

DAILY-REVIEW

Design for everyday life

Lightness and functionality, elegance and poetry of daily living: these are the main aspects of the collection DAILY-REVIEW, a critical observatory on the post-modernity.

All the presented projects reflect the inner soul of the home, showing the little and insignificant problems of our routine, focusing on unconscious actions, little gestures, little-known rituals and becoming functional objects with a poetical and emotional spirit. Products for everyday life, proposed by a group of young Italian designers that reinterpret the daily routine.

Communicative and passionate, simple but not banal, these objects take advantage from the ability to manipulate materials in order to express their characteristics and personality; sensible hybrids in between the aesthetical and poetical matter and the real common utility. Presented to be seen, understood, and touched during the Design Week 2010.

FOLDup & BLOWin

The interpretation of daily life is transposed into objects within the use of simple materials and transformations that allow a constant and reversible transformation from sheets into products. The creative visions of each designer are rendered with sheets of plastic or cardboard that takes their shape, solidity and presence with special folding and cutting techniques. The result is the production of foldable and inflatable objects with a poetic vocation, a special care for details and functionality.

LABORATORIO

DAILY_REVIEW is a laboratory of young designers immersed in all the sectors of design since several years. They converge into the same project, created and coordinated by Francesca Bonfrate and Daria Casciani. The project is born with the collaboration of young designers and a young company with a big experience in the plastic materials sector. The passion and enthusiasm, the desire of change of both the partners, generate the necessary synergy to interpret completely, with new and fresh ideas, the guidelines of the project and render the poetry of daily life in unusual objects.

The protagonists:

Daniela Maurer, Chiara Moreschi, Gum design, Bubble design, Daria Casciani + Antonio Aricò, EN&IS, Studio BusettiGaruti + Matteo Redaelli, DesignAmaro, Vittorio Venezia + Sebastiano Conti Gallenti, Allaboutpaula, Studio Sottovuoto, Adriano Clemente, Nicolò Piana, Simone Piana.

Francesca Bonfrate e Daria Casciani about us....

Around the project Daily-review there is a story to tell. There are two people, Daria and Francesca that have dreams, passions and projects. They met as students at the University of Rome, trying to survive in the chaotic capital in between exams and projects that were still smelling of ink drawings. As novels designers have continued the common path travelling to Milan where they start to work in the same design office.

Around Daily-review there are also the daily lives of two people are living together every day, for years. There is a journey made of many experiences and shared daily routine, there is a desire to transform the grey color range of Milan in a fresh hue within a "group of young pencils".

Daria and Francesca decided to begin a new experience together: their desire is to give a contemporary sign to the way of designing. Through their eyes, Daily-review becomes a container of small everyday objects but also the snapshot of a common experience, also due to a series of happy meetings with different designers mixed together to give a coloured and unpublished soul to design.

Project

ASOLA

is a letters / postcards / memorandum wall holder made of a sheet of polypropylene. Exploiting the elastic properties of the material, holes are created with the intent to embed sheets and letters. More "Asola" may be related to one another in response to needs for greater capacity. **design by daniela maurer**

BLOW HANDLE FRUIT

Inflatable fruit handle, inspired by the packaging of apple during the transportation, it is flexible and adjustable in several different shapes. It resembles the image of a net, made of different several holes, soft and cosy air cells able to embrace, coddle, hang and separate different fruits, for a better care and conservation of different products. **design by daria casciani & antonio aricò**

BUSTABUSTINABUSTONA

Plastic bags box. Often the plastic bags are placed in special containers or drawers all together. Whenever you're looking for a plastic bag, you have to pull out all the bags! Here is an item that enhance usability by allowing you to store the envelopes by dividing size: larger container for large envelopes, envelopes medium container medium, small container for small envelopes. This makes intuitive and easy to find the right bag for the right content, speeding the process. The object is a cluster with three containers of different sizes made by cut and fold of a sheet of PP. They are held together by a cord that makes it easy hanging anywhere in the home and office (in the mobile shutter, door oven mitts, nail on the wall).

design by en&is

EOS

DesignAmaro is working on observation of natural phenomenon. Eos is a lamp that is focusing on phenomenon of luminous rays filtered by plants such as in nature happen. Such as a still image, it's able to evoke in all that experience.

Very far from a lamp look, Eos have a nice relation with light. It is confirmed from its capacity to be firstly an installation before and secondly a product. Infact, its environmental effect is a fundamental characteristic that give it a winning energy while it is working.

The variable dimensions that go from a minimum to a maximum of 30cmx60cm giving it a scrub look. On top of that it is possible to increase the final effect putting more pieces ajar. **design by designamaro**

GREEN KIT

È un kit per il giardinaggio domestico composto da quattro elementi vendibili separatamente. **Serravaso** è una mini serra da balcone/ terrazzo disponibile in varie misure; al suo interno si crea l'ambiente ottimale per la crescita delle piante, protette dal freddo, dalla pioggia e dalla grandine. La serra potrà restare aperta nei giorni più caldi e quando le piantine sono sufficientemente cresciute, potrete passare ad un vaso più grande. Un elemento semplice adatto anche a chi non ha il pollice verde! **Invaso** è un oggetto utile a sostenere le piante rampicanti nella fase iniziale della loro crescita. È un foglio in PP fustellato e piegato, colorato o trasparente, utile e bello da vedere. **Travaso** è una "foglia" di PP che serve per effettuare travasi in maniera ottimale. Il pavimento è preservato e, in pochi gesti, viene recuperato tutto il terreno fuoriuscito nelle operazioni di travaso. I due ritagli ai lati rendono agevole la presa e l'uso dell'oggetto. **Trifoglio** è un sistema di sostegno modulare per piante rampicanti e può quindi essere assemblato insieme ad altri per rivestire ampie pareti esterne o interne. L'ancoraggio alla parete avviene fissando i moduli al muro tramite distanziatori. I moduli possono essere trasparenti, e quindi poco impattanti, oppure nelle colorazioni che si preferiscono. **design by bubbledesign**

HANGERSYSTEM

Every morning I try something in my closet: a dress, a mask, sometimes just an object that can describe the day as a special day. Every morning I think that my wardrobe is much inhospitable, it responds to a few functions and I never find what I seek: the transparent tie that gave me a new year, my Zorro mask, shark skin gloves and the old cotton scarf bought in Transylvania. Every morning my closet looks at me. Every morning I would wear a fancy dress to go to work, only to see the faces of colleagues, but I've never had the courage. Every morning I think that my objects can interfere with my thoughts, change a choice and maybe change something more unstable: the mood. Every morning I wake up and I would wear my superhero costume. Hanger System, the only system of hanger in PP that can respond to every need of your closet. **design by vittorio venezia & sebastiano conti gallenti**

LEAVES

Simple system for safe bikers. Inspired by the records of childhood and the poetry of simple things, these leaves, derived by cutting coloured sheets of PP, are inserted in between the rays of the bicycle, resembling leaves felt down during autumn. Riding on a bike pedal, these little objects simulate the continuous noise of a motorbike or the sound of leaves whishing by the wind. This guarantees a continuous sound effect companion while bicycling into the urban traffic. **design by daria casciani & antonio aricò**

LOST&FOUND

Series of domestic containers with a highly iconic shape, thought for little and big objects, often lost in the house and, once found, with not a special location where they can temporary be kept waiting for their real location: buttons, coins, keys, papers, notes, documents, in other words little chaotic knich-knacks of daily life. Hang to every kind of domestic protuberance, such as doors or windows' handles, drawers' knobs, prominence of tables and chairs, these lost&found containers collect, without hiding, little daily objects, like modern bags in whose fold and wrinkle is allowed to search, find things and orient yourself into the house. **design by daria casciani & antonio aricò**

MASCOTTE

Family of inflatable bottle caps. Represent the heads of three characters, a girl, a rabbit and an alien. The caps on the bottles become heads with their bodies. The colors emphasize the character.

design by en&is

MEANDYOUANDEVERYONEELSE

Dispenser noodles made of PP sheet welded on two points.

The circles are obtained by turning the tape on itself in three different directions, creating three feeders of pasta. Two welds fix the tape, creating a three dimensional object shaped soft. The ironic phrase engraved on the Feeder "Me and You and Everyone else", runs the tape to suggests spaghetti portions on the circles position: me-a portion, and you-two portions, and everyone else to four servings. Nice gift with great function. **design by en&is**

NIDO

Fruit whose elements are made by cutting, bending and folding sheets of PP. It 's an object designed to be easily built it yourself. The structure is like a basket which the warp and weft are interwoven to give structure to the object. It consists of two modules, the basic parts of which when folded creates the structure, and the three strips that must be net on the structure itself. Pendant lamp elements are made by cutting, bending and folding of sheets of PP. It's an object designed to be easily built it yourself. The structure is like a basket which the warp and weft are interwoven to give structure to the object. It consists of two modules, the basic parts of which when folded creates the structure, and the three strips that must be net on the structure itself. **design by en&is**

PCFRAME

Baroque and iconic frames that remind the old shape of vintage televisions became the mask and the new dress of your computer, both in the office and in your house. It is thought for people that pass too much time in front of a computer and are bored by the same anonymous display. **design by allaboutpaula**

POULE UP

Poule up is a modular decoration system made in PP. The distinctive feature of the project, in comparison to other decoration systems on the market, is the three-dimensional aspect of the shape which is obtained from a simple sheet of material. Every module is made of a single sheet opportunely cut, folded and connected on itself: in this way it doesn't occupy too much space and can be easily stored and packed.

It Is the user then, that has to press on the edges of the module to pop it up, giving it a volume and a material appearance. The modules can be endlessly connected each other thanks to a little connection and formally recalls the "pied de poule" tissue. **design by chiara moreschi**

REGINA DI CUORI

The beginning of a fairy tale: a series of inflatable and playful jewels, a way to play and joke about luxury and preciousness, about the glossy world of princes and princesses that are protagonists of gossip magazine. Girls and young teenagers (and also women with a debunking attitude) will wear pearls collars, collier and fantastic jewels...made of plastic! **design by gumdesign**

SEGRETO

The hidden life of a pillow

Everyone has something unmentionable to be hidden, to camouflage for a short period, objects and memories to protect in a personal and careful hideaway. A secret pocket hidden into a simple, familiar but elegant pillow became the new imaginative location that cares about these displaced and personal objects.

These objects are the refugees of the house, the ones that have never found a certain and precise place, temporary abandoned in inhospitable boxes or drawers or, generally, objects that belong to intimate and personal universe.

Usable also in different context, secret pillow can become a comfortable refuge for precious and personal objects when they are left temporarily unguarded. **design by francesca bonfrate & daria casciani**

SUPERGRASS

Supergrass is inspired by the plant world, the structures it created to stiffen their surfaces that, at the same time, must also be flexible to bend to the weather. Reflecting particularly on the ribs present in plants and grasses have noticed a similarity with the flexibility of the sheets made of polypropylene, which combined with punching, bend, or cuts can sustain themselves. Supergrass is a new system designed to create micro-environments within different types of spaces, accommodation or public place. Thanks to the presence of a linear module and a curved 45 ∞ Supergrass can be assembled in infinite compositions for shape and size. Supergrass is well adapted to domestic environments and finds a place as appropriate in public spaces such as exhibition stands, restaurants, bars, shops, etc..

Supergrass play but thanks to his fun and playful character, marries well with places for infanzia in areas used to play in various public places (stores, shops, etc..) And in the home.

design by studio busettigaruti & matteo redaelli

CONTATTI

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