



82

**NATURA 4000 BY DUKA**  
**ISH PREVIEW**  
**IN & OUT PROJECT**  
**INTERVIEW & EVENTS**



*In this scenario, the second edition of Design Italia inspires great expectations: it will be presented on a bigger exhibition area and with an increased number of companies, all expression of ultimate Italian inventiveness. A&T Italia, Anima, Brem, Cantoni Trading, Disegno Ceramica, Effeipi, Gaia, Glass Design, Goman, Koh-I-Noor, Megius, Novello, Punto Tre, Relax, Rubinetteria Giulini, Simas, Stilhaus, Tender Rain, Xilon are 19 associated companies which will exhibit their items on a 800 sq. mt. large surface, inside the 3.0. hall. The collective Design Italia is based on the resolution and cutting-edge mood of a group of enterprises that, thanks to the huge experience gained within the association, preferred to networking even if respecting all the individual features, thus strengthening their operations on the German and North European markets. German market is indeed very appealing for the Italian enterprises: actually, from the final balance of the FederlegnoArredo Research Center, in 2015 Germany has been the first market for Italian exports in the bathroom sector, with 193.92 million euros (+7,4% if compared to 2014). This trend was confirmed in the first six months January-June 2016, with an export of 103.22 million euro + 3,4% compared to the same period of the previous year. Italian companies' vocation toward internationalization, is also enhanced by the positive signs given by the markets. According to Centro Studi FederlegnoArredo, in 2015 export sales have increased by 2,9%, with a total turnover of 1,051.45 million euros – 40% of the Italian bathroom furniture system as a whole. This trend has been confirmed in the first months of the 2016, with the greatest contribute given by traditional European market,*

*with Germany (+7,4%), France (+4,4%), Switzerland (+7,5%), Spain (+8,1%), Austria (+7,2%), as well as China (+12,6%).*

*"The development of the internationalization process of the associated companies, is one hot topics of my program – stresses Mauro Guzzini, president of Assobagno. From the first edition, I firmly supported the collective Design Italia, because I think it is essential to concretely foster the companies, helping them to face the foreign competitors, increasingly hardened in the growing globalization, also through initiatives like this. A "critical mass" of designer products and high quality technologies, but also inventiveness, originality, determination, experience – all innate features of Italian entrepreneurship, that must be known and recognized by international market players".*

*Moreover, during ISH 2017, the international contest Design Plus will award the products standing out for a blend of technology and design. 154 products have been selected by a panel of experts according to various criteria, among which design quality, global design, innovative content, chosen materials, as well as technological and environmental friendly features. 106 companies took part in the competition, among which 42 German and 64 from other countries. The jury awarded the Design Plus powered by ISH award to 25 products; 14 award were bestowed to German brands and designers, while 11 recognitions to attendees coming from Australia, Belgium, Italy, Switzerland and Spain. All the awarded products will be displayed during ISH within a special exhibit arranged in the foyer of the hall 42.*

*In the next pages, some previews of the products and technologies displayed at the Frankfurt design fair.*



#### SCARABEO

Nuove soluzioni e nuove dimensioni arricchiscono la collezione Teorema 2.0 dopo un restyling che ha portato ad un design ancora più pulito e ricercato grazie ad un alleggerimento dei bordi che raggiungono una misura di soli 6 mm. La collezione di lavabi, da sempre caratterizzata da forme rigorose, semplici ed eleganti, dopo le prime versioni da appoggio e da incasso, con o senza foro per la rubinetteria, nelle misure di cm 40/60/100/120 x 46, si completa di una nuova misura intermedia di 50 cm e di un nuovo ed affascinante lavabo sospeso a doppia vasca lungo cm 141. Per riconfermare la sua estrema versatilità che rende la collezione Teorema 2.0 perfetta ad ogni tipologia di ambiente, è stata progettata un'altra versione del lavabo sospeso dotata di mensola a destra e realizzata in due differenti misure. Il design è di Giovanni Calisti.

New solutions and new dimensions enrich the Teorema 2.0 collection, after a restyling which led to an even cleaner and more refined design, thanks to a lightening of the edges which measure just 6 mm. The collection of washbasins, which has always been characterized by elegant, simple and strict forms, after the first supporting and built-in versions, with or without a hole for taps and fittings, available in the sizes of 40/60/100/120 x 46, is completed with a new in-between size of 50 cm and with a new and charming hanging washbasin with a double 141 cm long bath tub. To confirm again its extreme versatility, which makes the Teorema 2.0 collection perfect for any typology of place, a new version of hanging wash basin was designed, equipped with a shelf on the right and available in two different sizes, cm 60x44 and 80x44. Design by Giovanni Calisti.