

Interior Design for Bathrooms

TAKE A BATH



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SCULPTURAL APPROACHES TO BATHROOM DESIGN



SANDRO MENEGHELLO AND MARCO
PAOLELLI'S VERSATILE RANGE OF
BATHROOM ITEMS IS FUN AND ARTFUL
YET RETAINS ITS PRACTICALITY.

"We learned to walk in the bathroom area, you could say; we've grown up there," note Italian design duo Sandro Meneghello and Marco Paoletti. The two met in 1998 at the Politecnico di Milano, where they studied industrial design. A deep friendship developed, and during their final year of studies, 2004, they found themselves going down the path of bathroom design. "My tutor was Roberto Palomba, who was doing a lot of work in the bathroom sector at the time," explains Paoletti, whose senior thesis was a washbasin. "When my thesis went into production for [Tuscan bathroom design company] Antonio Lupi, I decided to involve Sandro. After 10 years we are still here!" The two launched their design studio in Milan in 2006, and have gone on to collaborate with a variety of Italian and international brands. >





It reminds me of...

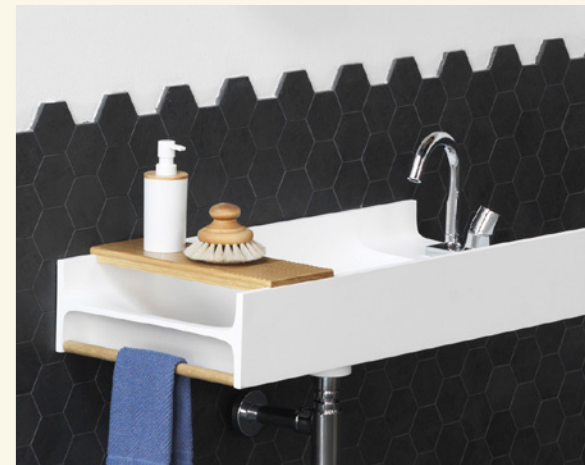
... exactly—a cow! Meneghello and Paoelli's playful and aptly named Cow collection consists of four-legged freestanding fixtures, whose boxy but soft shapes really do resemble that of a cow.

Their fresh approach combines unexpected forms with functionality and ergonomics.

In a relatively short time they have earned widespread acclaim, including 10 Red Dot Design awards, five Design Plus awards, and six mentions by Young&Design.

"Of all the rooms in a house, the bathroom has the most items to design," Paoelli goes on to explain. "What's fascinating is that all these objects are made using different materials and technologies—just think about the production technology needed for water faucets, sanitary ceramics, bathroom furniture, and so on. This is very stimulating for us, and much better than working only for chair or table companies."

Their fresh approach combines unexpected forms with functionality and ergonomics. "If you stop seeing the bathroom like a toilet and look at it with different eyes, a lot of things start to come to mind," says Paoelli. In his and Meneghello's hands, sanitary appliances become functional sculptures. The Hall washbasin (for Artceram) appears



to be punctured by a drop of water. The Wire steel washbasin (for Hidra) is reminiscent of an elegant basket. The Cow series (for Artceram) is a whimsical reinterpretation of neoclassical furniture elements manifested in a four-legged bidet, toilet, and brush-holder. The duo also thinks outside the box when it comes to functionality. Their La Fontana column basin support system (for Artceram) is a self-supporting element with a sink, cabinet, mirrors, and lighting. Fly (for Bertocci) is a lightweight multifunctional bar that holds towels, soap dispensers, toilet paper, and more, enabling users to personalize their space in the bathroom.

Since making a splash on the bathroom scene, Meneghello Paoelli has branched out into bedroom and living-room furniture, lighting and kitchen fixtures, radiators, and even electric bicycles. "In a certain sense, we are using our creativity to pay the bathroom sector back for the faith it's shown in us from the start." Still, their many creations for the sanitary sector best showcase not only their expertise and meticulous attention to detail, but also their playful, sculptural approach to everyday objects. <



Catering for All Tastes

From aesthetically innovative, elegant sculptures such as the La Fontana washbasin-lighting-mirror-cabinet combination (top) to the neutral, light design of the Rope sauna (left)—Meneghello and Paoelli have it ready.

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Marco Paoelli



A Fruitful Collaboration

Meneghello and Paoelli have designed a number of unique collections for the Italian ceramics manufacturer Artceram. The ceramic radiator Surf (left) gives a simple yet elegant answer to the difficult question of aesthetically pleasing heaters, while Il Cavalletto (top) provides an all-in-one solution to shelves, towel rails, washbasin, light, taps, and fittings.



Mid-Century Contemporary

The Azuley collection, also for Artceram, is characterized by wide edges and curved lines, the expansive shape respectfully quoting the dynamic style of the 1950s. Even their minimalist painting recalls a mid-century sailor's shirt.