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FAUCETS, FURNISHINGS,
SANITARY FITTINGS AND ACCESSORIES

**RUBINETTI, ARREDI
SANITARI E ACCESSORI**



Luci suoni
E PROFUMI

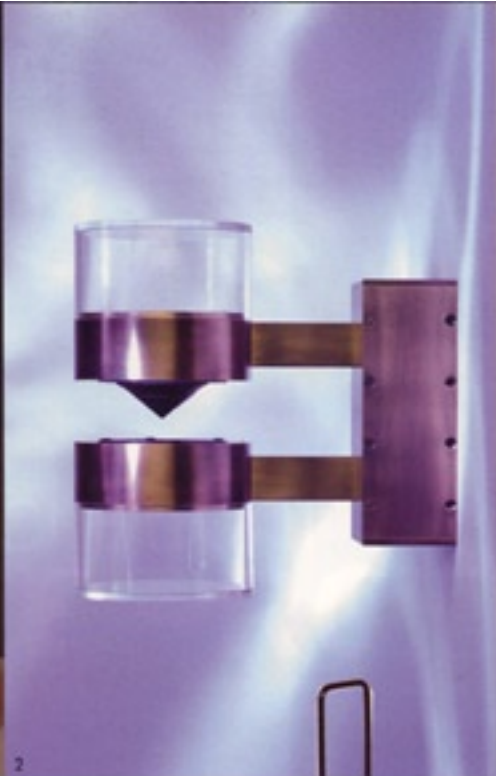
a cura di/edited by **Virginio Briatore**



1. Estruso, lampada 'povera' in plastica estrusa progettata da Kal Chetty, presso la Tom Dixon Plastic Fantastic Factory a Milano nel 2001 e era prodotta artigianalmente da Damdesign a Londra.

2. New Wave, altoparlante che diffonde il suono in tutte le direzioni dello spazio, disegnato nel 2002 da Benno Simma per la Newtec Audio Systems di Bolzano.

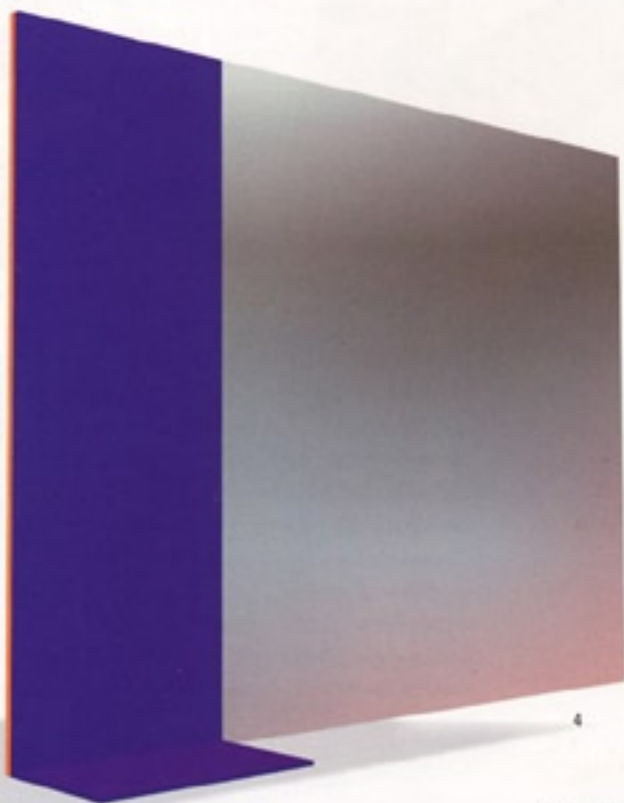
3. Match radio, radiolina a pile prodotta da Areaplus Ltd., 2002 Hong Kong; 4. On-line, collezione di specchi colorati, con o senza mensola, 2003, prodotta da Zeritalia; entrambi i progetti sono di Gabriele Pezzini.



1. Estruso, a 'jumble' lamp in extruded plastic designed by Kal Chetty, at the Tom Dixon Plastic Fantastic Factory in Milan in 2001, now hand produced by Damdesign in London.

2. New Wave, a speaker that sends sound in all directions in space, designed in 2002 by Benno Simma for Newtec Audio Systems of Bolzano.

3. Match radio, small battery radio produced by Areaplus Ltd., 2002 Hong Kong; 4. On-line, collection of colored mirrors, with or without shelf, 2003, produced by Zeritalia; both designed by Gabriele Pezzini.



Lights, sounds, aromas

Aroma therapy, color therapy, environment therapy, not to mention all the other amazing forms of bathing, relaxing, massages, showers of light and sunshine. If you read the advertising of many of the companies and 'gurus' in this sector, the bathroom seems like it has become a sort of beauty farm, almost an emergency room to revive exhausted hedonists, where the magic word is one that at least until twenty years ago sounded like trouble: 'therapy'. That's what Denis Santachiara thinks, and why he refuses to design private homes: "I'm not ready to be a social worker for people who can't choose their own bathroom tiles, or to be a therapist for people with irrational fears based on pseudo-ecology or parascientific information, people who are worried about the negative energies emitted by metals!" But in the end, manufacturers and marketing sleuths simply respond to needs, real or imagined, which in the final analysis are simply toxins to be eliminated.

As a result the bathroom is now responsible for all kinds of expectations. It is a yoga den, a gym, an infirmary, the main place of everyday psycho-physical regeneration. Therefore the atmosphere is decisive, and sensory interactions of light, sound, aromas are very important, along with plants, objects and images. Apart from the desperate cases who manage to even delegate their private affections to the care of others, this mysterious mixture is the result of

Slera, luce da terra in equilibrio e movimento, autoprodotta da Andrea Modica di AMPM Studio.
Slera, floor lamp in balance and movement, self-produced by Andrea Modica of AMPM Studio.





Gallery, programma di illuminazione per il bagno in cinque tipologie di lampade, disegnato da Gianluigi Landoni per Colombo Design.

Gallery program of lighting fixtures for the bath, with five types of lamps, designed by Gianluigi Landoni for Colombo Design.



the experience of each individual. In the long run, all you need is a certain photograph, a little radio, a humble houseplant that manages to survive in spite of the fact that you never water it, a seashell designed by nobody, and you can make your small urban bathroom into an oasis of wellbeing.

In the design of public bathrooms, such as those in hotels or other hospitality facilities at all levels, the choice of standard, reliable products becomes more complicated. The lighting sector doesn't seem to want to devote specialized efforts to the bath environment, though some initial signs of activity are appearing, like Colombo Design's integration of bath accessories with a special lighting program. Another sector that is operating with revived creativity is that of environmental fragrances, where the avantgarde name is Oikos, a firm that has developed a technology of controlled emission named 'Olfactory Islands'. In a dream bathroom you also need music, and here the revolutionary speakers are called New Wave, for circular broadcasting, sending the sound waves outward in all directions.



1.2. Moody, lavabo disegnato da Ambrogio Rossari per Even; il lavabo è pensato come un contenitore in cristallo che può diventare un acquario per pesci rossi, un giardino zen, un acciottolato di fiume o un habitat per le tartarughe sane.

3. Change, sistema di specchi a spettro di luce regolabile da 'Tredda' a 'calda', di James Irvine per Duravit.

4. La tecnologia "Isole Olfattive", messa a punto da Oikos e Total Tool è un sistema diffusivo localizzato in un punto dello spazio. Si crea un equilibrio dinamico (emissione della fragranza) continuo, che consente di controllare l'intensità e la durata del segnale olfattivo e di governare l'ampiezza della zona di percezione.

1.2. Moody washstand designed by Ambrogio Rossari for Even, conceived as a glass container that can become an aquarium for goldfish, a Zen garden, a container for river stones, a habitat for turtles.

3. Change mirror system with adjustable light spectrum, from cool to warm, by James Irvine for Duravit.

4. The Olfactory Islands technology developed by Oikos and Total Tool is a system located at one point in space. It creates a continuous dynamic equilibrium (emission of fragrance) that permits control of duration and intensity of the olfactory signal and the size of the zone of perception.

