

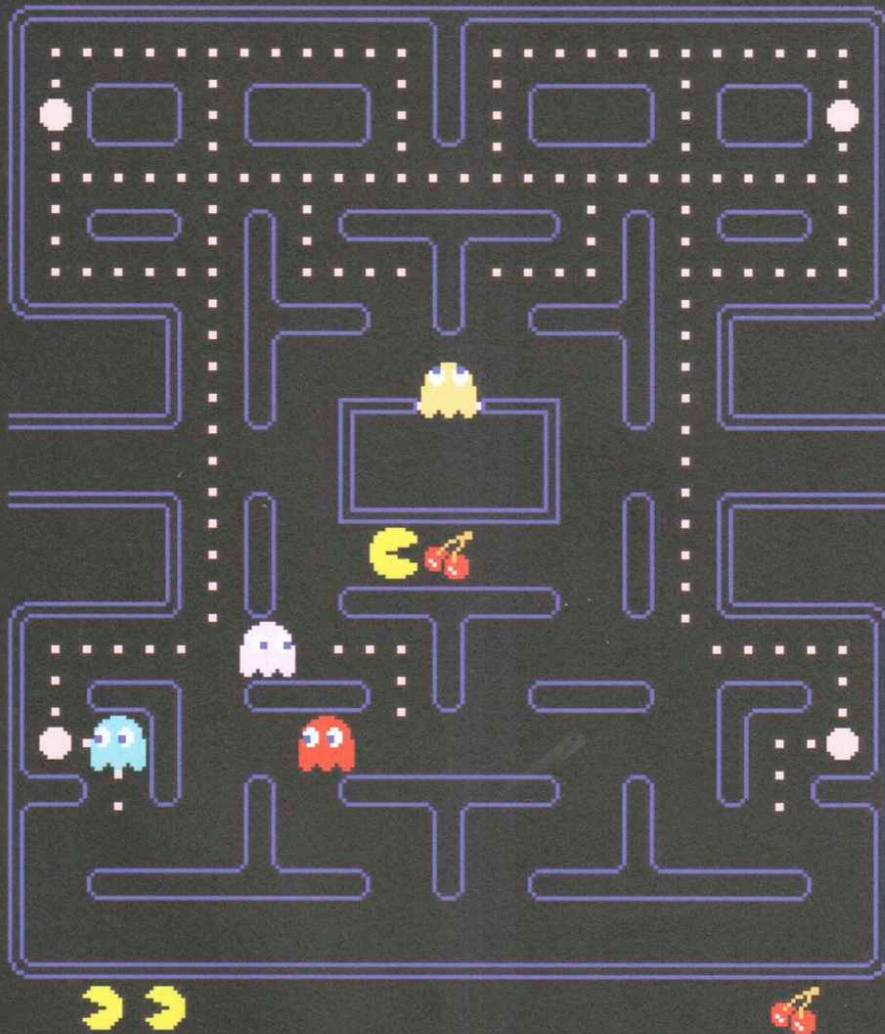
DAMN^o 37

MARCH / APRIL 2013

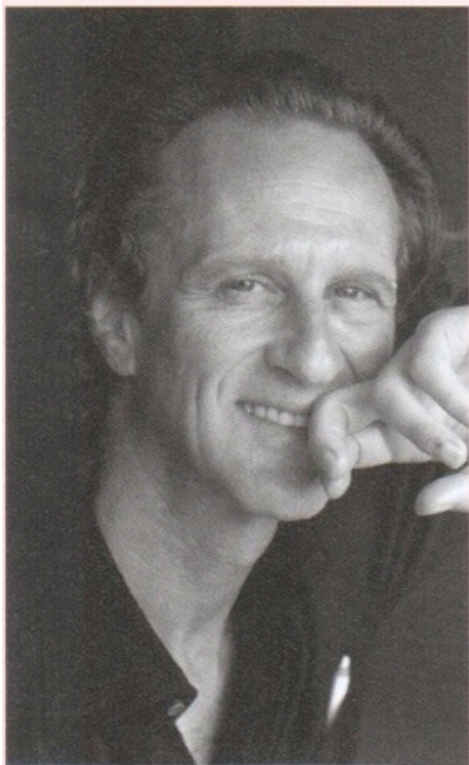
MAGAZINE ON CONTEMPORARY CULTURE

1UP
930

HIGH SCORE
16440



Akihisa Hirata / Bertjan Pot / Haroon Mirza / Hurricane Sandy
Renato Nicolodi / Com-pa-ny / Luc Deleu / Harald Gründl / Pac-Man
Water Ways: Sane and Sanitary



MATTEOTHUN & PARTNERS

*Matteo Thun and Antonio Rodriguez
Founder and Partner and head of product design,
respectively*

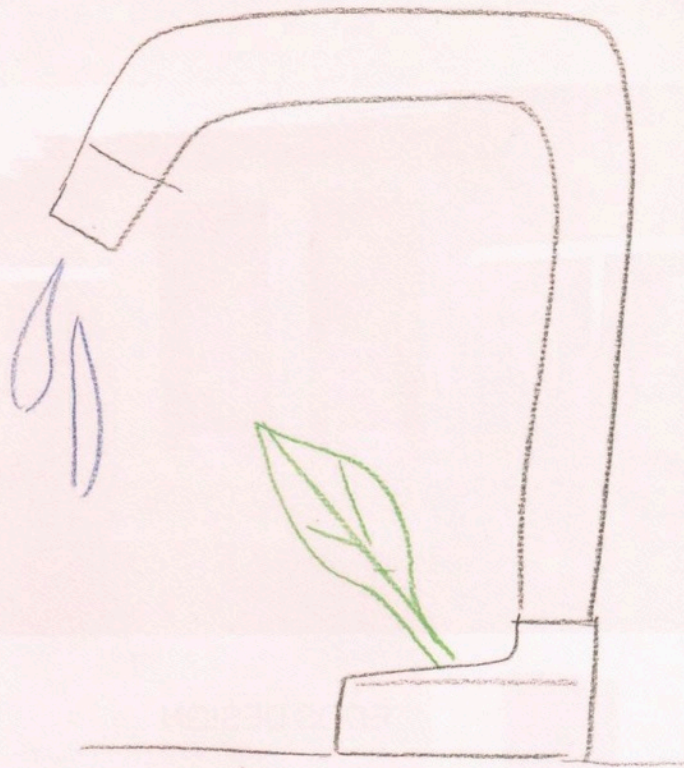
These designers take sustainable concerns seriously. "In all our work in architecture, interior and product design, we follow the three zeros concept, meaning: zero kilometres, local materials, local suppliers, and local production facilities; zero energy/CO2; zero waste, accomplished through product lifecycle management.

And when designing products that deal with water, the issue of saving water is considered. "When creating taps, we mainly work with aerators, where water and air are mixed. This way, the user has the impression of enjoying a lot of water while actually using much less. For example, when we designed Gentle, a tap for Dornbracht, we made the forms very smooth, easy to grind and to polish – consequently, production requires less energy and less time. For Zuchetti, the series ISY was created by using one base for an entire collection. Following a modular concept, the technical part, with cartridge and lever, remains the same - the tubes are different and thus become different items."

www.matteothun.com

GENTLE, design: Matteo Thun and Antonio Rodriguez for Dornbracht





ISY SAVE WATER
ISY IS GREEN

ZUCCHETTI

Elena Zucchetti, CEO

"The primary aim of the Zucchetti Group has always been the optimisation of processes and production facilities, with particular attention to the protection of environmental resources", states Elena Zucchetti. "The first of these is undoubtedly water, used in large quantities (around 50 m³/h) for many processes, but constantly purified in our own advanced plant, which enables 100% recycling. Quality is one of the key words in our company philosophy, and not merely intended in relation to the product, but also to environmental quality and the quality of life of those who work with us. For us, being at the forefront today means creating new scenarios for contemporary living, new lifestyles for home living, but also taking wide-ranging action in terms of environmental protection."

All Zucchetti showerheads and taps are designed with ad-hoc devices and solutions, which by mixing water with air allow the flow rate to be reduced, saving water without detracting from the pleasure of a strong and invigorating jet of water. One of the collections involves a project for a water management system, as designers Matteo Thun and Antonio Rodriguez call it, "representing an extraordinary innovation that allows the water flow to be reduced from 30% to 60% of the standard values, while still ensuring a full and comfortable jet."

The CEO grew-up in the north of Italy, where the company is located, and claims that she received an 'environmental education'. "I believe that today it is impossible not to consider the environment in our way of living. Small changes can make the difference."

www.zucchettidesign.it

ISY, design: Matteo Thun with Antonio Rodriguez



1. SAPHIR KERAMIK

A new ceramic that is considerably harder and has greater flexural strength, exhibited in entirely new washbasin designs. SaphirKeramik turns the old material into completely new shapes: closely defined radii and edges are possible – and thin walls, which have until now not been seen in sanitary ceramic.
www.laufen.com



2. PALOMA

Ludovica + Roberto Paloma
The bathtub from the 2012 Paloma Collection resembles a rock polished by water over time.
Photo: Laufen/Adriano Brusaferrri
www.laufen.com



3/4. ISY

Matteo Thun with Antonio Rodriguez
A system that speaks the language of simplicity: it's not an effort of design but an idea that flows from water's own creativity, and follows its plastic forms.
www.zucchettikos.it



5. AXOR STARCK ORGANIC

Philippe Starck
The wash basin mixers in the new collection allow water and energy to be used intuitively, ergonomically and economically. Water flow and temperature are controlled separately. With Axor Starck Organic, the water is turned on and off at the end of the spout. This is ergonomic, because one's hands are right where the water emerges. Here, less is more. A flow rate of 3.5 liters per minute without missing out on comfort means the responsible use of water is becoming a positive norm.
www.hansgrohe.com

6. JOYCE

These sanitary fittings, furniture and accessories can be personalised, thanks to the addition of a series of interchangeable functional extras called Apps that include containers, scent vases, and a soap holder. Underneath all the Apps is a magnetic softpad that gives them a firm hold.
www.villeroy-boch.com



7. SANIFORM PLUS

Phoenix Design
A built-in rectangular steel bathtub.
www.kaldewei.de