

moosso

Strategic PR and Communication

Press Office

Barbara Musso | Moosso
barbara@moossopr.com
t. +39.02.3675.1875

Press Kit

bit.ly/Agape_UndiciInoxFreestanding

MILANO DESIGN WEEK 2023



UNDICI INOX A COLONNA. AN EXPLORATION ON FORM AND COLOR

Benedini Associati designs the sculptural evolution of the versatile washbasin series for Agape.





MARCH 2023 - Both versatile and transversal, the *Undici Inox* series of washbasins by **Benedini Associati** expands with a new freestanding version.

A natural evolution resulting from **Agape's** incessant investigation around its designs, which are lasting and timeless precisely because they are open to change and open to new possibilities. **A sculptural piece in its essentiality, the new freestanding basin accentuates the geometric character of *Undici Inox*.** The basin with a clean, rounded shape in stainless steel or brushed brass engages via a simple connector on the painted metal column. The junction element to the floor is also minimal, in a lean and practical architectural composition.

"The idea of designing the freestanding version of *Undici Inox* takes its inspiration from the diffused bathroom trend. Increasingly, storage furniture is moving into adjacent spaces, such as the bedroom. The washstand can then focus on its specific function, becoming lighter and simpler. In its simplicity, it enhances the bathroom while offering greater freedom of movement than the traditional washbasin," says Giampaolo Benedini.

Together with form, *Undici Inox a Colonna* explores color, with multiple interpretations and possible combinations that balance the rigour of its design. The inside of the bowl keeps the steel or brushed brass finish, while the outside is painted in the same shade as the collar and column. The sophisticated color palette includes pink, green, purple, orange and black, and customization with RAL colors is also provided. The stainless steel or brass profile around the top edge of the bowl traces a graphic line that gently contrasts with the tinted surface.

Essential and discreet, functional and adaptable, *Undici Inox freestanding* is a new expression of Agape's dynamic and timeless aesthetic.

To request images, interviews and information please contact:

Moosso – Strategic PR and Communication
agape@moossopr.com ph. +39.02.3675.1875

Press Kit

bit.ly/Agape_UndiciInoxFreestanding

Where

Agape 12

via Statuto 12, Milano (Brera)

Int'l Press day:

Monday April 17th, 10:00 am - 7:00 pm

Opening hours:

Tue - Sat, 10:00 am - 9:00 pm

Sunday April 23rd, 10:00 am - 7:00 pm

→ metro M2 - Moscova

Notes to Editors

Agape

Agape has been synonymous with design culture for 50 years. The brand, founded by the Benedini family, offers hundreds of products that meet every functional need in the bathroom. Washbasins, faucets, furniture, bathtubs, lights, and accessories designed by masters of contemporary design and architecture. Timeless objects that naturally develop an intense dialogue with any space, becoming elements of Agape's architectural vocabulary. International by nature, Agape also has deep ties to Mantua, the Renaissance city and extraordinary architectural workshop where its headquarters are located.

agapedesign.it

Benedini Associati

Benedini Associati, founded in 1999, primarily handles the interior design aspects of Benedini & Partners projects, and applied design for technical products or furnishings in many sectors. The company has received awards including the German Design Plus, the ADI Design Index and the Chicago Athenaeum's Good Design prize.

benedinipartners.it