**POP UP, the cinema-inspired elevator designed by CaberlonCaroppi studio for IGV Group**

"The lift cabin as a design space in which to create a microcosm of details, games and stimuli": this is the spirit with which the CaberlonCaroppi studio in Milan designed the second lift on the IGV group’s Ad Hoc line.

IGV Group, the Italian vertical transport company that over the years has established itself on the international market as a leader in "tailor-made" and high-end products, has in recent months undertaken a new dialogue and collaboration path with designers and planners.

Michele Suria, CEO of IGV Group, comments: "Technological innovation and customization have always been the advantages that distinguish IGV Group and which have determined its success in a sector characterized by anonymous and excessively standardized production. Now we intend to demonstrate how the lift, with its functional role, can be reinterpreted and become an integral part of the architectural project from both a structural, formal and design point of view ".

The result of this collaboration between CaroppiCaberlon and IGV Group is POP UP.

Pop Up is just like children's books that open freeing three-dimensional figures, and is articulated in three completely different subjects, united by the desire to give personality to an environment that has always been somewhat neglected, to transport people into a dream that lasts the time of a short trip.

The work of CaberlonCaroppi starts from a clear concept: to rethink the elevator cabin as a suspended moment of experience and surprise, be it designed for a house, a hotel, a public or private building.

In the words of Chiara Caberlon: "For the inspirations we worked on different fronts, thinking about the function of the lift but also what materials and combinations could offer a new interpretation of the cabin interior. The three options that have emerged are built of a specific story.”

The first, Belle Epoque, dreamlike and elegant, expresses a clear reference to the 'poetics' of Wes Anderson's films.

The second, Golden Age, is inspired by old black and white films, where there was a "lift boy" who accompanied guests to their floor. It is a tribute to the elevator and its imagery. This elegant space is strongly characterized by geometric wallpaper (taken from the Eterea collection for Zambaiti Parati) and complemented by mirrors and metals that enhance its depth.

For the third story, Home Sweet Home, the studio conceived a more intimate space, as if the inside of the elevator were a sort of ‘foyer' of the floor.

Thus the walls are decorated with boiserie enriched with mirrors and frames, creating a bright chromatic interplay, and the floor, clad in parquet, gives warmth to the environment with the presence of a sofa to sit or place objects on.

The vocation to design common areas is a distinctive element of the CaberlonCaroppi studio, which has more than 140 hotels around the world. In the words of Ermanno Caroppi: "The idea of furnishing an elevator, of having carte blanche, of trying to interpret a space that has always been taken a bit for granted, was on the one hand fun and on the other a confirmation that companies are increasingly aiming to differentiate themselves through uniqueness and creativity with interesting projects and new perspectives.”

Pop Up is part of the Ad Hoc line, a new generation of products interpreted by the best-known names in architecture, in which the lift becomes a design object, and extremely customizable. With the aim of establishing itself in the design space, IGV Group has chosen Giulio Cappellini, architect and talent scout, ambassador of design and Made in Italy in the world, as art director, who will coordinate this project.

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