



ST Powder Coatings' Cascade of Colour at Fuorisalone

Interview with Marco Zadra

ST Powder Coatings SpA – Montecchio Maggiore (Vicenza), Italy

In June, ST Powder Coatings participated for the first time at Fuorisalone, where it presented its new COOL POWDER series. We interviewed its owner, Marco Zadra, to find out why it chose this particular event for the launch of its new coating product.



From 6 to 12 June, ST Powder Coatings participated for the first time in a Fuorisalone event, a group exhibition called Urban Matter(s), organised by Materially at Superstudio Più in Via Tortona 27, Milan. Here, the specialist powder coating company launched its new COOL POWDER series¹. “This is our first experience at a Fuorisalone event,” explains Marco Zadra during an interview at the opening of Urban Matter(s). “We have always participated as visitors because the fascinating fields of architecture and design have long aroused our interest. However, this has been called the edition of the rebirth, after the two years marked by the pandemic. We therefore thought this was the right opportunity, as well as the right place and time, to change our communication approach and reach our audience more directly. This exhibition offered us the opportunity to combine the new production and communication requirements that have recently arisen in our company to involve architects, designers, etc... more closely in our powder coating world to depart from the path followed up to now, aimed exclusively to sector operators, and to open up to new horizons. This is exactly the spirit in which Fuorisalone was created.”

Fuorisalone's appeal

As it was born out of the urge to communicate outside the Salone del Mobile's exhibition schemes, it is actually unclear when Fuorisalone originated. But we know for sure where: in those abandoned industrial spaces on the outskirts of Milan that architects and designers chose in the 1980s as incubators of research, creation, and enterprise – the elements that have transformed this city into the current design capital. Initially almost unnoticed, the Fuorisalone events soon became an unmissable appointment, capable of attracting a vast number of visitors not only from all over Italy, but also, and now perhaps above all, from abroad. According to data reported by Fuorisalone.it², no less than 800 events punctuated this latest edition of Milan Design

¹ <https://www.ipcm.it/en/open/ipcm/2022/75/66-68.aspx>

² <https://www.fuorisalone.it/it/magazine/focus/article/968/fuorisalone-2022-numeri>

Week, involving 1380 designers and 1061 brands. One of them was the Urban Matter(s) exhibition curated by Materialy, a services and consulting enterprise whose primary objective is the implementation of the circular economy through materials and the growth of a culture of sustainability applied to all industrial activities. "This framework is perfectly in line with ST Powder Coatings' energy transition mission and with the concept we wanted to represent in this exhibition with the launch of our new COOL POWDER series," states Zadra.

A cascade of colour

"The main peculiarity of the COOL POWDER powder coatings," adds Zadra, "is their ability to cure at a lower temperature than the standard, starting at 140 °C. Our installation for Urban Matter(s) is precisely intended to visually convey this change in temperatures: it consists of two cascades that are more than 4 metres in height and composed of over 300 metal sheets, arranged in such a way as to create a heat signature. This cascade of colours simulating the gradual cooling of powders attracts the observers, involving them in a truly immersive experience. Of course, the installation is also intended to introduce the architects and designers visiting the exhibition to the infinite colour possibilities that our powder coatings offer and to our



R&D laboratory's ability to meet any requirement, including the most particular ones."

Architecture and design: continuous research

The architecture and design sectors are constantly looking for innovative solutions and for more and more original materials and finishes.

"This field, perhaps more than others, is characterised by continuous evolution and constant search for tools to realise projects that can surprise the public. We at ST Powder Coatings have been working for years to provide tools capable of making projects great, practically perfect in the eyes of observers, in terms of colour enhancement. And we have always done so with an extreme focus not only on sustainable solutions, such as the new COOL POWDER series, but also on reducing the environmental impact of our production processes. This is exactly what we want to convey. Our participation in this Fuorisalone event is only the first step of the new communication path that our company has embarked on, which we will continue to pursue in order to be closer to both designers choosing our tints and users applying our paints." ◉

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