

Contemporary Design, Romantic Feel

Ortigia by Batoni: Mamoli turns over a new leaf in the history of bathroom culture

Back in 1985, well before recent developments in the concept of home wellness, Peter Greenaway released his documentary "Inside Rooms. 26 Bathrooms. London & Oxfordshire," an insightful portrait of twenty-six London bathrooms, looking into their design and fittings, and how these essential conveniences are transformed by their owners into very personal and private living spaces. Mamoli too, well before the concept of home wellness became what it is today, understood that it is these aspects that create "bathroom culture," and that taps are much more than just simple practical fittings in which form rather brutally follows function. That is why it has always been so natural for Mamoli to pair up with leading contemporary Italian designers, fulfilling a destiny written and reflected in the care that this historic manufacturer of taps and fittings has always focused on quality, understood in terms of both technical excellence and appealing design. The partnership forged with Studio Batoni represents the latest in a long line of successful projects built on quality design and the technical expertise of Mamoli. The fruit of this great partnership, to be unveiled at the forthcoming Expobagno fair (23rd–27th March, 2010), is Ortigia – a tap that, in the words of its creator Fabrizio Batoni, evokes Mediterranean and Neo-Baroque nuances and experiences: "the sun shines brightly on the walls, inebriating aromas fill the air in the alleyways, voices shout out to each other, snapshots of time past flood back to mind, bringing back memories of age-old motifs that still today the sun casts against the walls with the same everlasting precision and beauty." It is these motifs that give shape to Ortigia, an object that brilliantly expresses the bond between contemporary beauty and functional design. Slender, light and abstract, Ortigia connects with users on an emotional plane, evoking the feel of romantic 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.

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