

IVV

Handmade in Italy



IVV: a refined and exclusive design which makes glass be the protagonist in our homes

Top-class and design culture. Two scenarios: they are different, but they are tightly connected. A research project on material may be translated into an almost indefinite emotion which takes the forms of the "beauty and well-made": this is culture, craft quality,

beauty and distinction. These are the identification features of each item by IVV.

This is why today design innovation represents a suitable and feasible way: it means enhancing creativity and design which have always been innate to the corporate DNA.

The new plans IVV has been working at for 2014 develop this vision of design as a viaticum in order to have a dialogue with a top-class and educated public, by introducing it to the world of furniture by means of offers which respect IVV heritage and tradition. These offers reconsider the achieved experience of glass, the knowledge of master glass-workers and they reinterpret with an eye to a good design, actually starting a new course.

At Fuorisalone del Mobile 2014 (Milan Furniture Fair) IVV, together with Ilaria Marelli, disclose and tell how this journey, formed of glass, visions and harmonious contaminations, started.

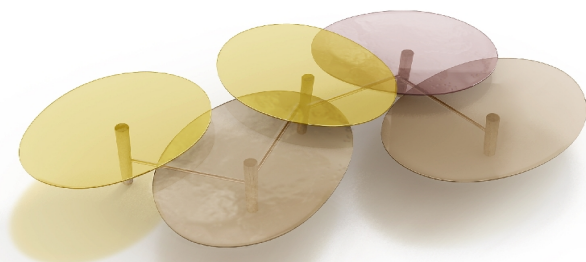
Ilaria Marelli for IVV

'I took up this challenge from IVV to design a collection able to broaden the catalogue of products to the world of furniture, as well, after falling in love with the potential of this enterprise to combine industrial technologies and handcrafted production resulting from the sensitivity of the master glass-workers. Hence the inspiration to create a series of products inspired by nature: nature, in fact, engenders in an "industrial" way: it codifies morphologies, materials, colours thus interpreting them with a "handcrafted" DNA therefore each creature is similar, but different from its own counterpart. So the course of water is mirrored in the transparency of glass with its rippled surfaces, with its plays of refractions and reflections of light: a glass I combined with a tactile, warm and physical wood in a play of contrasts but also of naturalness of the composition'.



IW

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ISOLE Collection

Design by Ilaria Marelli

The furniture collection ISOLE, plays on thin structures of wood which support surfaces of glass with irregular forms, planes characterized by an irregular movement of the surface, from smooth to uneven, to remind the thin wavelets of water and to suggest the charm of liquid surfaces.

The coloured reflections of lights on water inspire the creation of objects which play on transparencies, the chromatic reflexions, on colour tones being overlapped, transparent, faded, liquid, in order to decorate the glass made surfaces.

The collection consists of a series of small tables in different sizes and heights, a console, a bookcase and series of mirrors, which are all characterized by the "natural" irregularity of their compositions.

Individual small tables: 50 x 38 H 47 cm _ 60 x 45 H 37 cm _ 50 x 38 H 31 cm

Low three-plane tables 107 x 67 H 33 cm _ five-plane one 140 x 77 x 33 cm

Console L92 P 46 H105 cm

Bookcase L92 P46 H174 cm

Mirrors 50 x 38 cm _ 60 x 45 cm

SEDIMENTI Collection

Design by Ilaria Marelli

Sedimenti is a limited series of vases and bowls produced thanks to the sensitivity of the master glass-worker who blows a mass of glass at high temperature on some branches found in the Tuscany countryside, which are in this way absorbed into the composition. Therefore the resulting object shows a uniqueness due to the singularity of each branch of wood, to the formal interpretation by the designer and finally to the sensitivity of the master glass-worker when he manufactures it during the glass blowing. Different dimensions.

