

So familiar yet so extraordinary

Paola & The Kitchen: Mamoli and Paola Navone reinvent the kitchen tap, combining practicality with the playful use of form – the familiar convenience of practical utility with an extraordinarily eclectic touch.

"Paola & The Kitchen" represents the perfect union of Mamoli's technical experience in manufacturing taps and fittings, and the eclectic creativity of Paola Navone.

With "Paola & The Kitchen", to be unveiled at the forthcoming Fuorisalone in Milan (13th–19th April), in her very own delicate and feminine way Paola Navone 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. It is, in the words of the designer, "a petal naturally rich in seductive charm," or perhaps "the big, colourful lever of an old industrial machine." But also a practical tool that injects a natural touch of design to the pragmatism of use. However you see it, with "Paola & The Kitchen", Mamoli has shaped a kitchen tap that encapsulates the great creative flair of Paola Navone – her ability to hybridise and contaminate with a measured touch of good cheer, as well as to playfully explore to the full the technical and formal possibilities of production. This skill has found the perfect craftsmen in Mamoli, a manufacturer that has always sought to give a creative touch to what are only apparently common objects, and which in "Paola & The Kitchen" brings us something so familiar and yet so extraordinary.

Press Office Looping

Simona Labbate

Cell. +39.346.0019028

E-mail: simona@looping-italy.com