

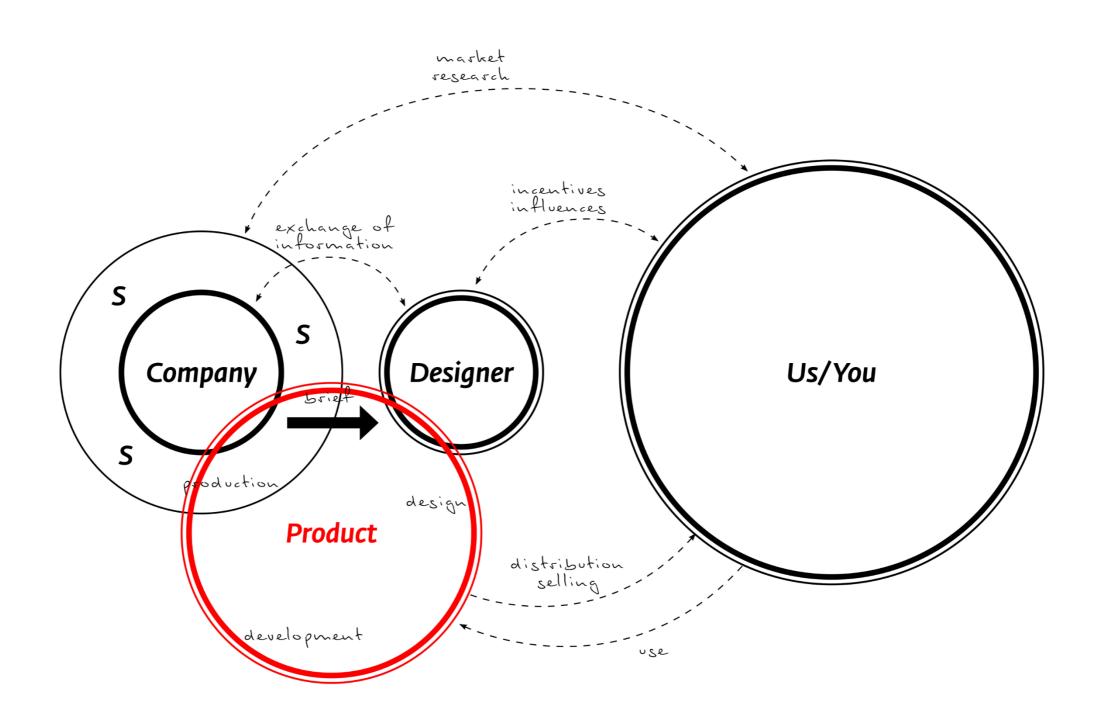
## "Design as a solution" a brief story through 10 dots

MENEGHELLO PAOLELLI ASSOCIATI



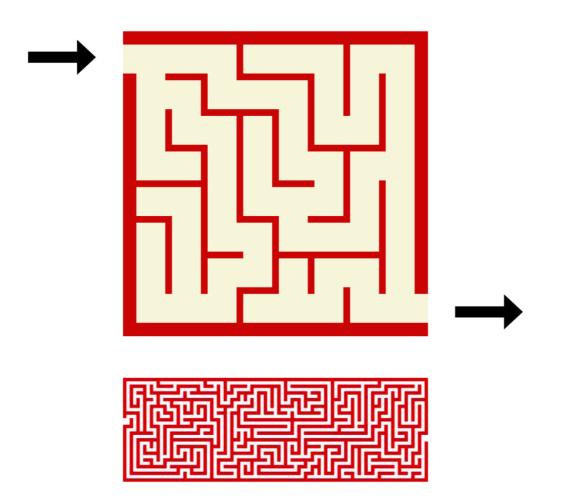
# "We create added value applying our lateral thinking to industrial design and product strategies in connection with clients"

**OUR MISSION** 



"Design as a plan for arranging elements to accomplish a particular purpose. What are the boundaries of Design? What are the boundaries of problems?"

**CHARLES EAMES** 



(A)MAZE





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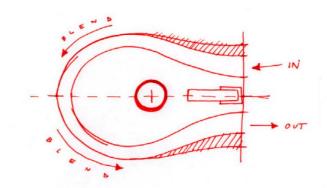
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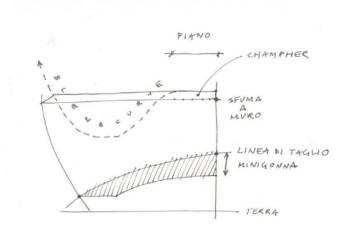
#### • BLEND ARTCERAM 2009

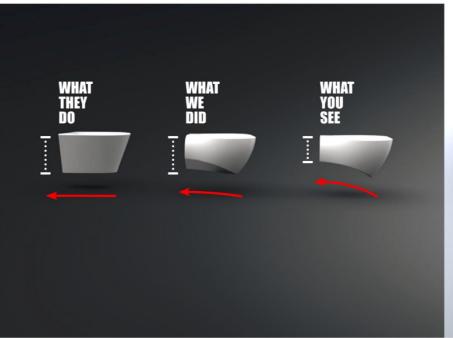


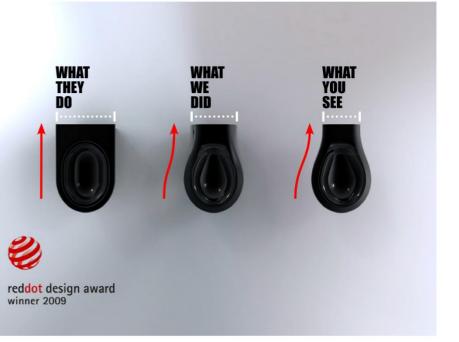
#### the.artceram

Blend sanitaryware range is designed to be soft and light, shaped on the human body: it is dynamic and relaxing, feminine and masculine at the same time, cold and hot like flowing water. Blend: 'A surface added to two or more other surfaces to provide a continuous link between them'.

















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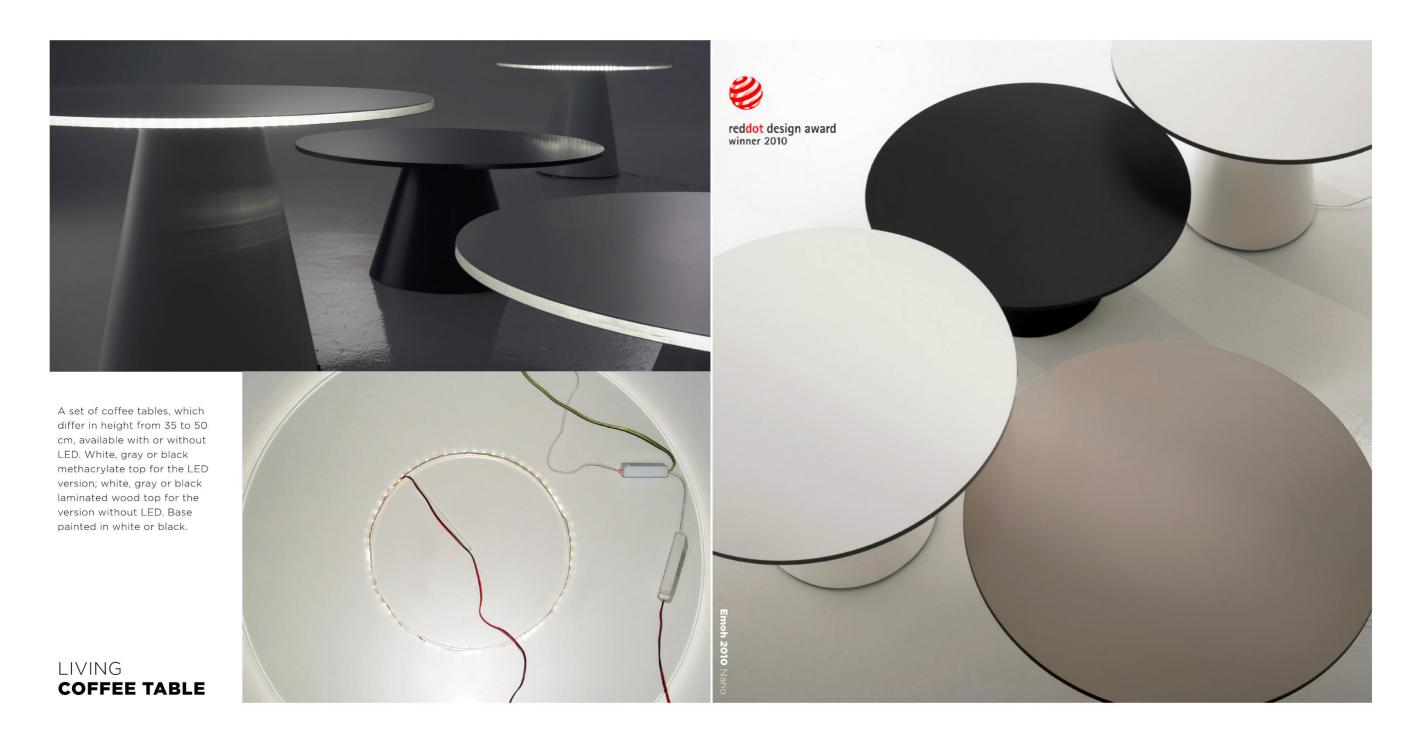


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• BACK ARTCERAM 2011 Compact with a very little depth from the wall, the new washbasin Back is presented in two versions: back to wall or wall-hung. The faucet can be placed on the wall or to the right of the basin. Back is made of Livingtec, available in white or in black&white gloss finish.





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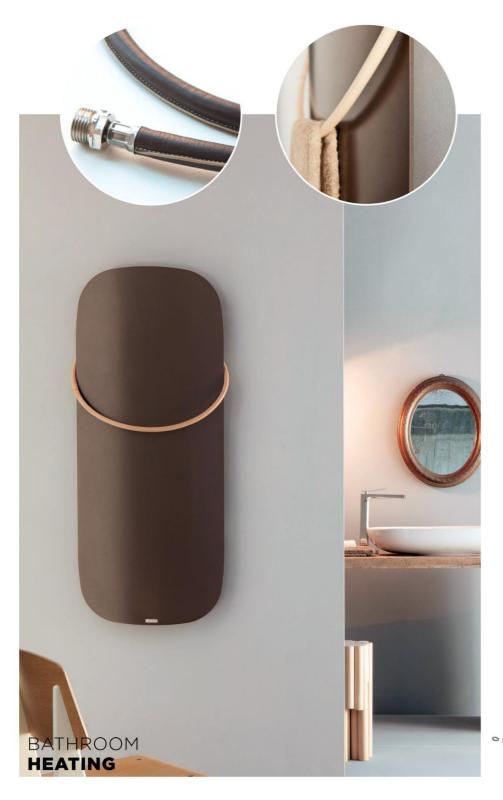
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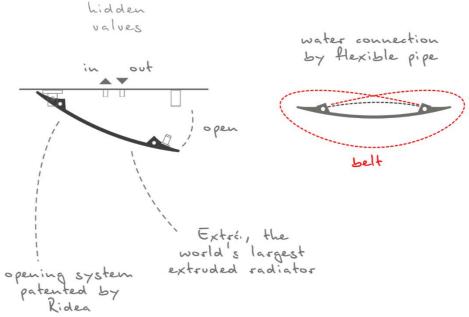
**SCHEMA RIDEA** 2014







Rigid elements mixed with curved elements, not just ordinary radial elements, but carefully styled conical shapes, all combined to ensure that the final result bespeaks perfect formal balance and the good looks of a familiar household appliance, which is intended for a long service life. Particularly striking is **Schema Belt**, where a technical part, such as the hose - which is an integral part of the hydraulic circuit of the radiator - becomes a furnishing object of absolute standing. Schema Belt exemplifies how the delicate relationship between function and form may reach its apex. The hose is reinterpreted and becomes an "accessory" that plays a complementary role in the aesthetics of the radiator. "We decided to style the hose into a fashion accessory and an interior design item; to this end, we reinterpreted both its function and its location; instead of a technical element to be concealed, now the hose - covered with leather or fabric - wraps around the front of the radiator to serve both as a "necklace" and as a towel bar."



















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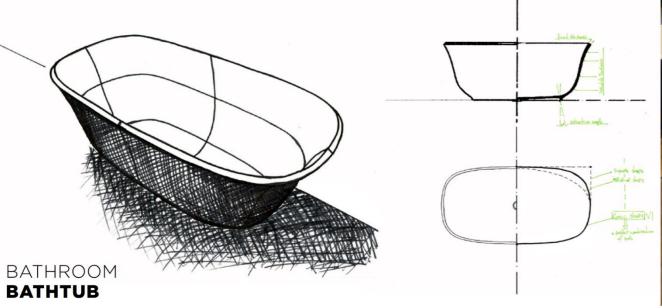


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**AMIATA VICTORIA+ALBERT** 2015













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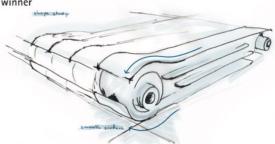
• OTTIMO RADIATORI 2000 2016







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We restyled the classic die-cast radiator to give it brand new looks, with strong design/artistic connotations. Ottimo introduces a new product in which traditional thermo-hydraulic systems are reinterpreted with a modern flair. Soft and pleasing lines characterise a timeless object that gets across an impression of innovation and good taste for classical and modern style interiors. The design of an artwork is paired with the functionality guaranteed. The lightweight design of the new radiator has been achieved by making use of die-cast aluminium so that the thickness and weight of the metal parts can be minimised while providing plenty of heat in large-sized rooms.







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• TT ARTCERAM 2016 The TT wall-hung washbasin, designed by Meneghello Paolelli Associati, reminds of the typical shape of the double-T beam used when building edifices and refers to the idea that any material shows is resistance under stress. Two external and parallel wing-like shapes are connected by a vertical core: one face of the T is fixed to the wall while the other forms the frontal rim of this 90x40cm washbasin made in Livingtec. The faucet can be placed on the wall or on the side of the washbasin. Various accessories can be placed on top, underneath or frontally: hooks, a towel bar and a supporting wooden tray that can move along the rims.













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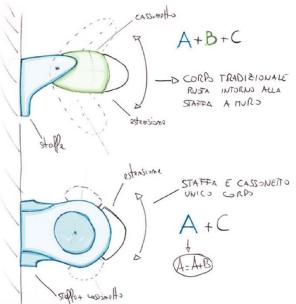








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**SKINNY FIMA** 2017







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Skinny, a Kitchen mixer characterized by its contemporary design, innovation and best functionality for a daily use. As an expression of an advanced project development, Skinny is able to add value in any kitchen and to fit with every style giving a balance of modern aesthetic and excellent ergonomics.

The new mixer is featured with a slim body that soars to 220mm height, connecting smoothly the diameter of the spout with the **integrated base**. The **morphing** of its surface is asymmetrical designing a flat shape that allows the fluid insertion of the cylinder, seat of the 35mm cartridge, and that gives to the mixer a **thin look that is constant for the whole height**. Another special feature is the **lever**, a new interpretation of a perforated lever that joins a great and ergonomic grip with a clean and elegant design. Skinny integrates also a double function 28mm hand shower.





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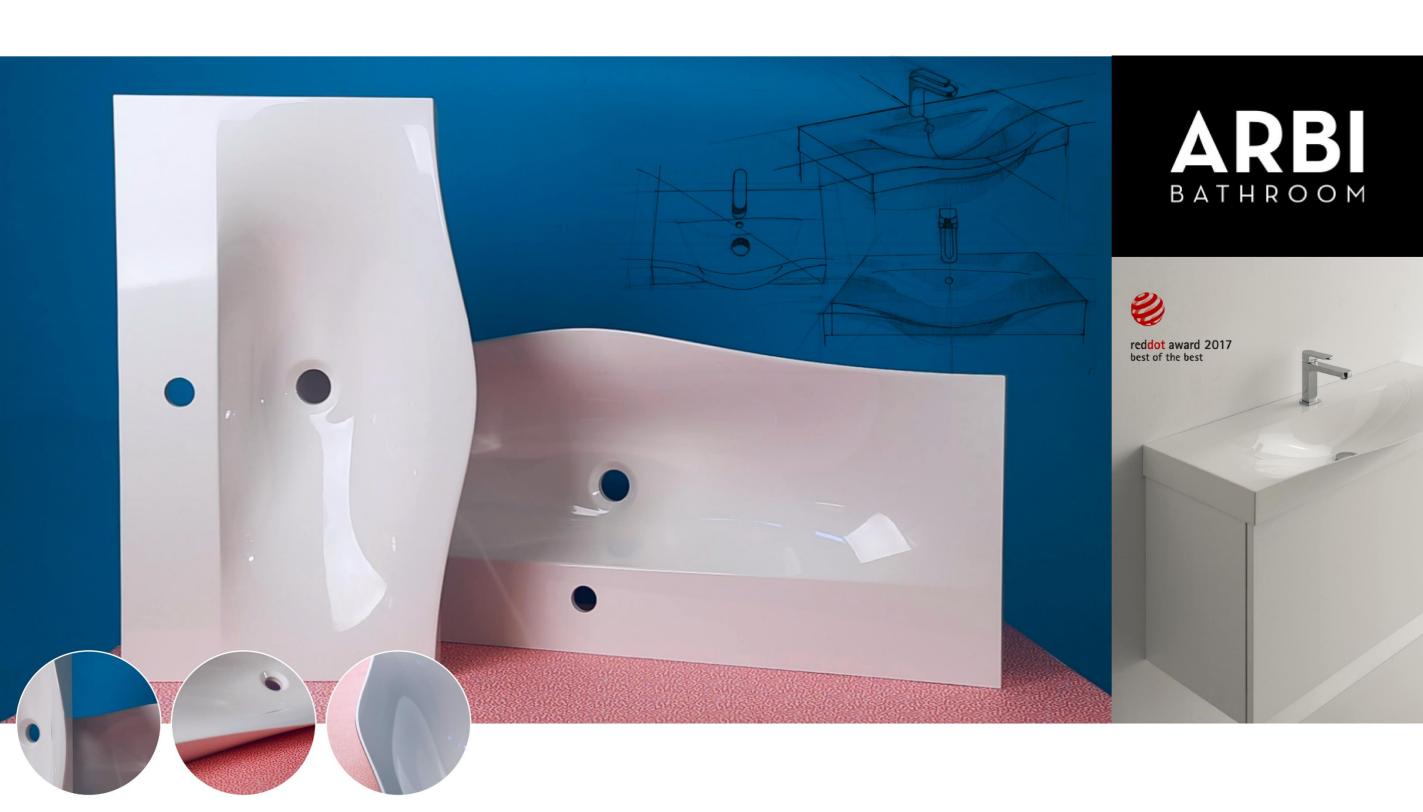
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TODAY ARBI 2017



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