

# zanotta

# Happenings

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## ARTFUL COMMUNICATIONS

### "360°"

The 8th edition of Zanotta's catalogue-review tells a story that steps into our homes straight from the factory

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Aster by Zanotta, a colourful, versatile accessory, a small useful sculpture

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An idea of home with a view to the future: presented by Zanotta 8 years ago, this project designed by Studio BPM anticipates the convergence of nature, living spaces and technology

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AD's Director is highly skilled in channelling new stimuli to antiques, interiors and lifestyle

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The Swiss chain of showrooms has played a key role in making interior design a cultural factor

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The table *Album* by Roberto Barbieri for Zanotta (2010).



## FROM DESIGN TO PRODUCT

# A star is born

*Aster*, designed by Alessandro Dubini for Zanotta, is a colourful, versatile accessory, a small useful sculpture.

**T**he several models of clothes stands proposed by modern design over the years include wall mounted hook or modular “ribbon” models and free standing elements, rather functional and sophisticated hat stands or standard clothes stands. Practical and essential with a refined design, the clothes stands proposed by Zanotta are developed along a wide range of aesthetical solutions. *Sciangai* by De Pas-D’Urbino and Lomazzi (1973, Compasso D’Oro Award), *Servi* (*Manto* and *Tutto*) by the Castiglioni brothers (1985) and *Museo* by Enzo Mari (1991) are the much loved “evergreens”, the choice of a convinced and demanding public. Alessandro Dubini found himself in this framework when he decided to design a new clothes stand for Zanotta. «The project was spontaneously conceived without referring to “famous” extant clothes stands. I think it suits Zanotta both in terms of style and nature of production». It is typical of this designer, who is Italian by birth, but European by adoption, as it merges entertaining, almost playful shapes

with cutting edge technologies and innovative materials. Moreover, the result is achieved with elegant shapes that have a powerful emotional impact. The object’s functional features do not suffice for Alessandro Dubini because he is a designer who needs to create emotions. This is, most likely, the reason why his works are often described as sculptures. «The idea that instantly struck me for *Aster* was to create a thin structure that would be visually “light” but which possessed a solid layout in structural terms. Hence the choice of flat varnished steel, and the chosen shades were pure: white, red, green, black, pink and light blue. When *Aster* does not hold coats, overcoats and hats, its star shape furnishes space with a modern trend. «This project issues from the wish to create a simple and practical item, while maintaining a refined original profile. My goal was to create a structure that looked light and delicate, as if it were made of ribbon, and which would be a sculptural element when placed in its setting».

ASTER

The clothes stand *Aster* designed by Alessandro Dubini for Zanotta (2010) in the picture and in drawings by the author. Right: the designer.



**ALESSANDRO DUBINI**  
Italian architect and designer, he studied Architecture and Design in Milan, then graduated in Engineering with a concentration on Architecture, in Fribourg (Switzerland). He opened a professional practice in Como in 2000. The firm is currently based in the Principality of Monaco and handles project design and interiors, focusing on the development and research of new materials and technologies. His work ranges from design to architecture, from art direction to concept design, art installations and advertising campaigns. His works are displayed in several trade fairs and art and design festivals throughout the world. Dubini has designed the following items for Zanotta: the cabinet *Le Roi* (2007), the sofa *Vogue* (2008) and the clothes stand *Aster* (2010).