

MAMOLI Robinetteria S. p. A.

20084 LACCHIARELLA (MI) P.zza S. Mamoli, 1 Tel +390236645299 Telefax +390290033122 - P. IVA 07234580152

Internet: www.mamoli.it – www.mamoli.com

E-mail: info@mamoli.com

A classic tap

Euclide, the Mamoli tap series designed by Alessandro Mendini, will be one of the works exhibited at the major anthological exhibition that Rome is dedicating to this Milanese designer.

Rome is celebrating Alessandro Mendini, one of the key players in the great tradition of Italian design, by dedicating an anthological exhibition to him at the Ara Pacis Museum from 9 April to 6 September. The exhibition will go back over the career of one of the most versatile Italian designers, and will reflect the versatile and dynamic nature of his production, ranging from interior design and furniture to accessories and fashion, even in its layout which features the work he has done for the major Made in Italy brands. These include Mamoli Robinetterie, a company that for some years has been investing in products with a high design content, like the Euclide tap series by Mendini. After the assignment of the Good Design Award 2008, the partnership between Mendini and the well-established Milan company has thus once again received definitive recognition at this exhibition, and can legitimately claim to be part of the history of design. Defined by Mendini himself as a “primary form of ancient geometry”, with its severe and simple aesthetics Euclide fully represents the meeting of two perceptions: that of Mendini, who in this work expresses his research into the archetype of form, and Mamoli’s technical-manufacturing perspective, constantly in search of high quality solutions. The simple and severe shapes are based on an elaboration of an essential shape, the parallelepiped, using a design with shiny flat surfaces, achieved by the perfect synergy between aesthetics and technology that has always been Mamoli’s added value. The precision and close attention to manufacturing phases and in-depth analysis of technical and functional aspects have thus made it possible to naturally develop the whole series. A truly Euclidean design, not just a formal exercise in style, but an emotional reinterpretation of an archaic shape, Euclide by Mamoli legitimately occupies an important place amongst the creations of one of the great Italian designers, to whom the exhibition in Rome is now giving deserved recognition.

Press Office OGS S.r.l. Marilena Puppi

Simona Castelli simona.castelli@ogs.it - ph. +39.02.3450605