

CERSAIE 2011



angeletti ruzza design _SENTO



SENTO

Seemingly weightless yet projecting an inherent strength; the design team of Angeletti Ruzza have beautifully conveyed both of these qualities with their new Sento faucet collection for GRAFF.

Daniele Ruzza and Silvana Angeletti are known for designing objects stripped to their essentials, and with the Sento, they've created a collection that stands with the best.

Function without excess is another hallmark of their design aesthetic and again, in this collection they've re-imagined all the elements of faucet design to give birth to an elegant and wholly contemporary collection.

The simplicity of the faucet is exemplified in its willingness to be stripped of any decorative or seemingly useless design details. It is as a discrete and elegant presence in any space.

"The overall idea of this project – as stressed by Daniele Ruzza and Silvana Angeletti – was to propose a complete system that meets the needs of our daily life, which is made up of multifunctional and versatile objects. It is the representation of the ideal environment which in the end reflects our simple but essential wishes."

The collection is made of 15 faucet elements and a full selection of accessories available in: plated chrome, black and white finish.

SENTO is available in chrome, white and black finish, with the white and black having a matt texture developed with powder coating treatment.



"I can definitely assess that the cooperation with angeletti ruzza design has been characterized by a strong synergy among design, market, technique and engineering. This collection is the successful result of a careful analysis which enabled us to introduce a product, which perfectly meets the market trends and the needs of international contexts, where the GRAFF product is presented". These are the words uttered by Emanuela Tavolini, Director of Sales Europe at GRAFF, a careful and dynamic manager who has believed since the beginning in the partnership GRAFF/angeletti ruzza design, being aware that the features of their design studio are an important added value for an international company like GRAFF.

GRAFF

Headquartered in Milwaukee, Wisconsin, USA, and with locations throughout Europe, GRAFF is recognized globally for its trend-setting products and unique vision. Supported since 1922 by extensive plumbing and hardware manufacturing experience, GRAFF offers a wide range of contemporary, transitional and traditional styling. Utilizing the latest manufacturing technology and supported by a tradition of old-world craftsmanship, GRAFF's commitment to creating cutting-edge, premium-quality fixtures is evident in each and every product. GRAFF employs over 1000 dedicated professionals and has control over the full production process, making it truly a vertically-integrated manufacturer.

GRAFF's parent company, Meridian International Group, is an ISO 9000 certified company comprised of five business units. Meridian strategically combines a strong European OEM faucet and valve production history with over 30 years of American excellence in OEM machined parts. Meridian's prestigious customer list includes many global plumbing companies as well as the number one manufacturer of American motorcycles.

ANGELETTI RUZZA DESIGN

Silvana Angeletti was born in Rieti in 1969. Daniele Ruzza was born in Roma in 1967.

After graduating in Industrial Design, at I.I.S.I.A. in Roma, in February 1994 they opened their design studio: angeletti ruzza design.

The studio mainly works in the industrial design field and cooperates with several manufacturers besides GRAFF, such as TEUCO, FLAMINIA, AZZURRA, F.LLI FANTINI, GUZZINI, COLOMBO DESIGN, GSI, IRSAP, AD HOC, SERAFINO ZANI, NEMO, POLTRONA FRAU, R.S.V.P.

Since November 2007 have been art directors for AZZURRA sanitaryware.

From 2002 to 2006 they are design directors for GSI.

Amid their interior design projects they developed Relais Villa d'Assio and Quinto Assio Hotel in Rieti

Since 1999 they have been ADI MEMBERS.

"RED DOT AWARD 2009" communication design, AZZURRA

"DESIGN PLUS 2009" happy hour jag, prod. GUZZINI.

"DESIGN PLUS 2009" collection NUVOLA prod. AZZURRA

"ADI DESIGN INDEX 2006" GSI Booth Cersaie 2005.

"ADI INDEX 2004", series PLANO prod. F.lli Fantini.

www.angelettiruzza.it

GRAFF - Member of Meridian International Group

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