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Function, aesthetics, contemporary trends

The Good Design Award 2008 for Euclide by Mendini confirms Mamoli's appreciation of contemporary design and its developments



Investment in industrial design is the core of the corporate philosophy of Mamoli, a historical Made in Italy brand that has succeeded in making the signature and style of major designers the element that distinguishes its aesthetic identity. It has been a question of investing in the true sense of the word in quality: the quality of the product, for the company, and quality of life for its customers. An investment that has been rewarded and authoritatively recognised by the Good Design Award assigned, at the 2008 edition, to Euclide, the series designed by Alessandro Mendini.

Founded in 1950 by the Chicago Athenaeum, the windy city's museum of architecture and design, one of the landmarks of contemporary city planning, the historical and prestigious Good Design Award, judged by a jury of trade specialists, honours excellence in the field of industrial design, based on innovation, style, materials, construction techniques and function. All these elements were recognised in 2008 in the Euclide series designed by Mendini and made by Mamoli. A series whose central element is a tap with a simple and archetypical design: a parallelepiped with simple lines and straight, flat and polished surfaces. "A primary form of ancient geometry," as Mendini himself describes it. The quest for formal purity is thus transformed into a severely classic design, relieved by the single-control lever, which when raised from the body of the mixer tap underlines the austere elegance of the design.

Mamoli's commitment to materially interpreting the evolution and trends of contemporary design, in a constant quest for an ideal synthesis between function, aesthetics and innovation has thus been recognised once again.

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