracas to the Villa Namazee in Tehran. However, one of his most iconic creations is arguably the timelessly classic Blu collection which is as influential today as when it was created in the 1960s.

"We are delighted to be able to showcase Ponti's incredible glazed Majolica ceramic tiles in our Clerkenwell Showroom and we hope that our guests will enjoy viewing this truly stunning range and discovering more about the inspirational man who conceived it throughout London Design Week, and beyond."

Architects and designers are invited to visit Solus Clerkenwell Showroom, 80 Clerkenwell Road, London, EC1M 5RJ between 9am-5pm.