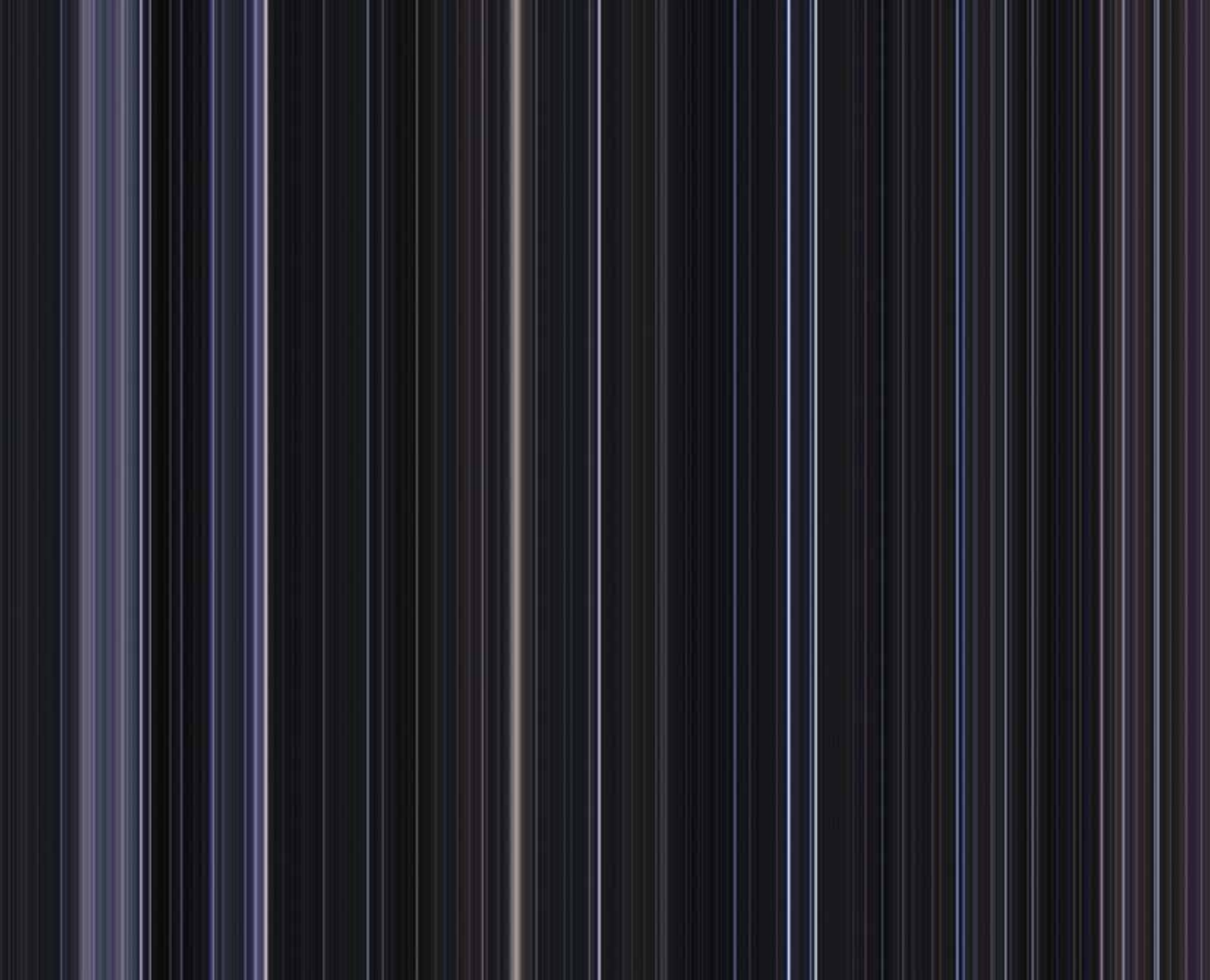


JCP









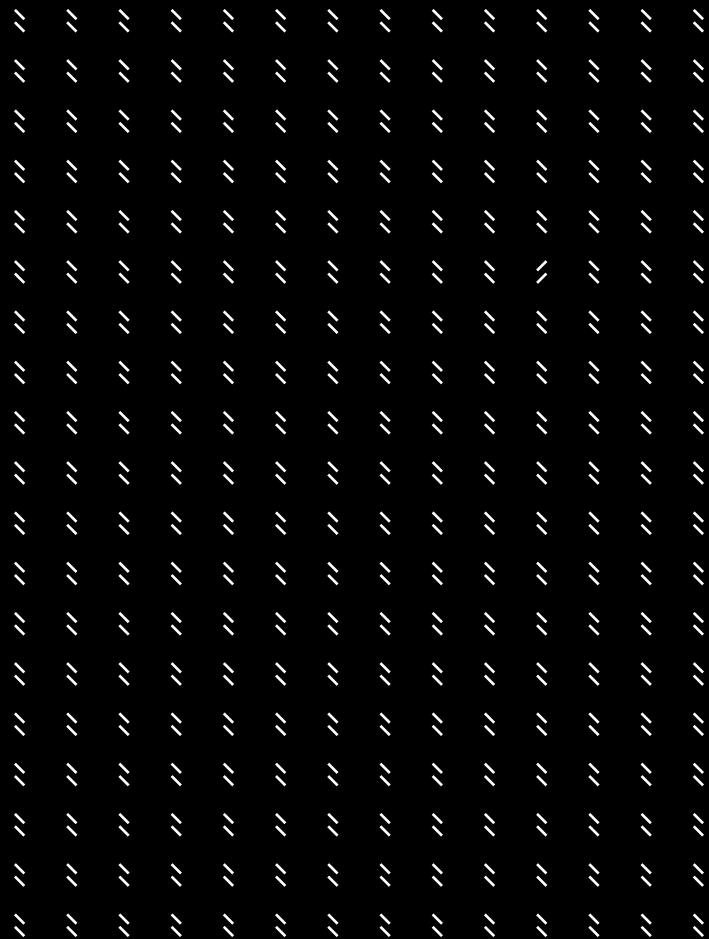
Inhaling the future, exhaling the past;
spoiling the ticking of time by creating
the impossible.

Stories that make you reflect on their true meaning giving life to creations of worlds unseen. Transforming normality through (im)materiality: JCP's world is one of wonder and mystery.

JCP is a new eclectic furniture brand that aims to change the design status quo in a revolutionary way. Brainchild of a radical think tank held in Milan in 2015, JCP was conceived by architect Livio Ballabio and is orchestrated by CTRLZAK studio. A fusion between art and design, the brand's creations blend classic and contemporary style in a surprising new idiom that defies the norms. The unique objects featured go beyond mere aesthetics, trends and common taste promising to transform everyday life.







Secret Gates

Donato Demita

Traveller

Alessia Pintossi

Siren

\\

Andrea Giomi

Sound Artificer

Mirco Segatto

Light Artificer

Fabrizio Signoritti

Enchanted Lights Artificer

\\

Vittorio Borsari

Spectacle Director

\\

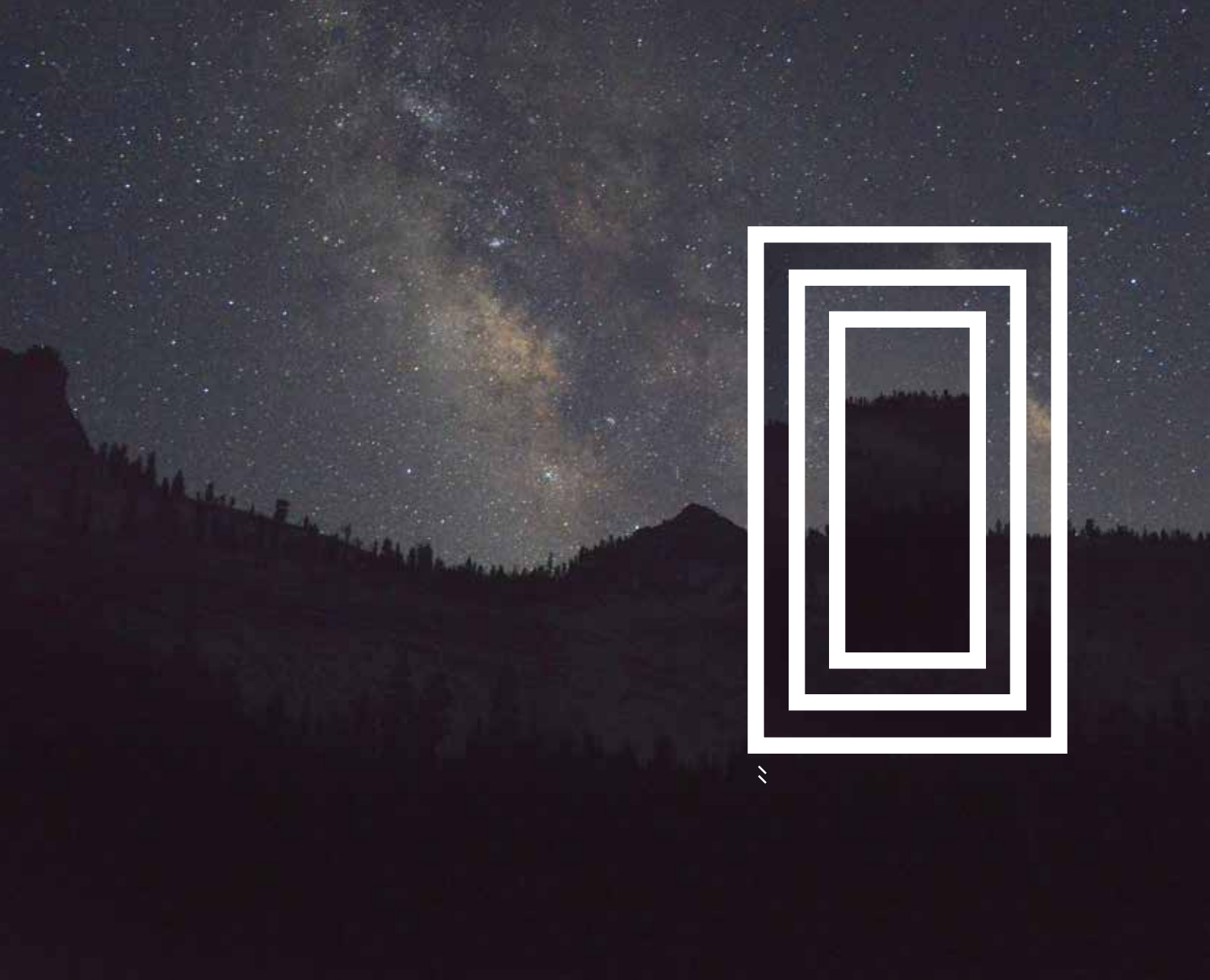
CTRLZAK studio

Experience Orchestrator

special thanks to

**Civica Scuola
di Teatro**

**Paolo Grassi,
CHRONOS3 &
ARTECOMBUSTIBILE**



OSFORTH

After many battles the brave tourist compels the medium-sized giant to disgorge his entire treasure, although the giant bitterly curses whoever should come to hold his wealth.

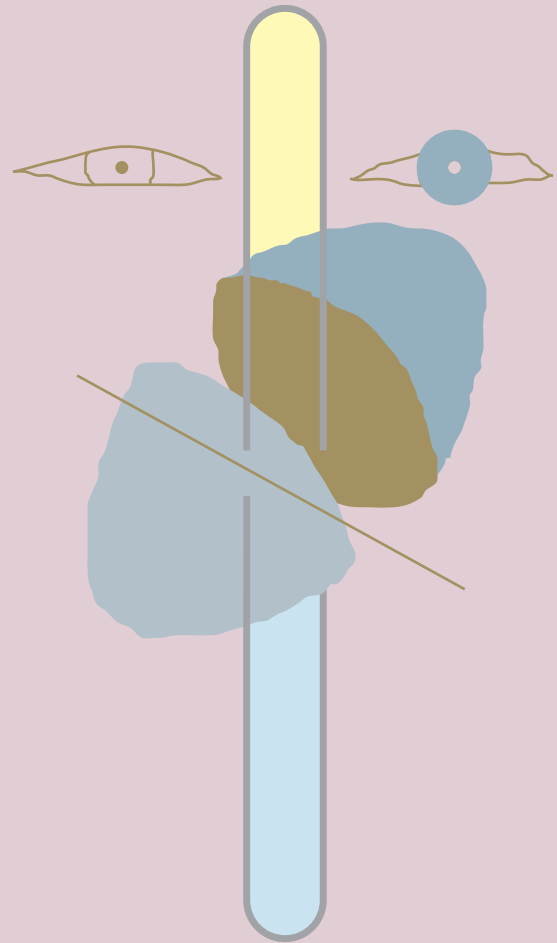
The Moon-King's three sons
Neutronium covers skin
Supernormal prize



SURANDE

A runner whose body
and face are boyish
for a girl, yet girlish for
a boy, causes much
sorrow and has this
oracle proclaimed at
the Temple of Playsatan:
“Never be one thing or
the other for anybody,
for it will be your ruin.”

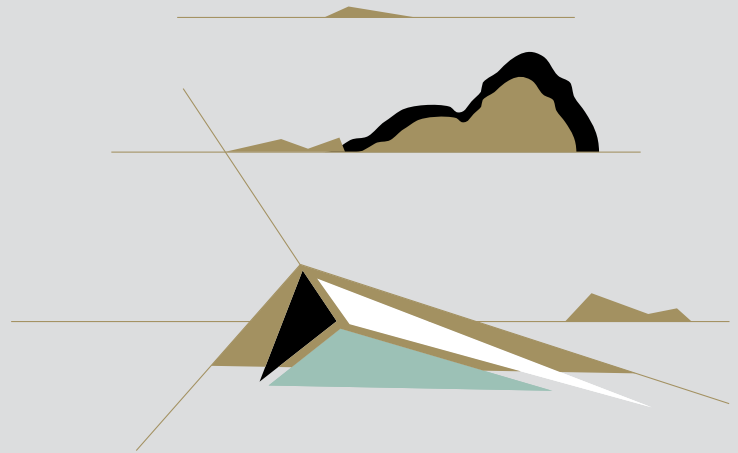
Winning but always
Distracted by the beauty
Of things out of reach

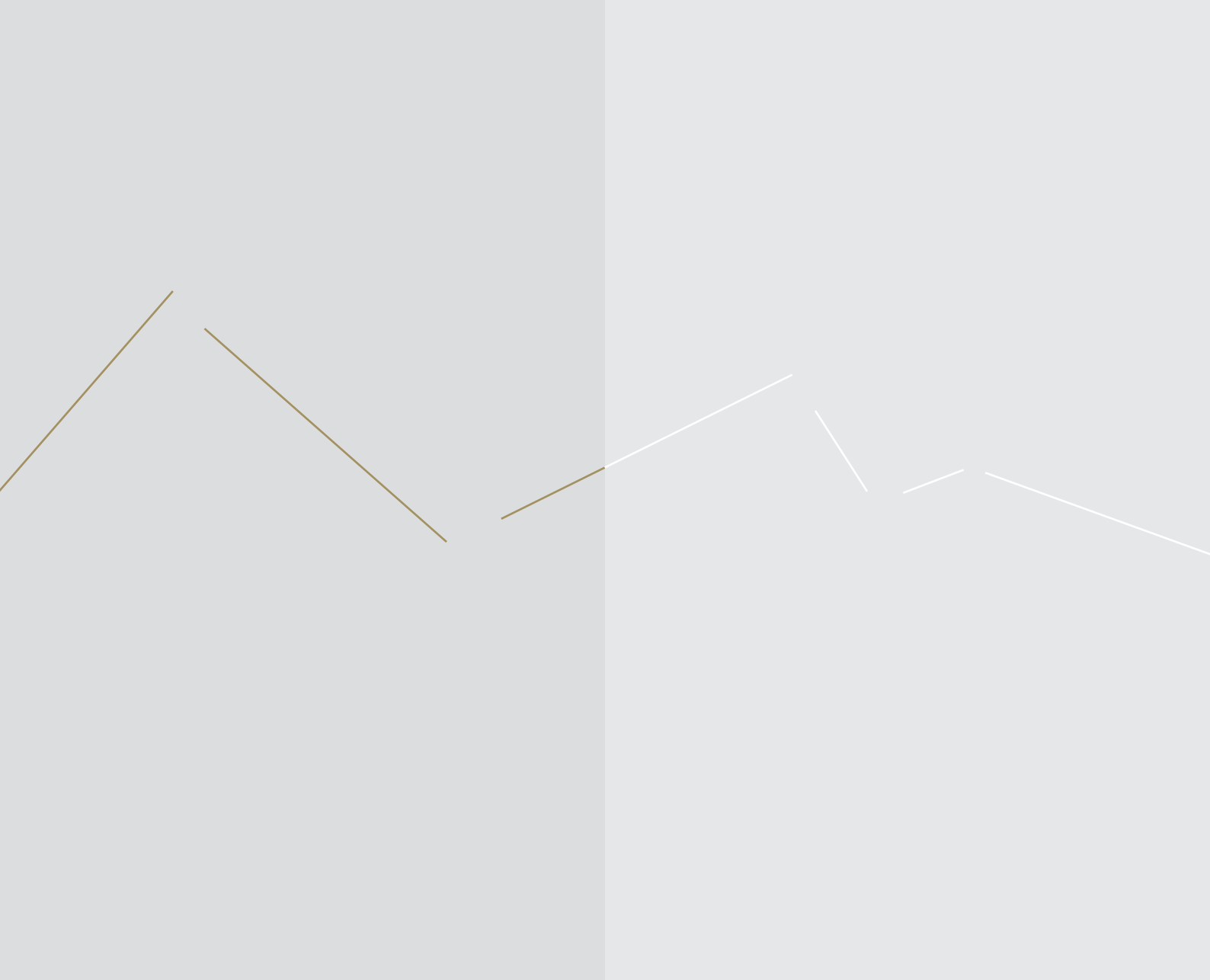


DOLMLOD

After long effort and study at last becoming able to make herself understood, she explains that all her folk are of the same unusual colour as she had once been, as was the light in the sky and everything else in her dimension.

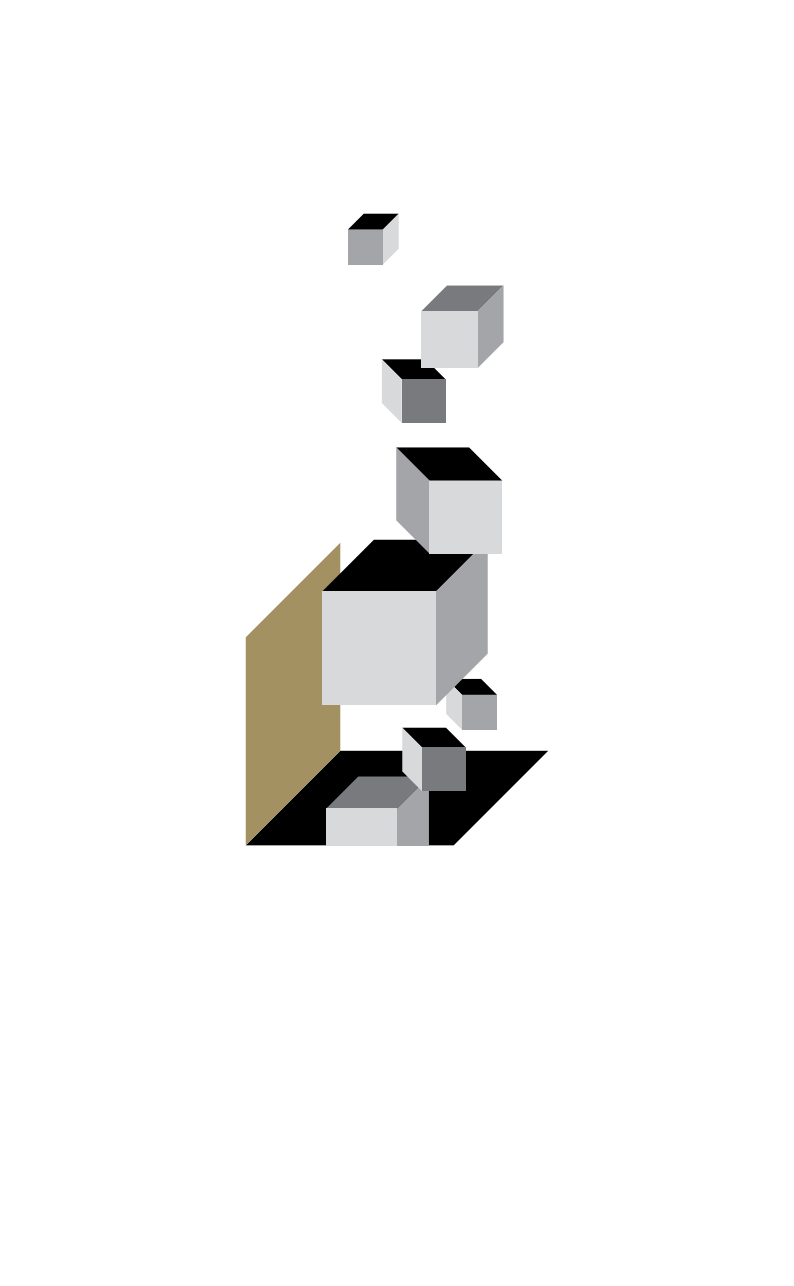
Twins are different
The mirror does not reflect
All that it can see

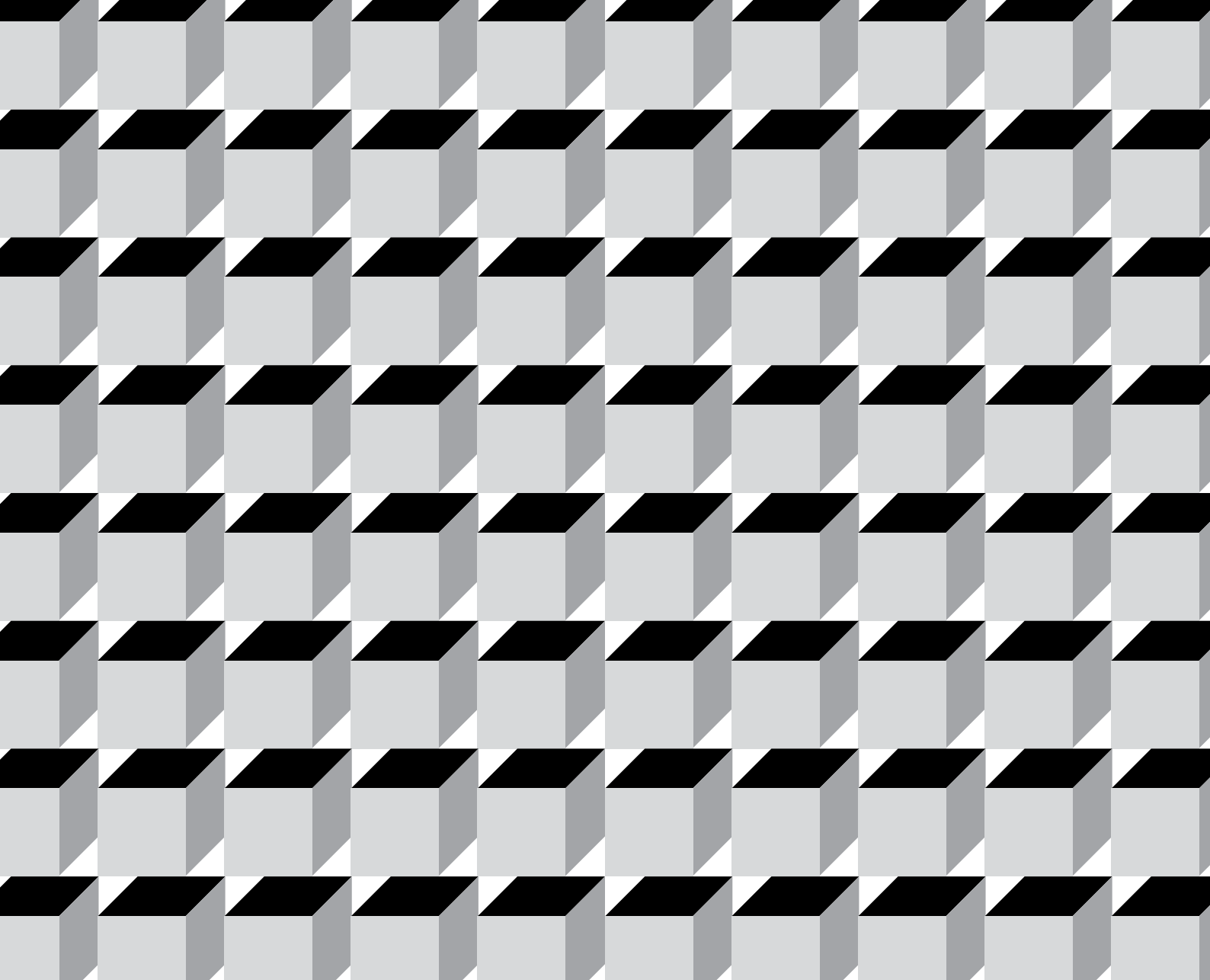




IXORB

It is thought by most to be poetically appropriate that he leaves behind only a large number of mysterious containers for his friends to poke around in, still wondering what the purpose of them all could possibly be.

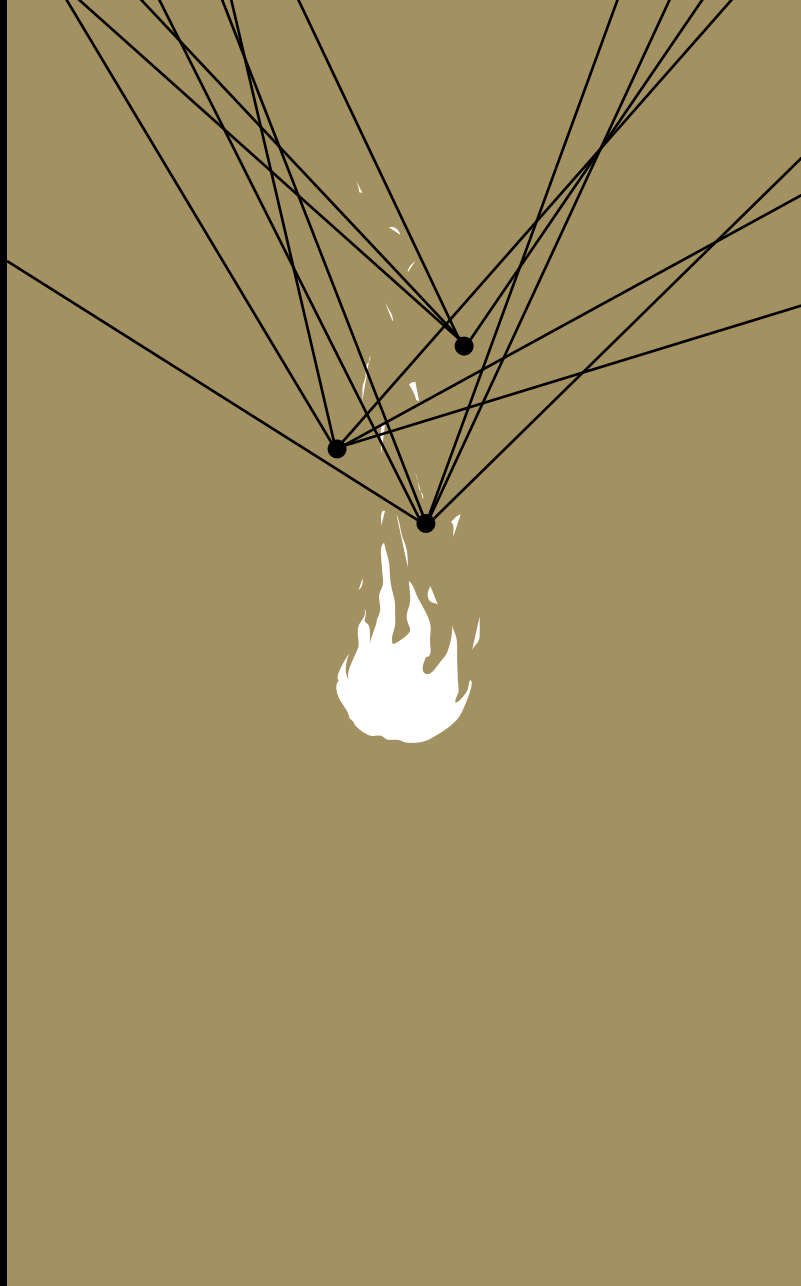


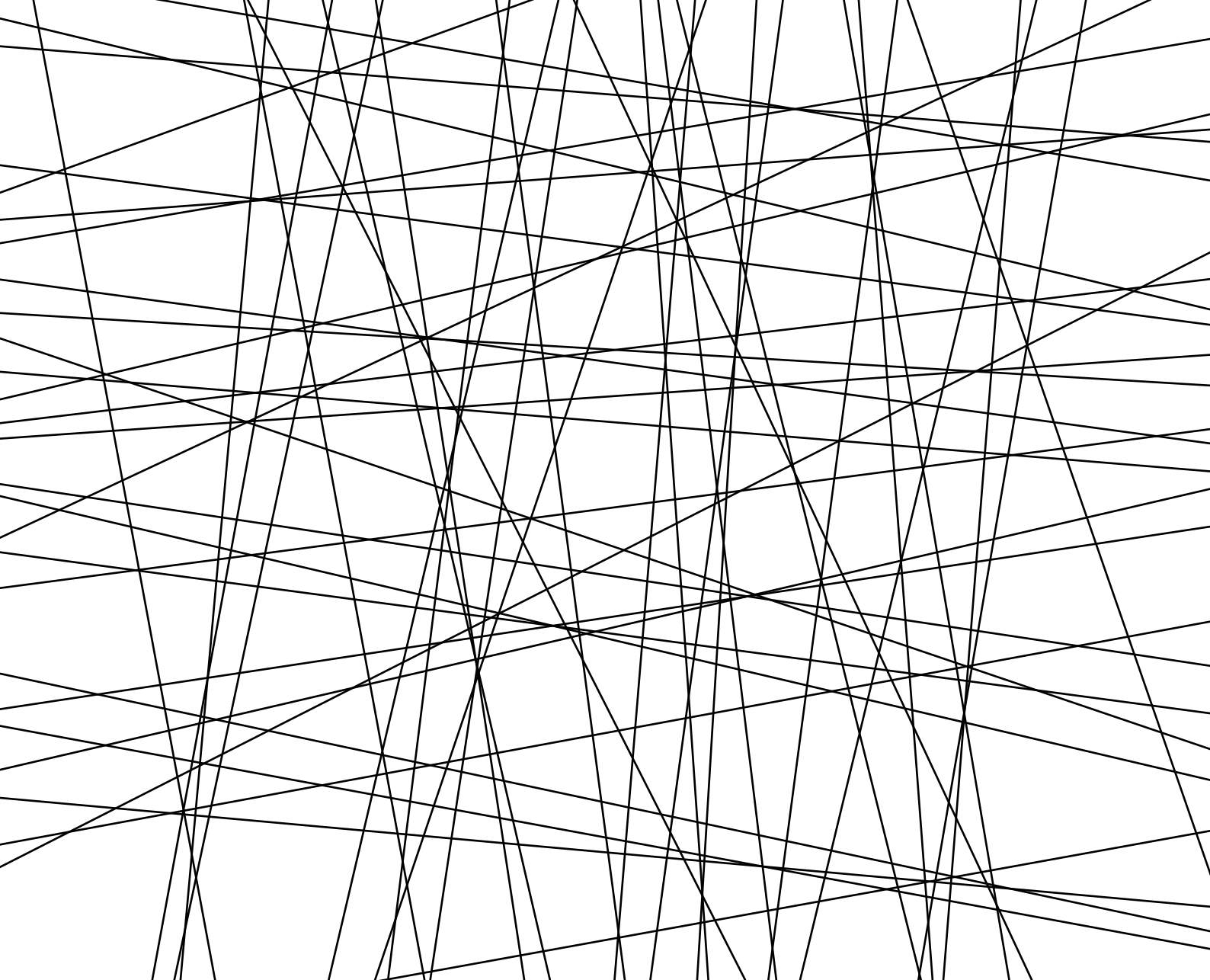


LIGOMANCER

A few of the most telepathic people of that region can be heard declaring that when the flames were at their peak, two men and a woman were drifting in the midst of the fire, and that they ascended on black threads through the collapsing and molten steel girders and the broken glass, then passed through the air like lightning to vanish with a clap of thunder.

Moonscraper music
Machine intelligences
Bound by song and string



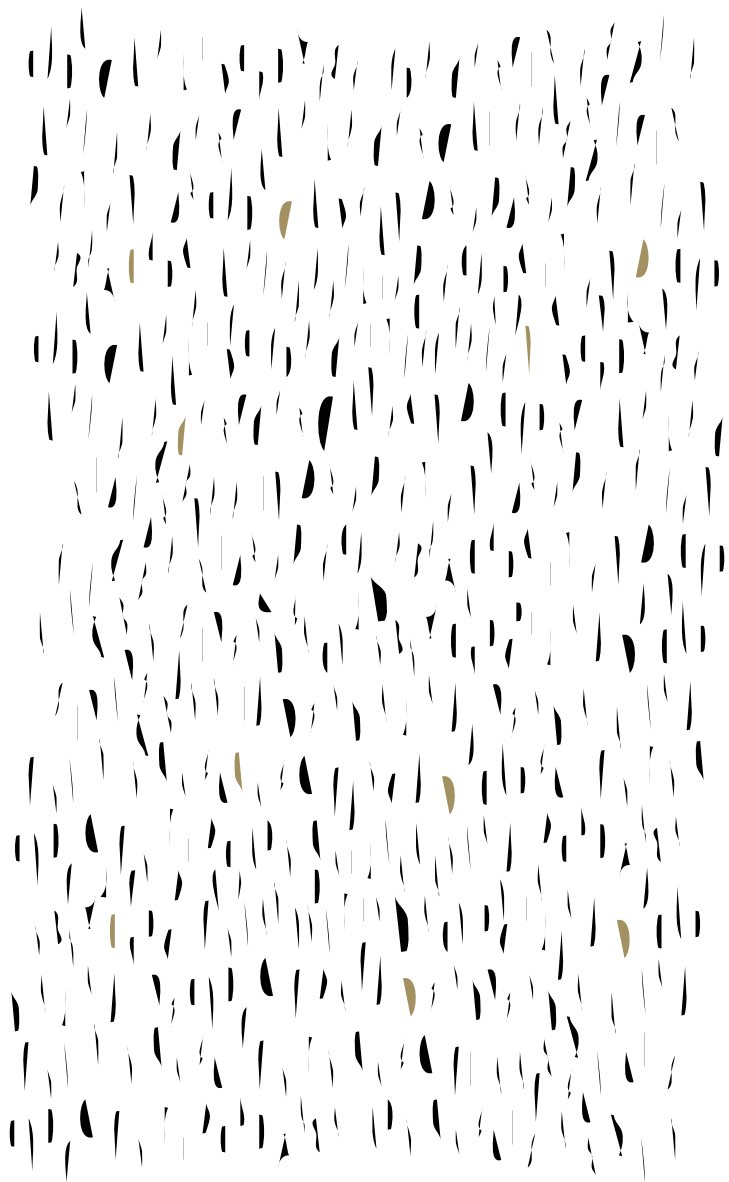


OGLOF

One day he finds to his horror and dismay that his domestic digifabricator has downloaded and printed a creature of most disturbing appearance.

You try to escape
The further away you run
The more it loves you



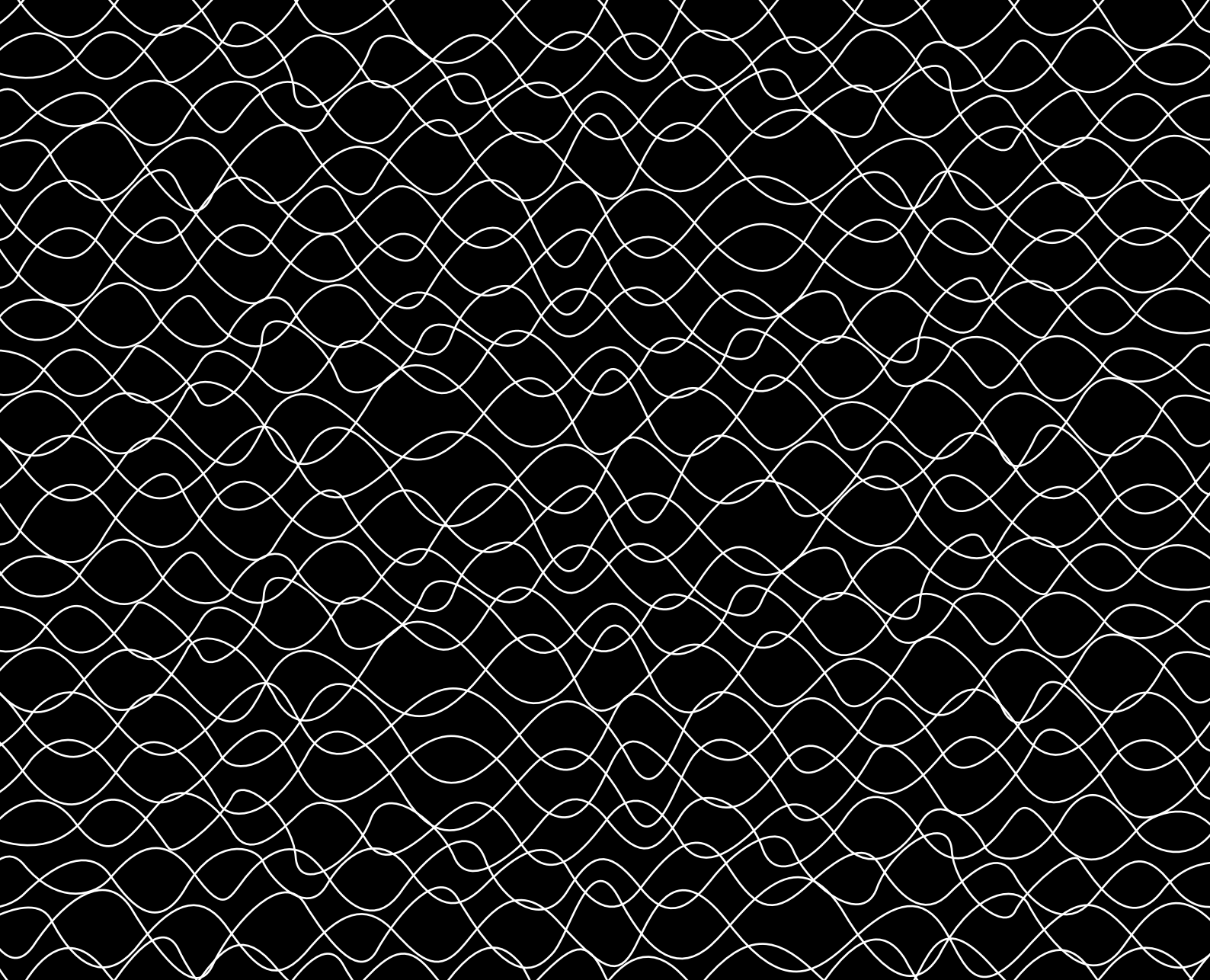


ORAURO

“It has strength the eye cannot discern,” says the artist, “Because I have forged it from secret and impalpable things: the footstep of a cat, the uncertainty principle, the roots of a cloud, the breath of a fish and the spittle of a bird.”

Footstep of a cat
Uncertainty principle
The roots of a cloud

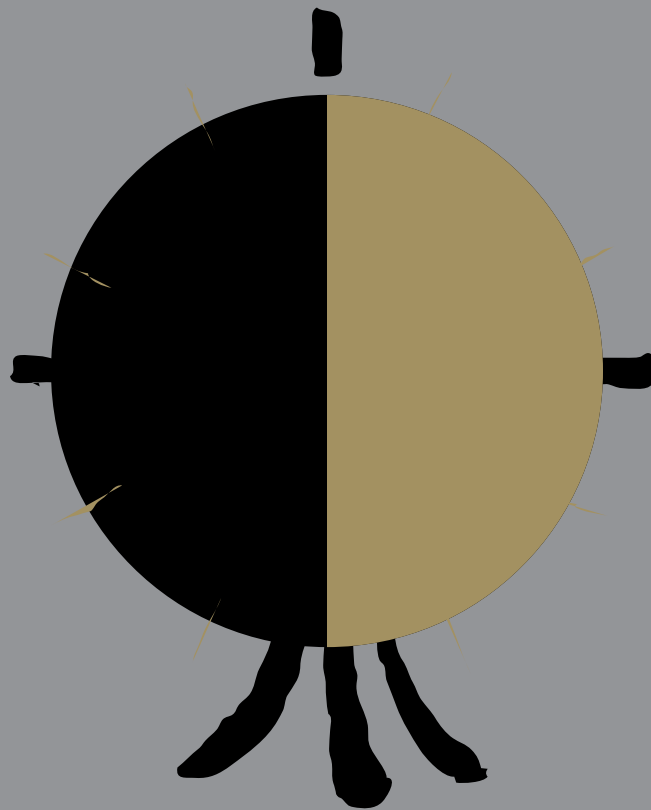




GALAVÉ

When he awakes he is in the genetisister's clinic, and she is still as fresh and beautiful as the dawn of the day he was born. And for all that any mortals know, he lives there still, imprisoned in the timeless and perfect worship of the tenth genetisister.

Shrugging off the years
The winter clothes you wore out
Hang up your time here





AGAXA

After being lost in the forest all night he finds a group of women attending a festival. They are all exceedingly beautiful and muscular, circling around with smooth and easy motions, making some sort of performance art of which the coolhunter cannot understand the meaning.

Lost in the forest
Warrior women dancing
Look: do not approach





FYLGRADE

The glittering Perlle Court
processes through the
fields of lunar panels,
blessing the farmers'
electrons, until at last
the radioactive company
comes to the place
where the galactic
knight lies in his bestial
form under a dying tree.

Magic is real here
Sooner or later you see
What's on the inside

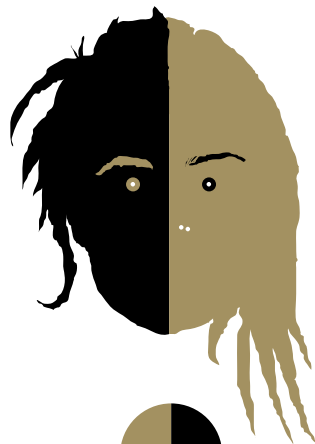


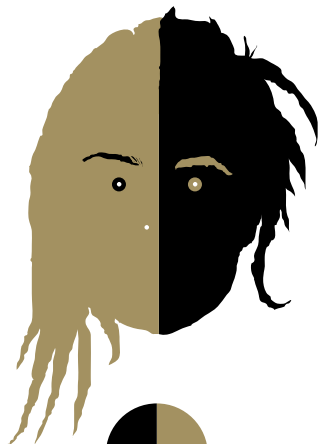


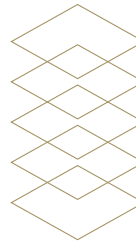
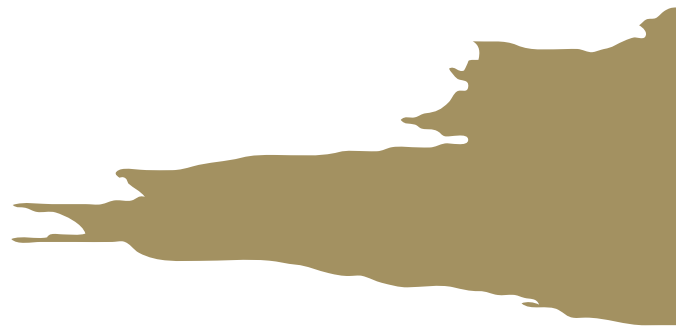
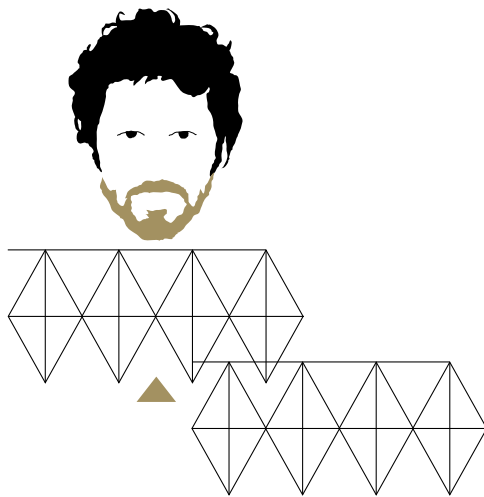


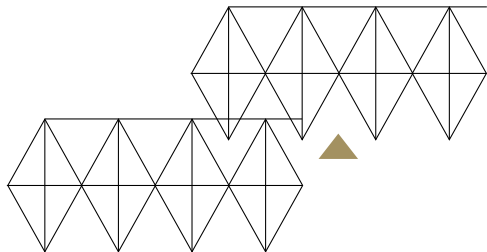
ARTIFICERS











TRANSFORM
NORMALITY

Drammaturgie domestiche



Ha senso in un mercato saturo e soffrente lanciare una nuova collezione di arredi?

Sì, se il progetto esce dai consueti confini della disciplina del design che definiscono i parametri stilistici ai quali attenersi. Sì, se al posto della coerenza si privilegia il suo contrario. Sì, se si sceglie di abbandonare l'idea consolidata del fil rouge che tiene assieme esteticamente le diverse tipologie di prodotto. Poiché esiste una nutrita produzione di pezzi rigorosi, di collezioni orchestrate sulla medesima tonalità figurativa, fondata sul concetto di omogeneità segnica e cromatica, scegliere di costruire un insieme composto d'identità singolari, ciascuna con la propria originale sagoma, significa introdurre il seme di un possibile mutamento di gusto in un settore incline alla moderazione più che all'accesso, all'ordine più che al disordine, alla regola più che alla sua eccezione. La collezione è un compendio di stilemi, che rivelano velate analogie con opere contempora-

nee, risolti in versione inedita, quasi che il nuovo cercasse radici nell'esistente per germogliare con fioriture imprevedute ma, in qualche misura, familiari. Il processo, più che di costruzione, appare di scarnificazione per mettere a nudo l'essenza degli oggetti: fasce elastiche costituiscono la scocca di una seduta; griglie metalliche dorate disegnano un elegante divano, lontano parente di un Chester, che è solo scheletro; il classico divano in pelle, dalle forme morbide, rivela dal rivestimento slabbrato un'anima fantasia; mentre l'esile sedia con l'alto schienale impettito distende la sua seduta in lungo tappeto per trasformarsi in trono domestico. E ancora un gomitolino arruffato diventa una poltrona nido, mentre un aulico trofeo dorato, issato su un piedistallo, funge da regale attaccapanni.

Ogni pezzo possiede una sorta di doppia identità che rende speciale il suo disegno. L'alchimia della collezione consiste nel talento narrativo dei prodotti, in grado, pur nella loro scarna architettura, di evocare storie auliche e fiabesche. Il racconto domestico diventa drammaturgia.



Cristina Morozzi

Humans

Conceived by
Livio Ballabio

Orchestrated By
Ctrlzak

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Emanuele Magini
Ctrlzak Studio

Special Consultant
Poka-Yio

Storyteller
Alistair Gentry

Visual Design & Artworks
Susami

Video Artists
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Kensuke Koike
Thanos Alexopoulos
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Web Development
Christos Georgakas

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MMXVI

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