

**Kitchen & Bathroom**

## Show Time

Soaking up the inspiration from Milan, Clerkenwell Design Week, and the May Design Series

### Let it Flow

The clear thinking behind the new transparent tap by Philippe Starck

### Stylish Storage

Smart solutions for today's all-encompassing kitchen

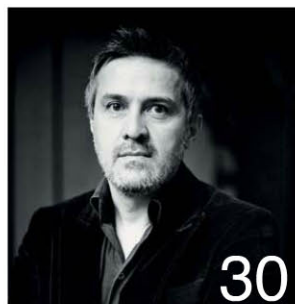


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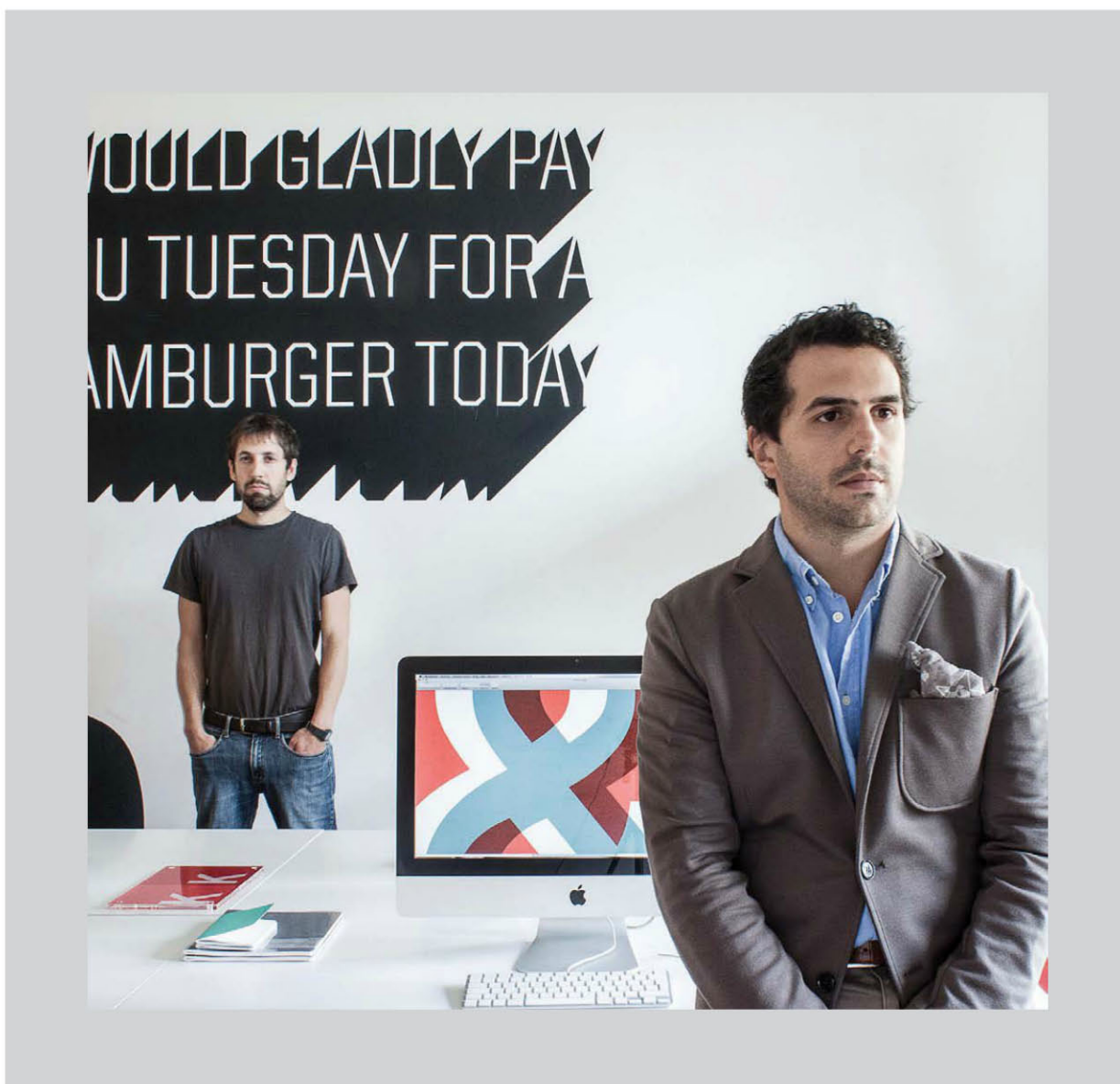
Rob Mascari on a school trip that inspired a career path to design

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# Tasteful Tone

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Making a style statement without being overly loud or excessive was a primary aim behind **Meneghello Paoletti's** latest creation for the bathroom...

## Meneghello Paoelli

Sandro Meneghello and Marco Paoelli, both born in 1979, graduated at the Faculty of Design at Milan Polytechnic in 2004 under the guidance of Roberto Palomba and Paolo Rizzato. They went their separate ways to gain different international design experiences including time spent studying in London, Trondheim, Cologne and Paris before opening their studio in Milan in 2005.

Since then, they have collaborated with numerous Italian and international companies, including Antonio Lupi, Fiam, Unopiù, Glass, Artceram, Bertocci, Fima Frattini, and Hidra. During their six years of collaboration, they have received several international recognitions, including three Red Dot Design Awards, two Design Plus and one Good Design Award.



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**Launched** in Milan last month was the Amiata Collection designed by design studio Meneghello Paoelli for Victoria + Albert. The collaboration represents the first time that the manufacturer has worked with external designers on a new range, which features an elegant bath and basin.

Amiata has a very simple, classic aesthetic for which designers Sandro Meneghello and Marco Paoelli sought to achieve what can sometimes

be a very hard balance. Meneghello explains: “The design of the Amiata collection has a hint of neo-classicism that is relevant in the ancient context but at the same time is expressed with the maximum simplicity of contemporary design accompanied by the simple soft lines of a more traditional style.”

He explains that the idea was to strike a tasteful tone that gave the collection a distinctiveness but without being “loud or excessive”.

Meneghello and Paoelli have a number of eye-catching bathroom designs in their portfolio and are no strangers to the pages of *Designer Kitchen & Bathroom*. Projects for sanitaryware brands Artceram, and Hidra, radiator manufacturer Ridea, and shower specialist Glass Idromassaggio, have seen them figure prominently on the new launch trade show circuit at both Cersaie and in Milan.

Some of the studio's previous work was very different and

in some cases ‘experimental’ – 2013’s tea cup shaped Sotto Sopra pedestal basin and the following year’s workbench-like Il Cavalletto (both for Artceram) spring to mind. By comparison, the new designs for Victoria + Albert give a sense of being a little less flamboyant, more grown-up and – perhaps from a consumer or specifier perspective – more accessible in nature.

“We always say that the designer is the father of the product and the ►



company is the mother,” says Meneghello. “The end result is naturally the combination of both parties. Our design is different every time, since not only the partner changes, but also the context: the production; the materials involved; the market; the overall brief.

“For Artceram, sometimes we design very innovative and unique items, created to suit the company brand and identity. Our outlook as a design studio hasn’t really changed, nor has our method of designing. What changes is the brief, the client’s aims, and of course the end result.”

Looking back at this significant track record, it seems the qualities of ceramic are well suited to their design ideas. “We have a good relation with ceramic

ever since we started working with it almost eight years ago,” Paoletti says. “Ceramic is very difficult and peculiar in terms of its properties, production, and regulation, but we can say we learnt how to deal with it, understanding its nature in order to get the best out of it.

“So forget about even surfaces, sharp edges, and combinations with other materials – the real challenge is to create something new and simple with ceramic whilst respecting its limits and characteristics.”

Amiata is something of a material diversion however, giving Meneghello and Paoletti the chance to work with Victoria + Albert’s Quarrycast solid surface materials. Billed as a stone-rich alternative to cast iron or acrylic, it is made from

a volcanic and resin mix. “Every material has its own unique attributes,” Paoletti adds. “So Quarrycast has offered an entirely new challenge for us.”

As for the future, the pair believe that there are lots of design opportunities to be exploited in the bathroom at present. Paoletti says:

“From the design point of view, there are many different trends and styles that co-exist and mix well in bathroom sector at the moment. But we are most excited by the use of technology, the use of new materials and some of the ideas that will create different and new ways for the user to experience the bathroom.”**d**

**“We always say that the designer is the father of the product and the company is the mother. The end result is naturally the combination of both parties”**

## info

Victoria + Albert | [www.vandabaths.com](http://www.vandabaths.com)  
Meneghello Paoletti | [www.meneghellopaolelli.com](http://www.meneghellopaolelli.com)