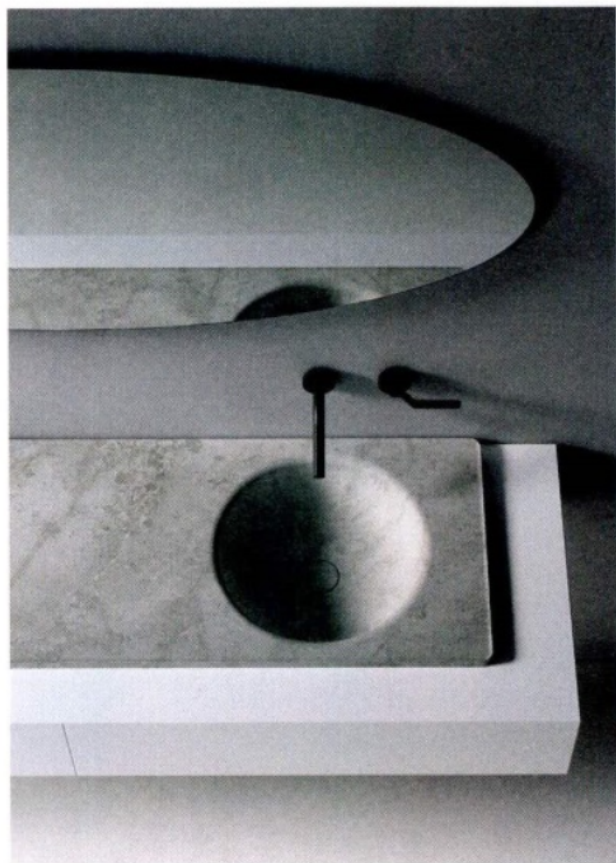


Below, from left: the Slow Coffee set produced by Alessi; the Light With a Table side table, with a built-in lamp, produced by Living Divani; the Villetta chair for De Padova (photo Miro Zagnoli).



Bottom, in the Floe washstand for Boffi the stone defines the simple, elegant geometry with which it is excavated, in a seamless solution for a circular sink.



KEIJI TAKEUCHI

Educated in New Zealand and residing in Milan since 2012, Keiji Takeuchi has worked in Japan for Naoto Fukasawa. The multicultural influences permeate his creations, which in all typologies are simple and essential, firmly rooted in everyday life. The direct approach has allowed him to interact with a number of important international companies. "My first contact with Italian design came through the Parentesi by the Castiglioni brothers, an expression of playfulness and interaction with the space, two factors that are as intuitive as they are unique. For me, the ability to attract – not on the basic level of function, but with mental engagement – constitutes the essence of the design of Italian objects. In the 1970s and 1980s Italian furniture companies have produced innovation through unusual forms and approaches. I believe that Japanese design has been grafted in a fertile way into these experimental ideas, thanks to its practice oriented towards a linear progression of steps to perfect what exists, rather than radical changes. Now that the sector has grown so much and become saturated, design has shifted from the creation of visions to the pursuit of uniqueness. There is no right or wrong, but simply needs that have changed over time. Personally I would like to concentrate on products that add something to those already existing, through greater social responsibility and the objective of improving our quality of life. I think, however, that design should not be only about functions, but should also bring a smile. As indicated by the essence of Italian-ness: folly and passion, in a good balance." ❶



For poster

VENKO KUMAR