



*Press Release
September 2017*

PURITY and MEMORY

News Zanetto Autumn 2017

Zanetto creations combine tradition, artisanal wisdom, research, value of creation, a love for beauty, as well as respect for man and his emotions. In a single word HUMANISM.

The Zanetto laboratories, which have been active since 1963, create artistic objects with noble and precious metals.

Their "form" derives from the ability to mix past and modernity in a perfect synthesis. The details hide the essence of our humanistic culture of which we are proudly custodians and that makes daily simple objects - vases, glasses, centrepieces, candelabras ...and many more besides - symbols of harmony and equilibrium.

The "material" is the key element between the form that comes to life from an idea and the executive technique that makes it tangible. The creativity signed by Zanetto is expressed on metals, on the inherent peculiarities of colour, shapeability and workability.

The warmth of copper, bronze, platinum and gold is exalted by the processes that encompass glossy and satin treatments, the burnishing in different shades of intensity, the manual tooling and the processes with chromium and nickel to obtain antique effects.

These are added to the enamels and special platings that exalt the material and preserve its beauty.

The search for special textures, result of master craftsmanship, together with novel chromatic combinations and plays of light and shadows, capture beauty and transform it into a tactile and visual experience.

NEWS SEPTEMBER 2017

The fil rouge of autumn signed by Zanetto is WATER.

A fundamental resource for all forms of life, water is "memory and purity".

Zanetto, in all its creations, creates a treasure from these qualities, thus revealing them. Whether they are vases or glasses, Zanetto exalts their transparency and sparkle. Silver is the material that best accommodates and purifies the precious liquid, symbol of life on our planet.

TABLE & SURROUNDINGS - MEMORY TUMBLER

Drinking water from the MEMORY TUMBLER becomes a new and an exciting experience. Silver, well known since antiquity, has the power of purification, of a bactericide and fungicide. Not only that. According to the research of the Japanese scientist Masaru Emoto, water possesses its own memory and changes the structure of its crystals according to the energy information it receives from the surrounding environment. If this information is positive, water produces perfect and beautiful crystals, contributing to the well-being of the body.

Unsurprisingly these words are engraved on the inner edge of the MEMORY TUMBLER:

"Thank you, love, peace, sharing, union...".

The new glass combines the purifying properties of silver with the positive energy of words rich in life and beauty. Transforming the gesture of drinking into awareness and making it a ritual of union with the very essence of life.

FURNISHING ACCESSORIES - TUBES, VITAsuMARTE, TAMADA, MADURAL, LUNAcHeDORME ...

A search for elegant, essential and pure shapes. The metals also.....that range from the red of copper to the bright glow of silver. In the midst there are beautiful textures that transform the surfaces into fabrics of

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light and shadow, into tactile experiences that excite. A vase that can stand silent on tables or in corners to be contemplated. High, true pieces of furniture, or small like jewels for daily use.

ABOUT LIGHT - Coral Candelabra

An object with sober, harmonious, discreet beauty. As a delicate plant it grows, branches and offers its branches to the warm and magical flame of the candles. And the brightness of the metal combines with the fluctuating light reflecting it throughout the environment.

LIVING - TABLES AND COFFEE TABLES

The glints of the metal as cascades of light give the illusion of planes that seem to hover in the void. The dining table TRATERRAECIELO proposes legs turned and worked with textures that vibrate with the light, with different geometrical shapes and with a mirrored edge that runs around the laying surface. A sculpture, as well as an object of conviviality.

As a counterpoint the coffee table ALCIELO, with its sculptural and slender column of metal and sparkling light.

A world of JEWELS

The ZANETTO JEWELRY collection is the result of meticulous and attentive research. Small goldsmith works of art that illuminate a face, a neck, a wrist, a hand.

Jewellery - rings, bracelets, pendants, earrings - are the result of minimalist aesthetic research that entrusts to the beauty of materials and, above all, to their texture and workmanship a sophisticated and undeniable originality. An example of balanced luxury, never ostentatious that encapsulates - as for the entire Zanetto production - the principle of respect for man, matter, work and the environment.

The Zanetto production takes place entirely in Italy according to the criteria of sustainability.

Link to download the High Res images:

http://pressbox.iaiamichi.com/Zanetto_September2017.zip

Zanetto

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