

Practicality of Function, Elegance of Form

Mamoli presents at the International Bathroom Exhibition (Stand G24 - Pad22P/1, 14th - 19th April), Ortigia and Paola & The Kitchen. The two new creations from the historic tap manufacturer will be launched onto the market on occasion of the Milan trade event.

Mamoli Robinetteria will be exhibiting, from 14th to 19th April, at the International Bathroom Exhibition (Stand G24 - Pad22P/1), where it will unveil two new products to be launched on occasion of the Milan trade show: Ortigia and Paola & The Kitchen.

"Paola & The Kitchen" represents the perfect union of Mamoli's technical experience in manufacturing taps and fittings, and the eclectic creativity of Paola Navone, who gives us a poetic and upbeat interpretation of the good old kitchen tap, light-heartedly pairing a light, colourful lever to the sleek chrome spout. The simplicity, practicality and essentiality of the object are brought to the fore by the delicate matching of an element so basic and yet so capable of creating a new feel.

Ortigia, on the other hand, is the fruit of the partnership forged with Studio Batoni, an object that brilliantly expresses the bond between contemporary beauty and functional design. Slender, light and abstract, Ortigia seeks to connect with users on an emotional plane, evoking the romantic, neo-Baroque feel of settings of old. The design imposes no preconceived form, instead allowing the various parts to communicate and shape each other, to create an agility that evokes, in a contemporary key, a tradition that is begging to be reinvented.

With these two new creations, Mamoli has continued its great partnership with leading contemporary Italian designers, further shaping the development of a "bathroom culture" that blends the practicality of form with the engaging elegance of form.

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