

1 Semantics
Product

Language and Style




1 Semantics
Product

Language and Style
minimal

Category
Philosophy
References
Target



1 Semantics
Product

Language and Style
minimal

Category
Philosophy
References
Target



1 Semantics
Product

Language and Style
glamour - decorative

Category
Philosophy
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1 Semantics
Product

Language and Style
glamour - decorative

Category
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1 Semantics
Product

Language and Style
functional

Category
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Target



1 Semantics
Product **Language and Style**
functional

Category
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1 Semantics
Product **Language and Style**
ergonomic

Category
 Philosophy
 References
 Target

1 Semantics
Product **Language and Style**
ergonomic

Category
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1 Semantics
Product **Language and Style**
hi-tech

Category
 Philosophy
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 Target

1 Semantics
Product **Language and Style**
hi-tech

Category
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1 Semantics
Product **Language and Style**
understate

Category
 Philosophy
 References
 Target


1 Semantics
Product **Language and Style**
understate

Category
 Philosophy
 References
 Target



1 Semantics
Product **Language and Style**
ethnic

Category
 Philosophy
 References
 Target




1 Semantics
Product **Language and Style**
ethnic

Category
 Philosophy
 References
 Target



1 Semantics
Product **Language and Style**
Classic - instant classic - vintage

Category
 Philosophy
 References
 Target



1 Semantics
Product **Language and Style**
Classic - instant classic - vintage

Category
 Philosophy
 References
 Target



1 Semantics
Product **Language and Style**
Country - Shaker

Category
 Philosophy
 References
 Target



1 Semantics
Product **Language and Style**
Country - Shaker

Category
 Philosophy
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1 Semantics
Product **Language and Style**
Organic

Category
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 Target

1 Semantics
Product **Language and Style**
Materic

Category
 Philosophy
 References
 Target

1 Semantics
Product **Language and Style**
Fashion - Italian Style

Category
 Philosophy
 References
 Target

1 Semantics
Product **Language and Style**
Fashion - Italian Style

Category
 Philosophy
 References
 Target

1 Semantics
Product **Language and Style**
Fashion - Luxury

Category
 Philosophy
 References
 Target

1 Semantics
Product Language and Style
 Category Classic
 Philosophy
 References
 Target

1 Semantics
Product Language and Style
 Category Pop
 Philosophy
 References
 Target

1 Semantics
Product Language and Style
 Category Pop
 Philosophy
 References
 Target

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Product Language and Style
 Category
 Philosophy
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BRUCE MCDONNELL

My reaction come from disenchanted observation of everyday life. Designer is like a doctor. He never stops to diagnose. In every place of our life we find a wealth of stimuli for the designer

interaction

play

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Product Language and Style
 Category
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THOMAS HEATHERWICK

The fl rouge wich connects his work always seems to be the most extreme experiment, made even more attractive by the unexpected component, all supported by a strong sculptural image, regardless of the scale of intervention

audacity

lightness

experimentation

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Product Language and Style
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SON ARAD

Sometimes I'm more interested in form and shape and the function is secondary, so I create a piece as large as a vase, we can call it vase, but we should not call it vase. I do not care if people use it or not, I enjoy discovering the process, what it's possible to do with materials, what kind of form I may obtained, in this case function is merely an excuse

Innovation

amorphous forms

technology

1 Semantics
Product **Language and Style**

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DESIGN OBJECTS REMIND THE NATURAL WORLD

SINOUS SHAPE WITHOUT EDGES, INNOVATIVE MATERIALS AND PRODUCTION TECHNIQUES

1 Semantics
Product **Language and Style**

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SINOUS AND ORGANIC SHAPES, COME FROM NATURAL WORLD USE OF NEUTRAL COLORS, INNOVATIVE MATERIALS

1 Semantics
Product **Language and Style**

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SINOUS SHAPES, IMPORTANCE OF COLORS, REMINDS RETRO STYLE, INNOVATIVE MATERIALS

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Product **Language and Style**

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WELLNESS

RITE OF BATH: PURIFICATION AND PLEASURE

NATURAL MATERIALS/ SPACE LIKE THE WORLD OF SPA

COMFORT/ NEED SPEND MORE TIME TO YOURSELF

1 Semantics
Product **Language and Style**

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WELLNESS

LIFE PLACE (P.E. BATHROOM):

- . SOFT COLORS
- . NATURAL MATERIALS
- . SOFT LIGHT
- . EMOTIONAL SPACES

• Couple/ 50 years

- . workers
- . Lovers of relaxing places (beauty farm, thermal baths)
- . Interested in the physical and mental wellness
- . Lovers of ethnic styles and cultures

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Product **Language and Style**

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TECH

ASEPTIC PLACES

INTERESTING IN NEW TECHNOLOGIES AND USE OF INNOVATIVE MATERIALS

MINIMAL DESIGN

CHROMATED SURFACES/ PRESENCE OF MIRRORS

1 Semantics
Product **Language and Style**

Category: **TECH**

Philosophy

References

Target

. Couple/50 years
 . Workers
 . Watch out for news on the market and in step with the times
 . Look for elegance in details molto
 . They are interested in problems of savings solved with technology

LIFE PLACE (P.E. BATHROOM):
 . NEUTRAL COLOR (WHITE-BLACK-STEEL)
 . STRONG TECHNOLOGY COMPONENT
 . ERGONOMIC SHAPES
 . COLD AND WARM LIGHT CONTRAST

1 Semantics
Product **Language and Style**

Category: **CLASSICAL**

Philosophy

References

Target

REFINED DESIGN

PRECIOUS MATERIALS

BACK TO TRADITION

1 Semantics
Product **Language and Style**

Category: **CLASSICAL**

Philosophy

References

Target

LIFE PLACE (P.E. BATHROOM):
 . HIDDEN TECHNOLOGY
 . REMIND TO SHAPES AND DECORATION OF THE PAST

. Couple/50 years
 . Professional career
 . Expensive lifestyle
 . They like elegance and refined in all details

1 Semantics
Product **Language and Style**

Category: **NATURAL**

Philosophy

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NATURALS MATERIALS

PRESENCE OF NATURE IN THE BATHROOM

SIMPLE DESIGN

1 Semantics
Product **Language and Style**

Category: **NATURAL**

Philosophy

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Target

LIFE PLACE (P.E. BATHROOM):
 . WOOD, STONE, SAND
 . NATURAL COLORS
 . PRESENCE OF "GREEN"
 . UNDER THE WELLNESS

. Couple/50 years
 . Workwers
 . They love being outdoors and in large green spaces (parks..)
 . They engage in healthy activities
 . Interested in everything that is about the ecology and saving

1 Semantics
Product **Language and Style**

Category: **FITNESS**

Philosophy

References

Target

ATTENTION TO FITNESS

PRESENCE OF A GYM AT HOME

1 Semantics
Product **Language and Style**

Category
 Philosophy
 References
 Target

FITNESS

LIFE PLACE (P.E. BATHROOM):

- . BRIGHT COLORS
- . BIG SPACES
- . GYM EQUIPMENT
- . HYGENIC MATERIALS

. **Couple/50 years**

- . Workers
- . They love being outdoors
- . They care about their body during sparetime
- . They try to stay young and fit.

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Product **Language and Style**

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GLAMOUR

CARE OF BODY

SOPHISTICATED MATERIALS

PRESENCE OF COLORS

ATTENTION TO TRENDS AND FASHION

1 Semantics
Product **Language and Style**

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GLAMOUR

LIFE PLACE (P.E. BATHROOM):

- . STRONG DECORATION
- . INTENSE COLOR, SHINY
- . SOPHISTICATED FORMS
- . EXUBERANCE

. **Couple/50 years**

- . Artists
- . They consider home as a work of art
- . They love music