

## ISH 2013

«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 CHROME by GRAFF

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.

## **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.

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