

Salone del Mobile di Milano
Preview

A wild but sophisticated setting, dominated by a nature that envelops and overwhelms: this is one of the new moods developed by Ludovica and Roberto Palomba for Kartell by Laufen, which during the Salone Internazionale del Mobile 2016 presents a backdrop made of floral games and urban jungle patterns.

The project based on the established partnership between the iconic design of Kartell and the innovative quality of Laufen is enhanced by a setting inspired by a forest of Oriental overtones, embellished by delicate cherry blossoms.

This year Kartell by Laufen has been swept away by the hypnotic charm of a flourishing jungle, inebriated by a creative breeze with an exotic scent, for a beauty of primordial impact, but always contemporary and cosmopolitan at the same time: the tones, in fact, are mostly those of black and white, combined with exceptional “*savoir faire*”.

The vast size of the collection permits its pieces to blend in like chameleons, adapting to any shifts of taste and culture: thanks to the flexibility provided by the “project in the project” on colour, a key factor since the start of this collaboration, Kartell by Laufen can nimbly update its offerings, staying constantly in step with the times.

The freestanding washbasin is also in black and white, specially designed for contract, a focal point for Kartell by Laufen, and following a careful study to develop custom finishes to meet the widest range of needs. The extreme versatility and affordability of the Kartell by Laufen bathroom makes it perfect for the contract market and ideal for public, hospitality and office facilities, satisfying consumers at all latitudes.

One integral part of the collection is the new washbasin in white matt with a length of 120 centimetres made in SaphirKeramik, the revolutionary material that adds the mineral corundum – a component of sapphires – to the ceramic blend, bringing extreme solidity and extraordinary flexural strength.

The borders of this washstand are the proof: just a few millimetres of thickness suffice to guarantee hardness second only to that of diamonds. With this new version, once again Kartell by Laufen demonstrates the capacity to respond to all necessities, both in terms of space and of style.

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