



Salone Internazionale del Bagno - Cersaie 2012

INFORMAZIONI STAMPA

Graff: Designing Excellence

Only by conceiving our urban and domestic environments as akin to nature, by making them permeable and transparent to it, can we reconcile the modern lifestyle with the most elementary human need – which is also man's deepest aspiration – to feel part of a whole that far exceeds our cities' boundaries, or the walls of one's home.

If urban reality is modern man's natural environment, then interior designers are gardeners who fashion private spaces in the ecosystem of forms, colors, impressions, materials, cultures and sensibilities that make it alive.

They are the inventors of aesthetic grammars which hold together the individual and the universal in each single expression. Their creations are tools of perception that radically change your relationship with the world and yourself.

Graff's designer faucets and shower fixtures bring a new way of enjoying water and life, and pay homage to the most precious natural resource of our planet.

They celebrate the same great creative force that raised skyscrapers as well as rainforests and takes you to the ideal point where nature, man and technology meet, on the common ground of pleasure and beauty.

They make your bathroom a unique space to be in, like a new dimension that needs to be experienced before being explained. A dimension of wellness and excellence.

«Nothing belongs to us, everything is creation».

«Accepting to not know, opens all probabilities for the potential creation: this is a grace for the creator of objects».

davide oppizzi designer

AMETIS

For GRAFF, the designer Davide Oppizzi wanted to create unique objects that unveil the deep link between the being and the nature surrounding us. His approach is based on craftsmanship, and it is oriented beyond the value of the objects themselves. Conveying the emotions that are inscribed in the matter is a lively vibration worth seizing in any moment.

Ametis, a symbol of the fusion between the universe above and the oceans below, is a futuristic ode to high design in the bathroom. Drawing inspiration from experiences that combine the density of water and its colors, the movement of waves, and the experience of exquisite Japanese writing, produced with only a brush gesture – this new collection designed by Davide Oppizzi for GRAFF transforms water, such a precious matter, into a hymn to purity, one that enables you to move closer to the expression of the soul.

Every object of the Ametis collection derives from the idea that life is a cycle. Water coming out of the faucet is an inexorable source, by flowing down it becomes inexorably intimate and goes beyond any obstacle. Ametis is a simple object; at the same time sought- after – the continuous line of the shower column never stops, the lighting system lightens the faucet features, the solid shapes and dynamic elements melt together harmonically.

The shower column in particular, containing many high-tech engineering features, integrates a chromo therapy system with RGB LED lighting within the ring, that gives a completely new dimension to the column, thanks to the indirect lighting – still a little used concept in bathroom design.

Made from a hollowed brass bar, which ensures durability, **AMETIS** is equipped with an **electronic system with a coloured ring in 4 colours: white, blue, green, red.**

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DAVIDE OPPIZZI DESIGNER: Davide Oppizzi was born in Switzerland in 1971; the child of an Italian mother and a Swiss father. Davide attended the prestigious School for Applied Arts, where he studied the Art of Creation; a discipline that made use of both his Latin character and his love of precision.

In 2001, Davide founded DCUBE, an architecture and design studio where he began working at an international level within the fields of fashion, interior design, commercial lighting, bathroom design and eco-sustainable technologies. With DCUBE, Oppizzi is able to implement experimental platforms for exchange – open to all horizons; he created the YOUCUBE label to promote a cultural exchange rich in creativity.

He also founded DCUBE logistics, a creative hub that combines a consultancy and a logistical format for the lighting sector.

Since 2007, Oppizzi has been regularly creating and leading workshops on lighting, eco-conception of products and commercial areas at various institutions, such as HEAD/Master/Universite Haute Ecole d'Art et de Design & Ecole superieure de Visual Merchandising. Oppizzi designed various lighting objects based on LED technology and low consumption energies in keeping with his belief in sustainability; he has also designed interiors for prestigious companies such as Baume & Mercier, Harry Winston, Mont-Blanc, Vacheron Constantin, Tabbah, Chanel, Louis Vuitton, Chopard and Rolex.

Have you ever had a shower in the future?

AQUA-SENSE

Aqua-Sense is destined to become the future of shower design, confirming the company's commitment to design, innovation and sustainability. GRAFF, the worldwide manufacturer of innovative faucet and shower systems impresses Cersaie visitors with its latest collections, the most stylish bath collections and designs they have ever created.

The electronic system with ceiling-mounted shower-head creates a very intense central rainfall effect resembling a real waterfall. The RGB LED changes color, shaping diffused chromatic lines to produce a soothing effect of the bathroom environment. The system is controlled by a *touch-screen* with simple and intuitive interface controlling water functions, color changes, music and videos.

Music can be easily uploaded using an i-Pod connected to a wall-mounted USB port, while the speakers are ceiling-installed. The system is well equipped with hand-shower, foot-shower and adjustable side body-sprays. **Aqua-Sense** is a full sensory experience, a shower system inspired by the feeling and luxury one experiences at SPAs; created for a discerning clientele who want to achieve both an innovative and high-style design with an eye towards the environment.

Exhibited on the GRAFF jewel-stand in Bologna, the collection plays a leading role with these three elements of design:

Wall-mounted waterfall: this elegant and impressive element finds its location in the shower environment not as an accessory but as a real shower-head creating a perfect blade effect. The shower-head-waterfall works with all GRAFF thermostatic product ranges.

Material: polished stainless steel

Wall-mounted cascade and rainfall shower-head: the distinctive characteristic is the ultra-slim profile and the delicate edges, which give the product more than a touch of elegance. The cascade creates a subtle and well-shaped blade of water. The rain effect is extremely rich. The wall-mounted cascade and rainfall shower-head can be used with all GRAFF thermostatic ranges.

Material: polished stainless steel

Wall-mounted cascade and rainfall with RGB LED shower-head: provides the same functions as the wall-mounted cascade and rainfall shower-head, yet in addition it contains a concealed LED system; a non-invasive and completely integrated design that produces a minimalist effect while delivering maximum benefit.

Material: polished stainless steel

Finishes: 4 colors RGB white, red, blue and green

The GRAFF manufacturing system is based on an innovative concept of **Lean Manufacturing Management**. Eliminating excessive consumption of time, energy and material, every process attains high efficiency standards. Even for the fusion, plating and galvanic processes, GRAFF uses a zero-System that recycles 100% of brass and paper.

In line with its strong commitment to environmental sustainability, products in the **Aqua-Sense** collection are among the most sustainable. GRAFF is an American company that fully expresses its willingness to eliminate its impact on the environment as much as possible.

« It is the representation of the ideal environment which in the end reflects our simple but essential wishes ».

angeletti ruzza design

SENTO

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 a discrete and elegant presence in any space.

The classical faucet design of body-spout-lever has been reconceived in favour of a sleek contemporary form without compromising its functionality in any way. Materials, details, workmanship, manufacturing process, emotion and memory act in concert to express the absolute quality of this faucet.

SENTO is a simple product whose design has involved the solution of numerous complex issues, first and foremost that of the lever which had to be robust yet lightweight to prevent its excessive weight – determined by its length – from self-closing.

The body of the faucet has a chunky diameter allowing it to cover the washbasin hole completely without leaving any unattractive areas on view. Its sinuous lines allow for the cartridge positioned within to perform all necessary functions without any need for the anti-aesthetic nuts and grooves normally applied to levers.

The spout is produced in such a way that water flows from its centre, while allowing for a reduced external thickness, which gives this faucet an overall appearance of extreme lightness.

“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.

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.

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.

Press&PR: tac.comunic@zione

Via Costanza 26 – 20146 Milano

tel. +39 02 48517618

fax + 39 02 462037

e-mail: press@taconline.it

sito web: www.taconline.it

Contatto: Paola Staiano – Monica Robustellini

GRAFF HEADQUARTERS

3701 W. Burnham Street Milwaukee, WI 53215, USA Toll free: 800 954 4723 (graf), fax: 414 649 9852

email: sales@graff-faucets.com www.graff-faucets.com

GRAFF EUROPE - WEST

Via Aretina 159 50136 Florence ITALY Tel: +39 055 9332115, fax: +39 055 9332116

email: info@graff-mixers.com www.graff-mixers.com

GRAFF CENTRAL EUROPE

32-080 Zabierzów Krakowska 280 KBP100, Poland Tel. +48 12 257 60 30, fax. +48 12 257 60 31

email: graff@graff-mixers.com www.graff-mixers.com