

DESIGN TRIBUNE

The italian way



Focus

CONTRACT & REALESTATE

From the teaspoon to the building, increasingly complex , complete and customized projects. An underlying trend that is particularly evident in the developing markets where the “Italian way” successfully competes concept, product and management wise.

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CONTRACT FROM TEASPOON TO BUILDING AND BACK

The quantitative and qualitative evolution of the “contract” sector allowed numerous companies to “save” themselves from crisis and many others to grow and increase their export quota but, also, to advance in “research & development” by having to withstand highly competitive challenges. The competition in this sector is not just technologic, logistic and economic but mostly qualitative, especially in the relative quality/price ratio. The relative quality is in fact the extremely sensitive balance between the budget - often strict and result of important and rational business plans - and the “value perceived” not only by the buyer (contractor and its buyer), but also by the “final user” of the designed structure. These are complex high-risk



Luca Fois



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Athena

DESIGN BY MAURO LIPPARINI



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The three-dimensional lightness of the legs, made of metal wire, contrasts with the structure of the seat back, in order to create a harmonious effect of balance between shape and volume. The slightly curved seat back is gathered and envelops the seat padding to give ergonomic and dynamic comfort.

