

# ANTONIUOLUPI

## THE NEW SPACE “PIETRA E FUOCO”

It's an important year for **antoniolupi**, a company specialized in bathroom furnishing, which renewed its showroom and started new collaborations with different designers to present original projects. Andrea Lupi talks about that in front of an audience of 250 Italian customers, who visited the Tuscan headquarters of the company in September for the re-opening of the space called “Pietra e Fuoco”: *“We worked really hard in the past years – we have completely renovated our offices and presented new products like our new Bespoke collection designed by Carlo Colombo as well as many other projects of different designers”.*

**Projects 2017**  
The attention focuses on the presentation of new projects in 2017 originated from the creativity of Paolo Ulian, Moreno Ratti, Silvia Nerbi, Andrea Bogazzi and Ivano Vianello (these designers collaborated for the first time with antoniolupi) besides the consolidated partnership with Nevio Tellatin and Mario Ferrarini. The guiding thread of all Antoniolupi projects is elegance and the unique style of all its new products.

The common concept of Paolo Ulian, Moreno Rat, Silvia Nerbi and Andrea Bogazzi deals with an interesting interpretation of Carrara marble. Two projects characterized by the same compactness of stone but also by a different philosophical and working approach.

In the project developed by Paolo Ulian together with Moreno Rat marble is worked on the lathe for vertical and horizontal faceting and grooves, which lend to the material a decorative texture.

Silvia Nerbi and Andrea Bogazzi create a column from marble, representing the pillar

of architecture, a joining link between classicism of Ancient Greece and contemporary design.

Ivano Vianello and Francesca Braga Rosa integrate the concept of a folded sheet in which water flows with the pureness of stainless steel.

Nevio Tellatin introduces an evolution in showerheads designing Pro\_Meteo, as well as in Slot sink and a new tap called Indigo.

Mario Ferrarini expands the range of sinks Simple and Ago

**antoniolupi more and more towards the project**  
antoniolupi constantly dedicates its work to architecture and design. The company offers to architects and customers a very punctual service in addition to a precise and reliable support. After the inauguration antoniolupi will give to all its guests a volume of architecture containing a precious collection of technological innovations, formal and figurative expressions which match perfectly with different aspects of contemporary

culture – published by IQD and coordinated by Andrea Lupi.

**ATLANTE Sink**  
*Designed by Silvia Nerbi and Andrea Bogazzi*

This project derives from the investigation of a shape, a sign, which could be considered universally beautiful – a product that excludes every subjective judgment. The column certainly represents the pillar for architecture.

The designers Silvia Nerbi and Andrea Bogazzi explain their work: *“We have ‘stolen’ a part of the column from its normal use to benefit from it in our houses”.* The name of this product is Atlante, reminding the Greek divinity Atlas that holds up the sky, to highlight the proper function of the column: for an architect, creating a design product means always a connection with architecture.

*“With this project we would also like to pose a question: is it correct to manipulate after centuries the use of the pillar, to reintroduce it to a new context with a different function?”*

ATLANTE SINK  
Silvia Nerbi and Andrea Bogazzi

