



Qui sopra Zip, disegnata per Ceramica Bardelli e, sotto, La Fontana, by The ArtCeram

Above Zip, designed for Ceramica Bardelli and, below, La Fontana, by The ArtCeram

What are the transformations that are involving the bathroom sector and how do your projects fit in with this?

Our design approach considers many factors, including the life habits and behavior of both old and new generations, but above all takes into account the evolution of the bathroom environment as a multifunctional space, in osmosis and continuity with the rest of the house, or as a more restricted space that requires ad hoc solutions, or even as a very comfortable place. The new technologies and the introduction of new materials, which are always more well-performing, affect this space. As designers, we must take it into account. Everybody talks about "Smart toilets" and maybe one day our firm will exactly focus on these aspects.

Where did your design research come from? And what does it shape it?

The research is constant, it is an all-around vision of the world and we try to draw inspiration and aesthetic stimuli from different sectors. How does it take place? Reading magazines and books, watching an exhibition or a film, traveling, comparing ourselves with each other, with our collaborators or with our own customers. It is an ever-stopping process and it is what animates our work.

Except for the awards, what has been your greatest satisfaction so far?

We share a good critical sense and also a good share of realism, and this leads us not to be satisfied and to search for higher goals, to look "beyond". We have had many satisfactions: in addition to winning various awards, we have been featured in magazines, had interviews and invitations to speeches and conferences. It is very satisfying for us when a company that did not know us before and that perhaps works in other sectors not related to the bathroom, looks for us and commissions us a project. Or when a company decides to start an on-going relationship not just for a single project, but as if we were partners.

