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MARZO 2000

DESIGN DIFFUSION NEWS

BAGNO
INTERNATIONAL

**BAD
BAIN
BAÑO
BATHROOM**

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Bello quotidiano, anche in bagno

La ricerca dell'oggetto spiritoso che sappia interpretare con fantasia anche le funzioni più tradizionali, è entrata a buon diritto a far parte del comportamento d'acquisto dei consumatori; che nelle loro scelte mostrano di preferire quei prodotti che sanno risolvere in modo creativo gli aspetti legati alla funzionalità con un design interessante, innovativo e piacevole.

Oggetti belli e buoni.

Che siano utili, funzionali, sicuri, divertenti e anche poetici.

Non c'è ambiente della casa che si sottragga a questa regola aurea che ha contribuito a determinare una piccola rivoluzione sociologica degli anni '80 continuando poi ad orientare le dinamiche del consumo nel corso di tutti gli anni Novanta.

Questo fenomeno di costume ha interessato in particolare proprio le due aree tendenzialmente più chiuse e inaccessibili della casa, quelle da sempre dedicate agli aspetti più squisitamente funzionali dell'abitare: la cucina e il bagno, che si sono l'uno dopo l'altro progressivamente scrollati di dosso l'etichetta riduttiva di ambienti "off limits" trasformandosi in una formidabile palestra per esercizi di progetto e di marketing.

In questo senso, il bagno offre ottime occasioni per allenare la capacità di rileggere in chiave creativa anche certe funzioni e modalità di uso che di creativo hanno ben poco.

Due esempi?

Il tappo per vasca da bagno e lo stura lavandini. Oggetti onesti e utilissimi, siamo d'accordo, ma dal look particolarmente triste e dimesso. Alessi si è posto il problema di vivacizzarli e l'ha risolto pro-

ponendo due spiritose "riletture" disegnate rispettivamente da Massimo Giaccon e Stefano Giovannoni. "Mr. Suicide" è il tappo per vasca legato con un catenella a un omino in resina termoplastica disponibile in rosa, giallo e azzurro, che galleggia quando la vasca è piena e attende di essere salvato al momento di svuotarla. "Johnny the Diver" si presenta come un provetto tuffatore che entra in acqua con stile perfetto, ma in realtà è una coloratissima ventosa con manico in resina termoplastica (in azzurro, verde, arancio, giallo) che all'occorrenza provvede diligentemente a sturare il lavandino.

Questi due accessori per il bagno vanno ad aggiungersi alla generazione degli oggetti ludici per il bagno già proposti da Alessi, che comprende il dosatore/papero per sapone liquido "Mr. Cold" e varie versioni di portasapone e bicchieri portaspazzolino e porta dentifricio, tra cui la linea "Big Bubbles" di Stefano Giovannoni e Miriam Mirri. I due designer hanno ideato una linea in resina termoplastica trasparente resistente agli urti dove sono intrappolate bolle d'aria con disposizione e dimensioni del tutto casuali, che rendono ogni oggetto quasi un pezzo unico e anche la scritta soap che si legge in trasparenza nel portasapone sembra formata da grosse bolle d'aria.

"Climber" è un simpatico e agile scalatore realizzato da Gedy in Propilux (nei colori bianco opalino, azzurro, acquamarina e rosa) su disegno di Paolo Pedrizzetti. Lo scalatore può arrampicarsi su varie superfici in ogni angolo della casa e la sua sacca può servire per svariati usi; certamente, nella versione portasapone e portaspazzolino è perfetto. Sempre in tema, Gedy ha voluto rendere piacevole

BEAUTIFUL EVERY DAY, EVEN IN THE BATHROOM

The search for funny objects capable of interpreting even the most traditional functions in an imaginative way, has rightfully become part of the consumers' buying behaviour. They have shown to prefer products with an interesting, innovative and pleasant design that creatively solve all aspects linked with function.

100% Objects.

Important that they be useful, functional, fun and even poetic.

There isn't a room in the house that escapes this golden rule that has contributed to the birth of the small sociological revolution of the eighties, and has continued to orient consumer trends during the nineties.

This behavioural phenomenon has particularly influenced the two areas that are usually the most closed and inaccessible of the home, those which have always been dedicated to the more specifically functional aspects of living: the kitchen and the bathroom; one after the other, they have gradually got rid of the depreciatory label of 'off-limits' interiors, and have been transformed into an extraordinary 'gym' of design and marketing.

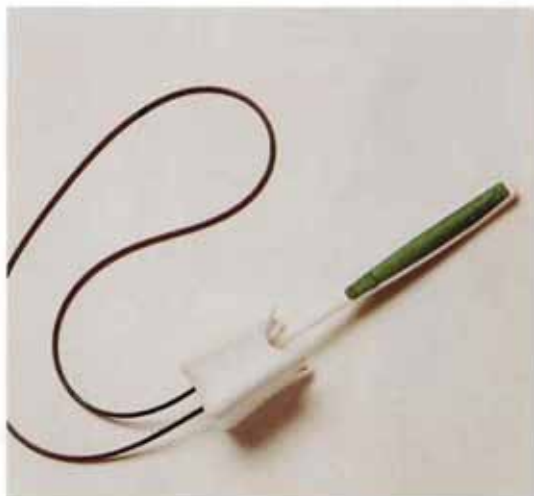
In this respect, the bathroom offers excellent opportunities to exercise one's skills of re-visiting in a creative key certain functions and ways of use that are usually devoid of all creativity.

Two examples?

The bathtub plug and the washbasin plunger. Very useful and sincere objects, we must admit, but they look particularly sad and humble. Alessi has posed itself the problem of enlivening them and has solved it by proposing two funny "re-interpretations", designed by Massimo Giaccon and Stefano Giovannoni respectively.

"Mr. Suicide" is the bathtub plug, connected by a chain to a little man made from thermoplastic resin; it comes in colours pink, yellow or light-blue and floats when the tub is full, awaiting to be saved when the tub has to be emptied.

"Johnny the Diver" seems an expert diver that enters the water with his perfect style, but in reality he is a very colourful sucker with a thermoplastic resin handle (light blue, green, orange, yellow) which diligently helps



you to unclog the washbasin.

These two bathroom accessories add to a generation of playful objects for the bathroom already presented by Alessi, including the duck-shaped liquid soap dispenser "Mr. Cold" and various types of soap dishes and toothbrush glasses, amongst which the "Big Bubbles" collection by Stefano Giovannoni and Miriam Mirri. The two designers have created a collection of objects made from transparent shock-resistant thermoplastic resin, inside which are randomly trapped air-bubbles of all sizes that make each object an almost-unique piece and even the word "soap" that can be read against the light in the soap dish, seems to be shaped like large air bubbles.

"Climber" is funny agile climber made from Propilux by Gedy (in colours opal white, light-blue, aquamarine and pink) and designed by Paolo Pedrizzetti. The climber can clamber up different surfaces in any corner of the house and his bag may be used for a variety of needs; of course, the soap dish and toothbrush cup are perfect. Speaking of which, Gedy wanted to make this daily rite pleasant with an extra eye to hygiene, and it created a series of toothbrush covers decorated with motifs like the apple, the worm and the tooth, all made from polypropylene.

Even a simple object such as the humidifier can be presented in a funny and amusing way, especially when it is made by a company such as Il Coccio with a thirty-year-long experience in the production of these objects. The humidifier has always contributed to well being within the domestic walls and has now become a furnishing accessory proper due to colour and creativity. To create the bathroom humidifier, Il Coccio has drawn inspiration from a tube of toothpaste and offers it in an attractive version made from hydro-porous porcelain-finished grès.

Of course, the mirror is necessary to look at oneself. But it can be conveniently equipped to carry out other functions as well. Thus it becomes an easy and unusual object, as in the case of the mirror "Mano", designed by Francesco Pizzi for Lisolachenoncè. A flexible chrome arm sticks out from the mirror and ends with a hand holding a beaker made from very colourful resin. For the more romantic, there's "Nike" with a glazed chrome band that holds a flower vase.

Among the countless collections of the Free Home project distributed in Italy by Modo & Modo, the German brand Octopus has become synonymous with a new way of conceiving the bathroom under the banner of "make up your bath". When you are tired of your bathroom's appearance, Octopus offers a collection of

sticky decorations signed by famous designers (including Branzi, Facente, Selden, Sieger and Palterer) to renew it. All you have to do is apply them onto the tiles and mirrors, and they also have matching shower-curtains, bath mats and towels. The stickers are easy to apply, waterproof, resistant and just as easy to remove (if you move or change your mind), and are made from moulded resin. They can be applied on all smooth surfaces and are easy to clean with ordinary detergents.

If you want to furnish an 'important' corner of your bathroom with elegant objects inspired by the sea, there's the new "Pesci Palla" collection, offered by Lalique as a variation of the animal theme, which also includes turtles and dragons. The little fishes, small creatures made from crystal glass which colour up with daylight, are available in ten different colour shades.

