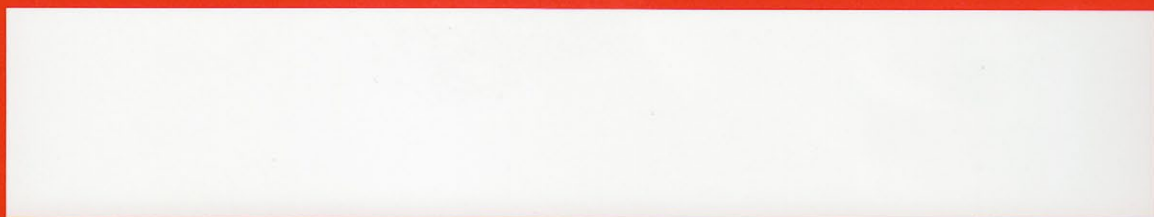
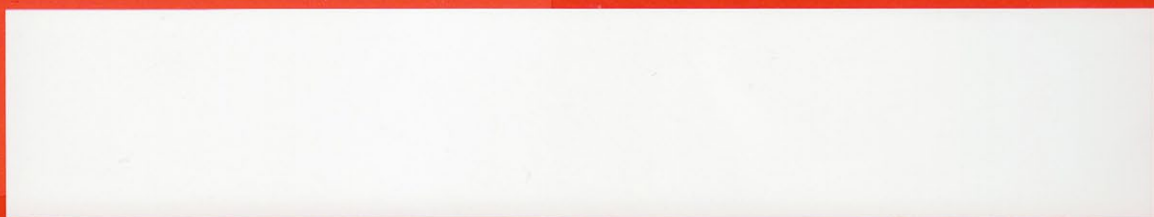


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MILAN PREVIEW 2010 >



Young Blood





004

PRODUCT: «AUGMENTED TEXTURE» // DESIGN: ELIA NEDKOV WITH STUDIO ETHOS
MANUFACTURER: NEUTRA // INFO: WWW.NEUTRADESIGN.IT

Neutra is an innovation-oriented division of Arnaboldi Marmi, an historical Italian firm specialized in processing marble, stone, onyx, granite and quartz for architecture and design applications. Founded in 2006, Neutra builds upon Arnaboldi's expertise to design bathroom furnishings (washbasins, bathtubs, and shower trays), all cut out of single blocks of natural stone and marble. In 2010, Neutra adds the third ingredient to stone and water, which are the two basic components of its world. Designer Elia Nedkov was commissioned to develop a concept collection of tiles, where the perception of stone would be orchestrated by the carefully controlled use of light. Nedkov responded with two solutions, direct and indirect. The Led series is based on architectural approach to light: light sources are incorporated in horizontal and vertical slits on the surface of the wall, behind individual, slightly raised tiles. The three-dimensional surface acquires a new dynamics, while the luminous strokes highlight the texture of stone and then fade out spreading further across the wall. The Alu series replaces light sources with horizontal and vertical insets in brushed aluminium, which reflect light, creating softer luminous accents and emphasizing the difference between the surface textures of stone and metal.

