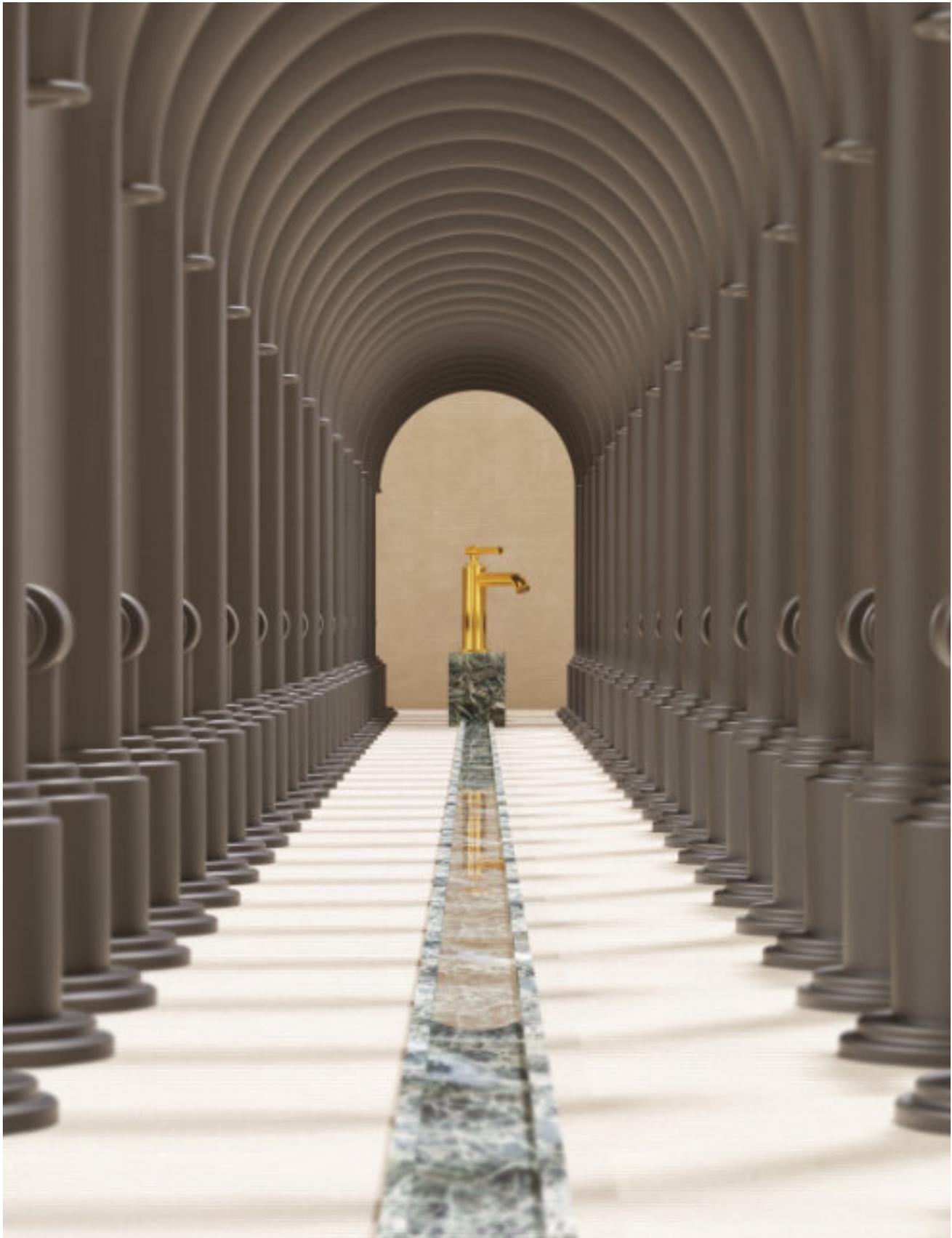




VIC



VIC

MODERN NEO-CLASSIC

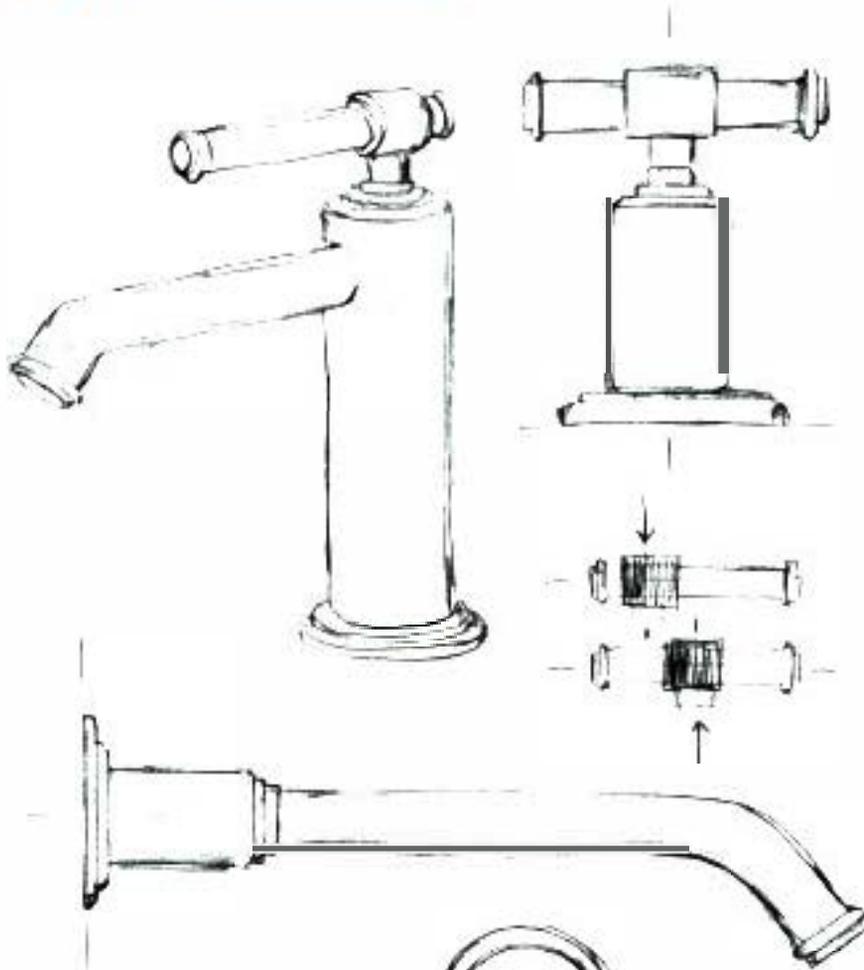
"Artize creates luxury products that push aesthetic, form and functionalities. As designers we infuse beauty in everyday objects, transforming a routine experience into a truly special one: embedding art in daily life. Together, our aim was to design an authentic and timeless collection, able to adapt to prestigious contemporary bathrooms as well as to exclusive retro atmospheres.

VIC collection is a fusion of contemporary and classic design. We live in a world that is looking eagerly at the future and yet longing its past. People nowadays are focused on innovation and technology and at the same time are fascinated and comforted by heritage and tradition. With that thought in mind, we looked back at a period in which a more lyrical and detailed aesthetic was the norm: VIC is a unique mix of the essential and minimalistic soul of modernism, and the elegant and rich soul of classicism.

VIC collection is sober and elegant, yet at the same time aristocratic and exclusive. It is not a revival of a style but a new equilibrium between old and new, which is completely unique. We call it modern neo-classic.

The very same creative idea is applied to the whole VIC collection: pure lines and understated shapes are combined with decorative refined details. The design of the ceramic collection is based on essential geometries, perfect circles and straight lines, but the detailing is transforming a modern shape into a sophisticated object. The simplicity of the faucet spout and body contrasts with the detailed aesthetic of the classic handles and flanges. Each item in VIC collection echoes and complements one another, to create an immersive and holistic bathing experience."

Claudia Danelon & Federico Meroni



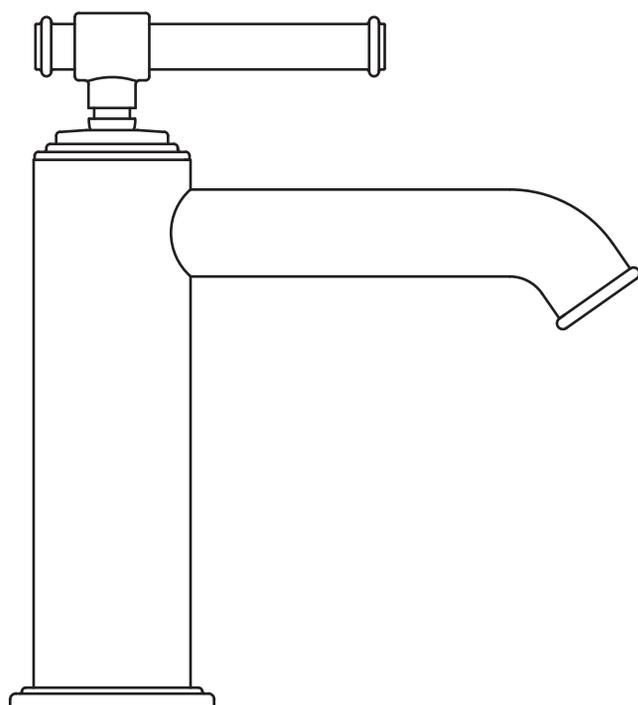


The designers

DANELONMERONI

Claudia Danelon and Federico Meroni are DanelonMeroni Design Studio. They have designed Red Dot and Good Design award winning collections for Artize, enhancing the brand vision to deliver daily pleasure through art and innovation. Their work is the finely balanced result of creativity and pragmatism, aimed at triggering emotions while creating durable products designed to perform and last. Claudia and Federico love working with water, shaping its behaviour and thinking about the positive impact it has on our daily life.



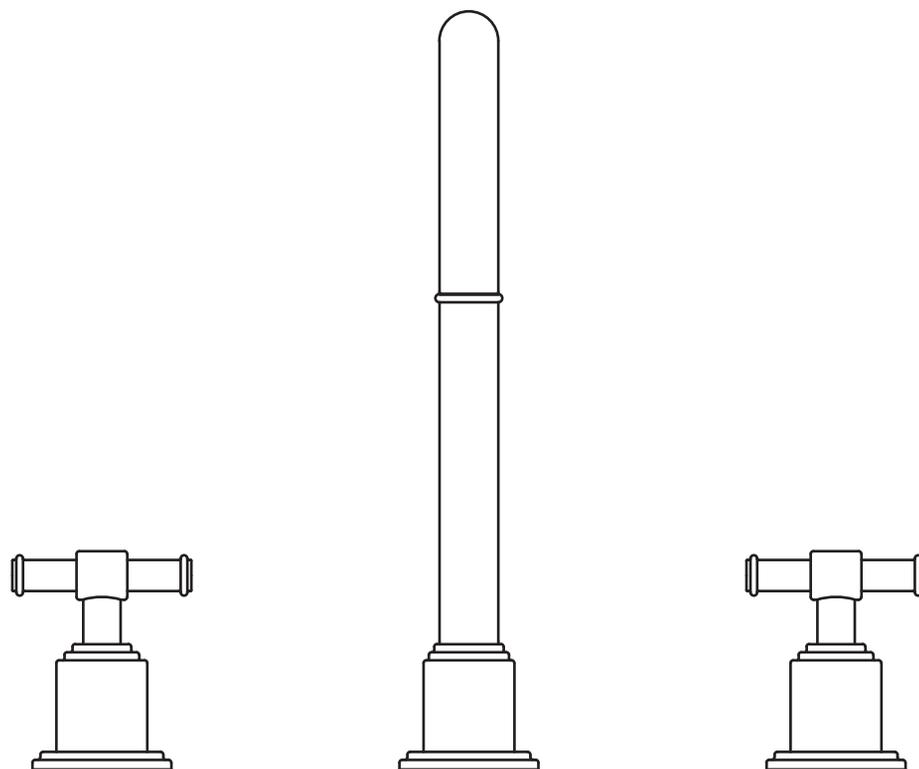


ECLECTIC

Classic inspiration is brought right up to date with details and materials. Elegant design and precious details are the features of Vic collection, which is perfect either for classic or more contemporary interiors. The black matt is a smooth and tactile finish, able to adapt to timeless architectural atmospheres. Black is not just a colour, it is a symbol of style, charm and refinement, Black is poetic, as painter Pierre-Auguste Renoir said: black is the queen of all colours.





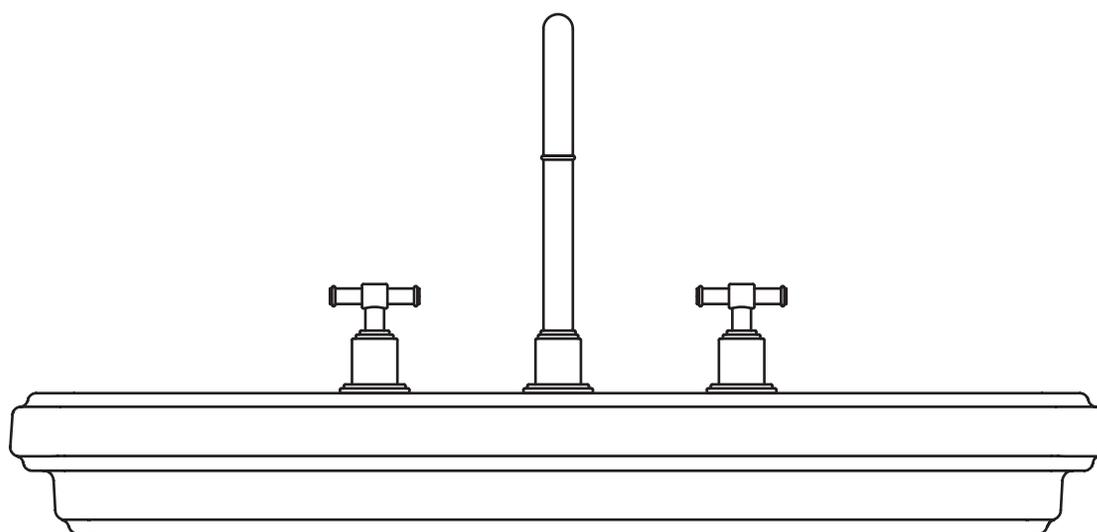


AVANTGARDE

Vic design began from pure geometric shapes and enriched by exclusive and retro details to create an aristocratic line with broad appeal that is particularly well suited to the world of architecture. The precious Blush Gold PVD finish reflects the nuances of nature, with the energy of the reds it gives light and adds an accent to every space.







CLASSIC

Fusion between the contemporary refinement and the elegance of the past. The original imprinting of victorian details mixed with modern shapes and proportions, make Vic a great timeless classic in the bathroom and offers versatility thanks to its enriched purity. Vic dressed in gold bright PVD finish creates an extremely warm and luxurios atmosphere.



