

RETTANGOLO K

THE ICON GENERATES A NEW WORK OF ART



“THE ICON” GENERATES A NEW WORK OF ART

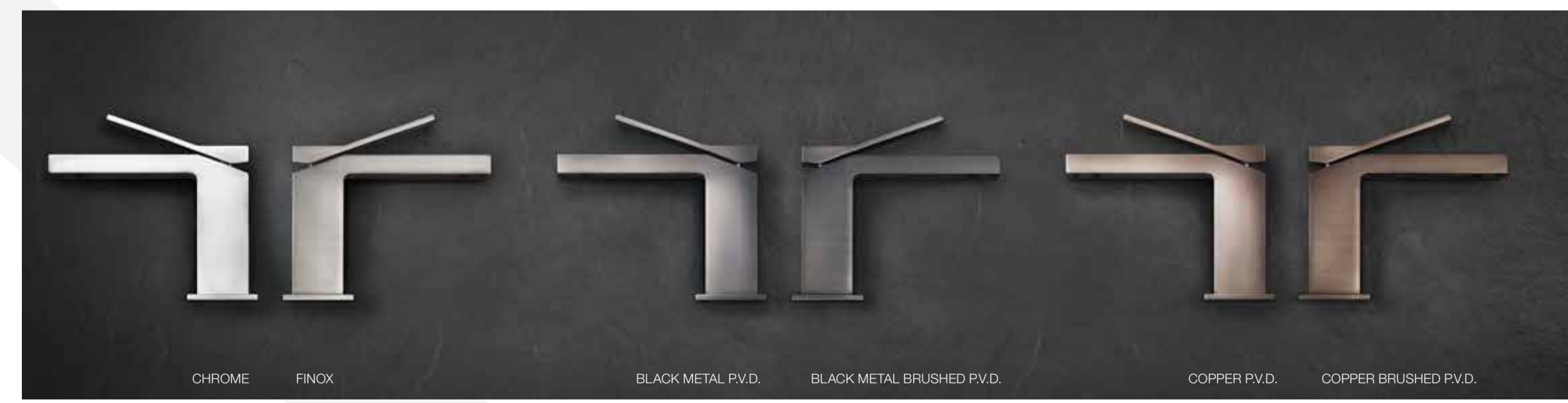
In life as in things, from a breaking or from a cut it can arise a renewal processes and a new ideal of beauty and perfection. Leaving the confidence of a design which was considered unchanging because perfect in its shape, Gessi dares to move beyond usual and strengthened, crushing the shape of Rettangolo with an oblique cut, a diagonal line breaking it and changing its silhouette, reshaping its iconic outline evoking a “K”.
The result is astonishing: the object preserves its original harmony, but it is new, different and beautiful.
A new work of art.

Un oggetto perfetto si può “spezzare” senza per questo perdere il suo valore e la sua armonia. Così un taglio può generare un rinascita e una forma di bellezza nuova e potente: ciò che si spezza, diventa prezioso e unico.



BLACK XL

RETTANGOLO K
DESIGN_GESSI STYLE STUDIO
GESSI PATENT



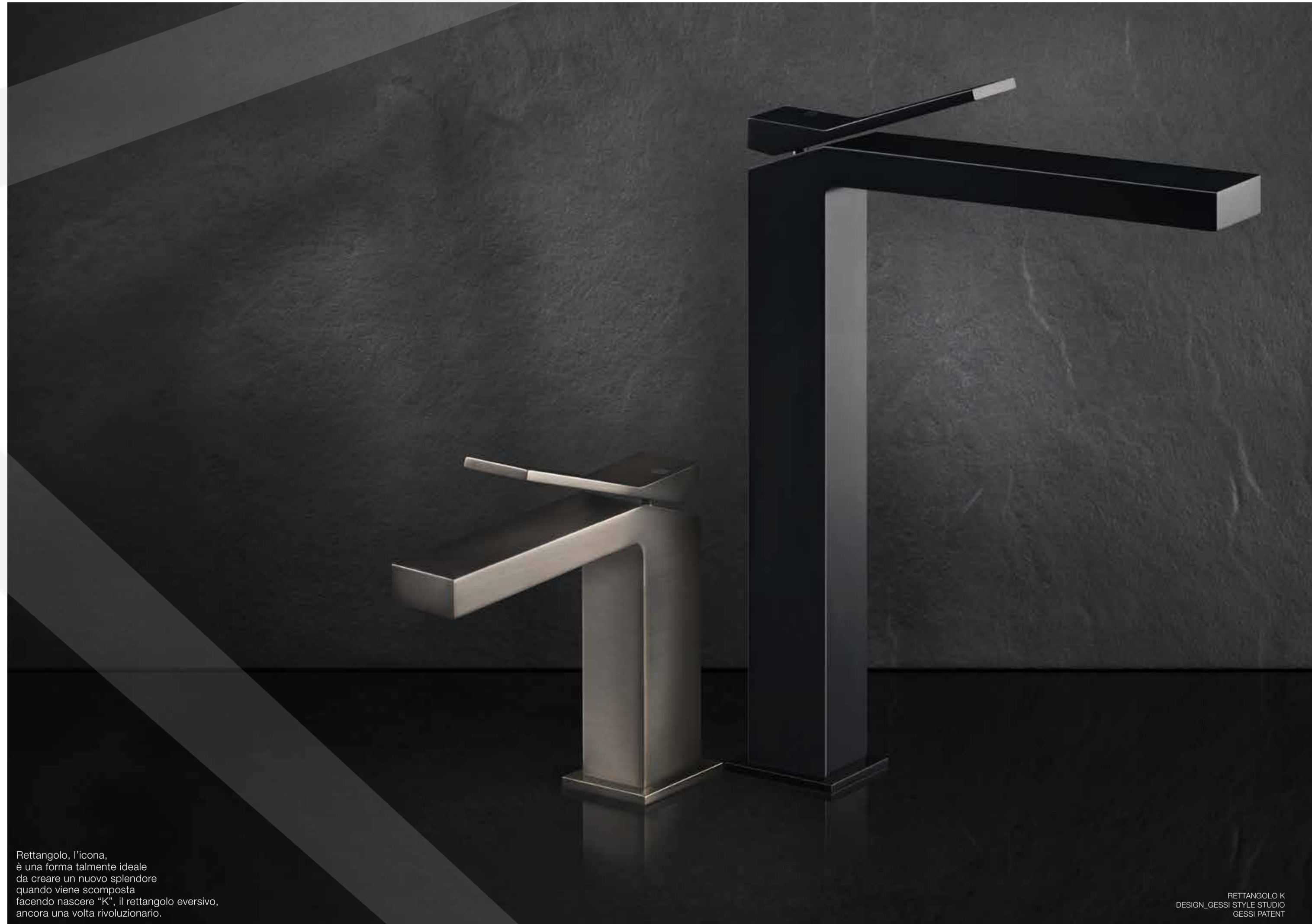
CHROME INOX BLACK METAL P.V.D. BLACK METAL BRUSHED P.V.D. COPPER P.V.D. COPPER BRUSHED P.V.D.

RETTANGOLO **K**

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**DISCONTINUITY,
AN ELEMENT OF UNIQUENESS AND CHARM**

In this design we can find the solemn and reassuring rigor of Rettangolo but also something new, which can light up and stimulate: the research for order, for continuity and the appeal of discontinuous.
In this clash lives the pure essence that man has to retrieve nowadays: the strength to avoid cliché.



Rettangolo, l'icona,
è una forma talmente ideale
da creare un nuovo splendore
quando viene scomposta
facendo nascere "K", il rettangolo eversivo,
ancora una volta rivoluzionario.

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