

A new simplicity for bathroom accessories.

Results from the workshop organized by studiomare in collaboration IB Rubinetti will be displayed at Rho, during Salone del Bagno, this year.



Everything started in February 2017: first workshop, first collaboration with a company, first group of students and young professionals.

The workshop was spread on 4 Saturdays and the participants had to work on a specific brief given by the company.

Theme: **The Simplicity of water.**

Result?

LOOM, a hybrid elegant collection that redefines the bathroom experience, **HERITAGE**, a group of modular-shelving elements, **KIT**, multi-purpose containers, **EQUILIBRIO**, small objects focused on the idea of duality, **5X3**, a problem solving collection and **RITOOOLS**, a practical yet relaxing set of bathroom tools!

*The first of the list was selected has the **best project** and will go into production!*

The brief asked to design new series of bathroom accessories, questioning their role, aesthetics and function and to define their new contemporary simplicity.

Materials to use? Copper, steel, Marble but also concrete or resins.

The workshop was run and organized by studiomare and participants were guided by co-founder **Sara Ferrari**, designer and experienced lecturer and teacher.

She helped them by asking questions like: what is the aesthetic of bathroom accessories? What would happen if you put them in another room? Would they still work? And the other way around? Can we create a new simplicity less related with the bathroom “style”? How does bathroom “furniture” differ from all the rest of the interiors?

At her side was **Federico Castelli**, co-founder of studiomare and art director at **IB Rubineti**, who helped the students understand the company’s perspective, giving important feedbacks for each project.

It was only through the collaboration of different minds that these collection took shape. This is why each project is considered **co-designed by studiomare with each designer**.

THE PARTICIPANTS



Stefano Soave

Designer



Paola Rosa

Designer



Umberto Di Tria

Designer



Simone Bonanni

Designer



Alessandro Consoli

Designer



**Skana So-hyeon
Choi**

Master Student of Domus Academy

LOOM_

design studiomare + *Simone Bonanni*

Loom is a family of new bathroom accessories that challenge their traditional aesthetics and provide practical solutions to real everyday issues by simply letting the user interact with each piece with their own unique way.



Selected as BEST project and put in production!

KIT_

design studiomare + *Alessandro Consoli*

Kit is a set of Multi-purpose containers thought thinking what would happen if objects typical from different environment, in this case the office, entered the bathroom.

The result focused on mutual aspects of the two different environments, such as containing and keep things in order.

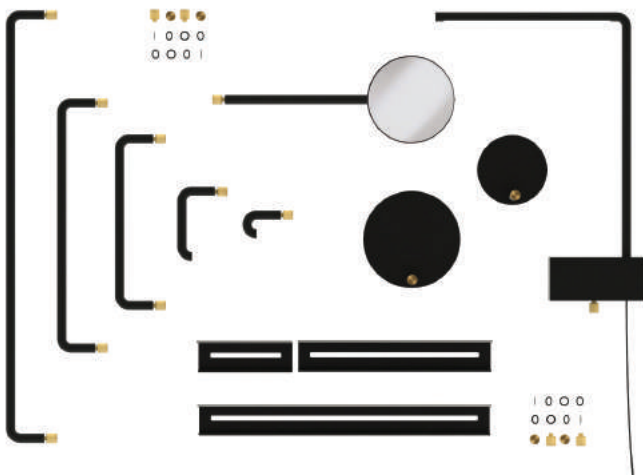
The collection is made out of three circular multi-purpose ,modular containers with different height and one tray reminding the traditional desk organizer, a bathroom trolley and a toilet brush.



HERITAGE_

design studiomare + Umberto Di Tria

HERITAGE is a family of accessories composed of modular shelf elements that give the users all the tools needed in the bathroom environment. Each user has the possibility to customize the elements according to their specific available space. The concept derives from a combination of daily used objects with a focus on simple timeless details.



EQUILIBRIO_

design studiomare + *Skana Choi*

EQUILIBRIO is a small collection playing with the idea of duality in the bathroom, from wet to dry mostly. It includes a hanging system with a shelf for dry towels and hooks for those wet, a round marble tray for collecting jewelery with a movable metal circle on top, for soap bars to eventually position on top of the basin when dropping and a tooth brush divided in two, again, considering of the wet and dry moments.



5x3_

design studiomare + **Stefano Soave**

5x3 is a collection of accessories that took shape starting from specific annoying aspect of the bathroom, starting from higenic aspects like dirt on the toolbrushes or the nightmare of finishing the last roll of toilet paper.

5 is the number of accessories and 3 are the specific areas where they can be positioned and used which are also the main areas one can divide the bathroom into.

The collection is composed by:

- a toilet paper holder which functions also as a storage space for extra rolls
- an elegant toothbrush holder with a glass dome from protecting them from dust
- a soap houlder that keeps the tablet distant from the concrete tray to avoid dirt formation
- a toilet brush easier to pick up because of its eight
- a hook for towels shaped to avoid them folling down



RITOOOLS_

design studiomare + Paola Rosa

RETOOLS is a family of small furniture designed for the bathroom which allows people to have a beautiful and durable memory of old rituals related to this space, combined with everyday gestures.



A larger selection of images and description of each collection is available on request at **info@mare.studio**.

Please be in touch at **info@mare.studio** for hi-res images or any further assistance you might need.