

## **Plasticism**

“Plasticism” is a new collection that ventures into the topics of mutation, transformation and experimentation around plastic.

Presented during the Milan Design Week 2009 at the Spazio Rossana Orlandi, the collection has plastic as exclusive protagonist involved in a series of innovative manufacturing processes with the aim to find out new uses, re-uses, approaches, forms and functions.

## **BRIGHT OBJECTS**

### **ICE\_CAP**

Designer: Laudani & Romanelli  
Year: 2009

“Ice\_Cap” is a lamp characterized by a shape and a decoration that take inspiration directly from the water changes of state: from the liquid of the base to the crystalline solid of the top. A light that plays with shines and structures able to furnish with its character every kind of places.

## **POTS**

### **SAVING/SPACE/VASE**

Designer: JVLT/JoeVelluto  
Year: 2009

In a sarcastic exchange of parts and identities “Saving/Space/Vase” joins the industrial production with the handcraft and human action: the pot still hot, taken out of the mould, undertakes a pressure process able to impress every time a different shape, peculiar, exclusive. An innovative treatment without the use of high-tech technologies: a new object obtained without any contaminating substances post-moulding and the creation of new moulds.

## **CHAIRS**

### **GUMBALL**

Designer: Alberto Brogliato  
Year: 2009

A comfortable chair characterized by a sinuous shape. “Gumball” is produced in a special soft resin that ensures a pleasant touch and the property to model around you. Available in a translucent version full of small and multicolor balls or in the colored and lacquered versions, “Gumball” suits perfectly in the private spaces as well as outdoor and indoor, gardens, terraces...

## **FINISHING**

### **I WAS**

Designer: E3P dept+JVLT/JoeVelluto  
Year: 2009

“I Was” is a new way of interpreting plastic. The material that composes these products comes from the discharge of the PLUST Collection vases characterized by manufacturing defects. A way to restore a defected product preventing it from getting wasted, giving as well a second life.

## **TEXTURE**

### **MORE**

Designer: E3P dept  
Year: 2009

“More” is a pot characterized by a surface with a texture reproducing the spontaneous gathering effect obtained from the pressure of a thin aluminium sheet.

## **CONCEPT**

### **BIG FRIENDLY CHAIR**

Concept by El Ultimo Grito  
Year: 2009

A small armchair characterized by an anthropomorphic shape, an invitation to make oneself comfortable. A round form with two armrests that seem to hug who sit down on it.

### **BEACHCOMBER**

Concept by Chris Kabel  
Year: 2009

A pot that reinvents the classical archetype of the garden vase undertaking a contemporary and serious approach. “Beachcomber” takes inspiration directly from the objects left on the sand after the shore: a life belt, a ball, a lid, a rim and a tray that all together create the final shape of “Beachcomber”.

### **LIGHTBALL**

Concept by E3P dept + JVLT/JoeVelluto  
Anno: 2009

“Lightball” is a project that reinterprets the topic of the global warming. A lamp full of plastic containers able to create a warm and colourful light. A new aesthetic interpretation and a way to re-use and give a second life to objects that have no more any function.