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igiene e benessere:
la ricerca di una nuova semplicità
hygiene and wellness:
the search for a new simplicity

text by Alfonso Morone

**Il tratto
innovativo corrisponde
all'idea del mobile da bagno
pensato per essere riutilizzato nel
tempo, capace, di adattarsi agli spazi
più diversi allungando il ciclo
di vita del prodotto.**

**The novelty of this range of furniture
and accessories consists of the fact
that these items are made to be
reused again and again, adapting
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cycle.**



in reconciling wellness and hygiene in the domestic environment. Specifically – then and now – the themes consist of the reduction of the volume of the industrially produced parts based on passe-partout typologies as, in the case of the bathroom, washbasins or tubs. Let us therefore move from the general level to that of the production, with the aid of some examples. The Affetto collection, designed by Luca Nichetto for Globo, which was recently assigned the 2013 Iconic Award by the German Design Council, is inspired precisely by the idea of reducing the often excessive size of bathroom furniture, underscoring the natural form of the single components. The items are characterized by a single, continuous surface, from base to top, while the edges of the washbasins are perceptibly thinner and lighter. The range of washbasins is completed by a freestanding monolith with a purposefully asymmetric form and a compact base which makes it easier to use. The novelty of this range of furniture and accessories consists of the fact that these items are made to be reused again and again, transported from one home to the next in case of a move, and therefore capable of adapting themselves to very different spaces, something which in its turn prolongs their life cycle.

Another subject of research aimed at a new idea of simplicity is the one associated with the use of new materials that make it possible to build accessories and bathroom fittings into the architectural support surfaces. An early example of this is Sesamo, a series of invisible accessories produced by antoniolupi, in which the poetic reference

to the Persian fable where the entrance to the thieves' hiding place was opened at the command of "Open Sesame" takes the form of a series of niches that become completely invisible, hiding the everyday items used in the bathroom. A toilet brush container, a paper holder, a toothbrush case, a medicine cabinet, hooks for hanging clothes all appear only when needed, to then disappear into the wall, becoming part of its surface without any projection from the facing material. The same principle of simplicity, as extreme reduction of the signs and abstraction, is represented by the Silenzio washbasin by Domenico de Palo, also this produced by antoniolupi. It is a matter of a washbasin in Corian which, once it has been installed on the wall (with putty and plasterwork) may be painted just like the rest of the wall, and thus camouflaged as part of it.

A final example of application of this research, inaugurated precisely by the Esistenzminimum, of functional combinations obtained by means of compact and originally separate components, is provided by the Fonte collection produced by Rexa. It is a matter of a new way to live the bathroom, interpreted as a potentially multifunctional environment. The collection utilizes materials ranging from solid elm wood to Corian or Korakril for the tubs, and multifunctional elements: the round seat of the small bench becomes a practical soap tray when overturned, the container unit on castors can be easily moved as required, the linen container is also a towel holder in the shape of a stylized branch.

In questa pagina: Fonte, Monica Graffeo, Rexa Design; nella pagina precedente: Affetto Collection, Luca Nichetto, Globo.

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