

Pure style and functionality

With Feel, Mamoli continues its research into essential elegance equally meeting functional needs.

One of the new entries in the Mamoli Robinetteria catalogue, Feel is without doubt the product closest to a "rationalist" idea of stylistic purity. The light of the flat surfaces and the geometrical cuts are the result of linear design achieved through the harmonious outlines. These outlines and modern impact inspire an elegant image with essential graphics that reconcile the clarity of minimalism with the practical functions dictated by daily use. This is why geometrical rigour and minimalism in Feel are by no means a cold *stylistic* exercise but, rather, a way of interpreting graphic design: capable of regaining all the emotive value of sparkling metal.

The Feel series is thereby yet another step forwards by Mamoli in the search for archetypal forms and reviews of traditions in Italian design with a contemporary approach. Simplicity, in this case, is not a rhetorical expedient, nor is functionality merely a concession to practical requirements. And not because attention to the needs of daily use are not a cardinal point in Mamoli's design work but, on the contrary, precisely because the key factor in production by the historic tap brand is research into perfect fusion between functional requirements and the taste for research and aesthetic experimentation. A fusion that lies at the heart of the best traditions in Italian design where Mamoli has always been a major protagonist.

Press Office Looping

Simona Labbate

Mobile phone +39.346.0019028

E-mail: simona@looping-italy.com