

Innovative solutions and sophisticated luxury:

Paola Navone chooses Mamoli for “No Walls”

At “The Ideal Bathroom” exhibition, an event linked to the last edition of Ceramics China, Paola Navone presented her “No Walls” project, choosing Mamoli’s avant-garde products.

Amongst other appointments, the latest edition of Ceramics China (Ceramics, Tile & Sanitary Ware, Shanghai 31 March-3 April 2009), the major trade fair event for ceramics in Asia that has just ended, hosted a very important event devoted to Italian design for bathrooms. Thanks to the efforts of three exceptional partners – the magazine Abitare, Bologna Fiere and Cmp Sinoexpo – leading Italian designers and companies held an exhibition called “The Ideal Bathroom: Innovative solutions and designer ceramics products for the Bathroom Space of the Future”. Four life-size projects for four ideal solutions, capable of highlighting future developments in the field of bathroom design, adapted to four different environments: a private home, a villa, a hotel and a spa. Avant-garde solutions, achieved with products and materials made by Italian companies that are standard setters for the industry, thus characterised a series of installations that were intended for practical purposes, showing projects already completed, and at the same time theoretical ones, seeking to sense the prevalent trends in the industry. The four projects were entrusted to some of the biggest names in the design world: famous designers like Ludovica and Roberto Palomba, Giovanna Talocci, Diego Grandi and Paola Navone. It was indeed the well-known designer Paola Navone who chose Mamoli products for her “No Walls” project. This project is based on a fluid conception of homes: bathroom areas open up to include more functions and thus change from a room that is merely an accessory to become one where you can live, rest, read, think and create. Responding to a common demand for innovative solutions, Paola Navone designed a room showing typically Italian, sophisticated luxury. And this decision fully justifies the choice of Mamoli products, which have always been conceived with innovation and style in mind, within a great tradition based on the combination of industrial skill and creativity. In this context, the encounter between Paola Navone’s design philosophy and Mamoli’s corporate philosophy could not have been more natural.

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