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ADIMA "Wearing Water"

Fourteen creations representative of a unique moment lived along with the water. Wraparound foulard with a 2mt length in pure hand-woven Italian silk. It is the first collection signed by Alessandra Benetatos, Adima's founder; a tribute to nature and especially water.

Each picture – that reveals different water colour, shapes and shades – proposes the impression of a feeling stuck in a moment, a fragment of life, unique, personally lived by Alessandra near a river, a sea, a lake or a stream and reproduced on silk. Being present for the artist means awareness and acceptance, which allow the display of beauty and natural talent.

As Alessandra Benetatos explains: "I have chosen to show water on great dimension silk to transmit the sensation of being wrapped around a fluid hug. Each foulard brings along a story, a site in which it was symbolically born. The pictures let to perceive the closeness related to this element and to be in touch with it."

The foulards, mixture of pureness, style and uniqueness, are the result of **an awareness and intimate path with the water itself**. They are a memory of a maternal hug, reproduced by the silk.

Wearing Adima becomes a sensorial experience: a maternal womb, the horizon, the "volume of the sky" are suddenly perceptible to the senses and immediately absorbed through vision and touch. Single moments to be relived just wearing a foulard.

This first Adima's collection, *Made in Presence*, is a pure Made in Italy creation and tribute to the Italian artisans.

Adima is sold in Milan and is available online.



*Design is like poetry.
Creations after creations
to achieve the maximum
expression of a sentiment. Be
it wallpaper, a foulard or a
fountain.*



GIO PAGANI

Two parallel routes. Art glances that caress design opening it up to magnificent horizons. Gio Pagani tells another two-voices story which makes the harmony a different music, resounding among the walls of the house of dreams. It keeps growing the collaboration began in 2009, when Gio Pagani met Christian Benini, founder of Wall&decò: a dialogue between two different creativities, which turned out in the extraordinary wallpapers, marked by a signature made of talent and friendship. "The artistic interpretation of an ancient decoration like the wallpaper is the continuity, while the innovation is its transformation into creative installation: **art becomes replicable and therefore timeless**", says architect Gio Pagani. The inspiration for the 2017 collection is a combination of creativity and citations that echo in the designer's mind to create two different aesthetic views. A departure to known lands, places already seen and lived a long time ago, a sort of déjà-vu that goes beyond the limits of the everyday life to remind a much more intensive past. Like an historical memory or a life lived fully and permanent as a tattoo, the graphic covers the surface of the most intimate, personal and sentimental place. Emotions are so strong to be able to mark the matter, erode the time, discolor the present, to recall our past. ATOMIC is the perfect example where colours tell a story, color a timeline that runs along the wall deep inside the paper: optical and 1960s style, with different nuances in the warm tones of the ochre and powder pink to the classic black & white. The second soul of the Gio Pagani graphics for Wall&decò evokes the painting and the art of drawing. Macro installations of solid and striking colours, energetic brush strokes of life: this is what we find in MAMMA MIA, a tale of joy and enthusiasm where colours interpret our time in a more refined way, dreaming but extremely cool.

FORME D'ACQUA "Le Sirene"

At ARCHITECT@WORK 2017 Forme d'Acqua presented a new concept of indoor fountain, interactive, highly technological and sustainable. With essential design it adds to water the bewitching power of sound and the charm of fine materials, skilfully shaped by expert craftsmen.

Le Sirene, a new collection of indoor fountains was created combining new technologies and design, creativity and profound knowledge of materials, first of all water, which, if used professionally and with experience, is able to fascinate, captivate, create emotions. The water glides over the finest marble and glass crafted by hand and magnifies the beauty of these unique surfaces, worked with artisan care, making these fountains exclusive decorative accessories.

Thanks to the use of the most cutting-edge technologies, **the fountain is able to sense your approach and react with feeling**: their rate increases and the water flows with greater intensity. They interact with the brightness of the environment, whilst maintaining a dynamic balance aimed at maximum beauty effect with the lowest power consumption.

An intuitive dedicated web interface, allows you to control and manage directly from smartphones and tablets all the functions, including the opportunity to listen your music or receive messages from your *Sirena* which informs you about its state.

The company has chosen durable materials which originates from natures; simple elements that lend themselves to life in an aquatic environment naturally. Much attention is given to reliability and sustainability. It is extremely compact and silent, with an invisible integrated operating system.

