

Profile 2020



Fulcro

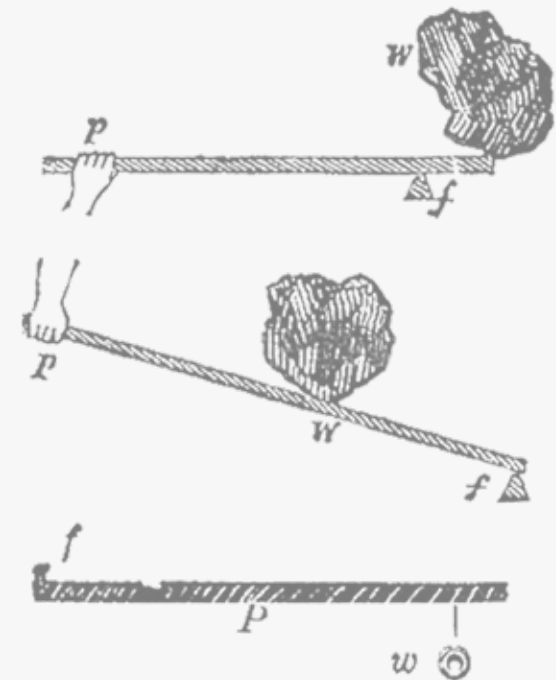


www.fulcrodesign.com

We are an independent design studio based in Milan.

We believe in balancing our projects upon **research**, **feasibility** and **awareness** of the world we're living in.

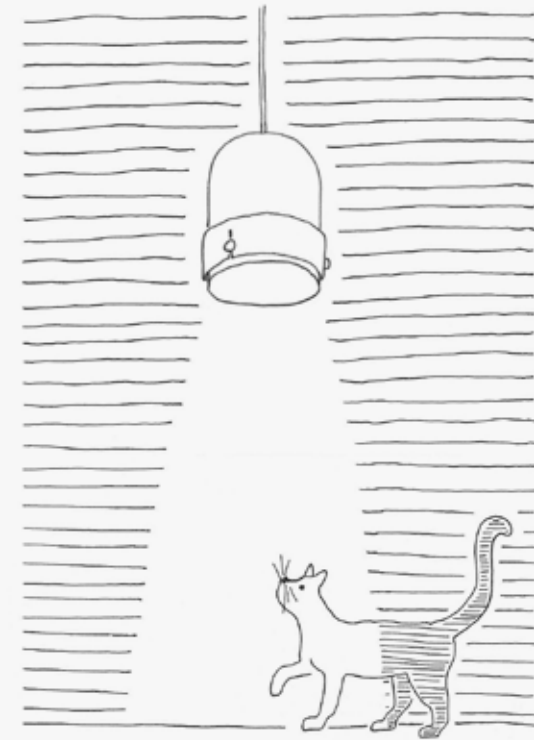
The word "fulcro" refers to the small but essential point on which a lever is supported.



We focus on human-centered design, sustainability and innovative solutions.

Our design process led us to create new projects of any kind, driven by a **clear methodology and vision**.

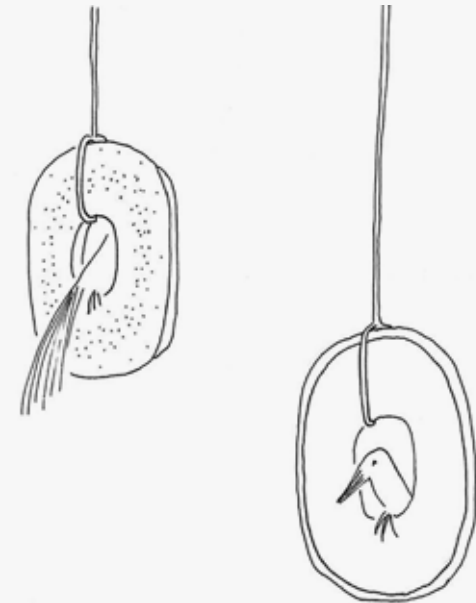
With astute design detailing, accurate choice of materials and low waste production processes, we aim to enhance effectiveness and efficiency, improve human well-being, accessibility and sustainability.



Cross-pollination and participatory process are core points of our practice.

The cross-pollination with creative influences (i.e. the world of Art, Music and Fashion) drives us forward to experiment with function at its core.

Our participatory method consists in a pluralistic orientation, constantly evolving and which aims is to **address significant questions**, making knowledge and social change.



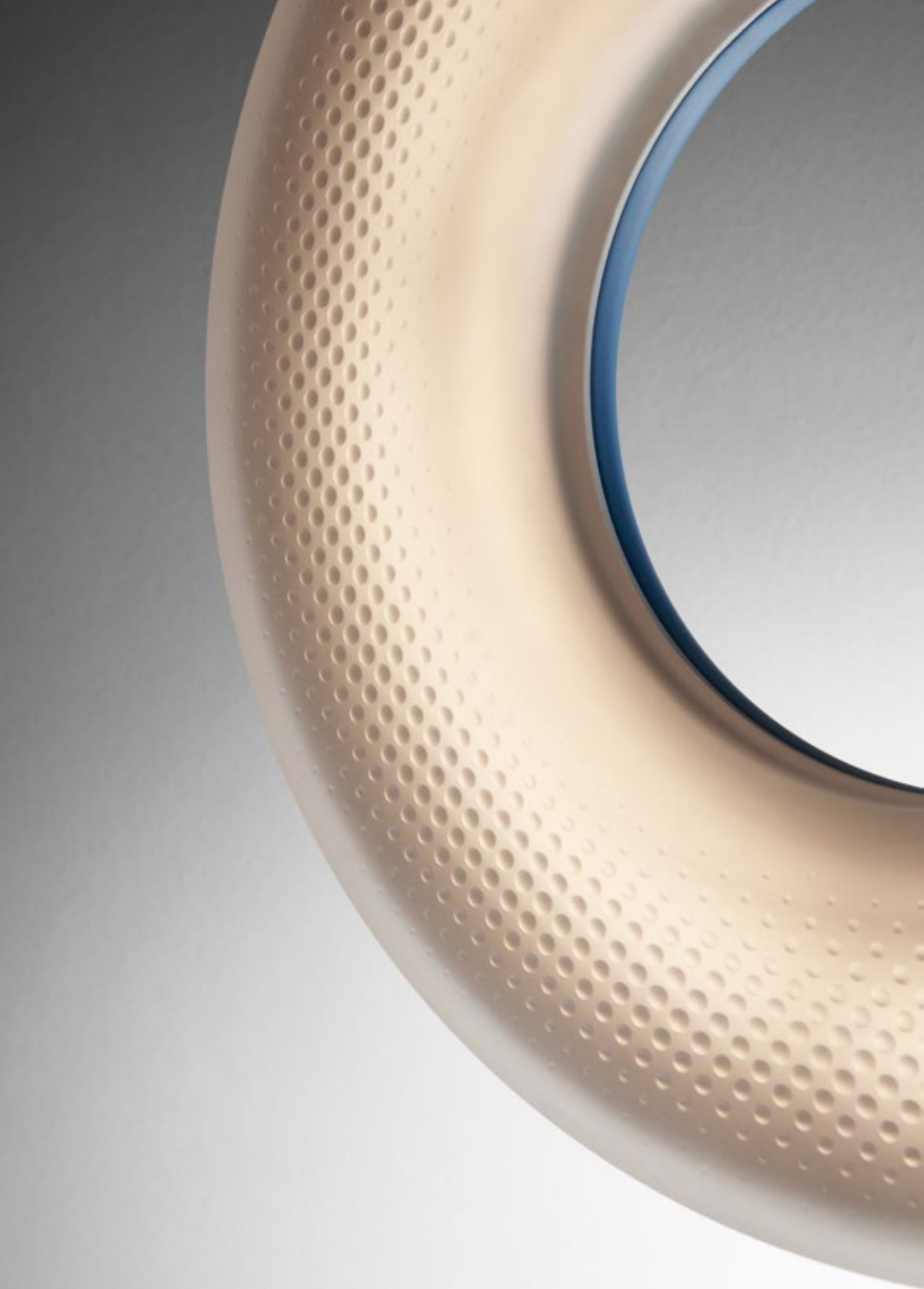
TEAM

The team is composed by Erika Baffico and Sebastiano Tonelli.

Since 2018 we have been the **responsible for the art direction of Oikoi**, defining brand values, designing the collections of products and all the exhibitions.

Over time we have matured a design synergy, in which we add to respective competences a meaningful dialogue.

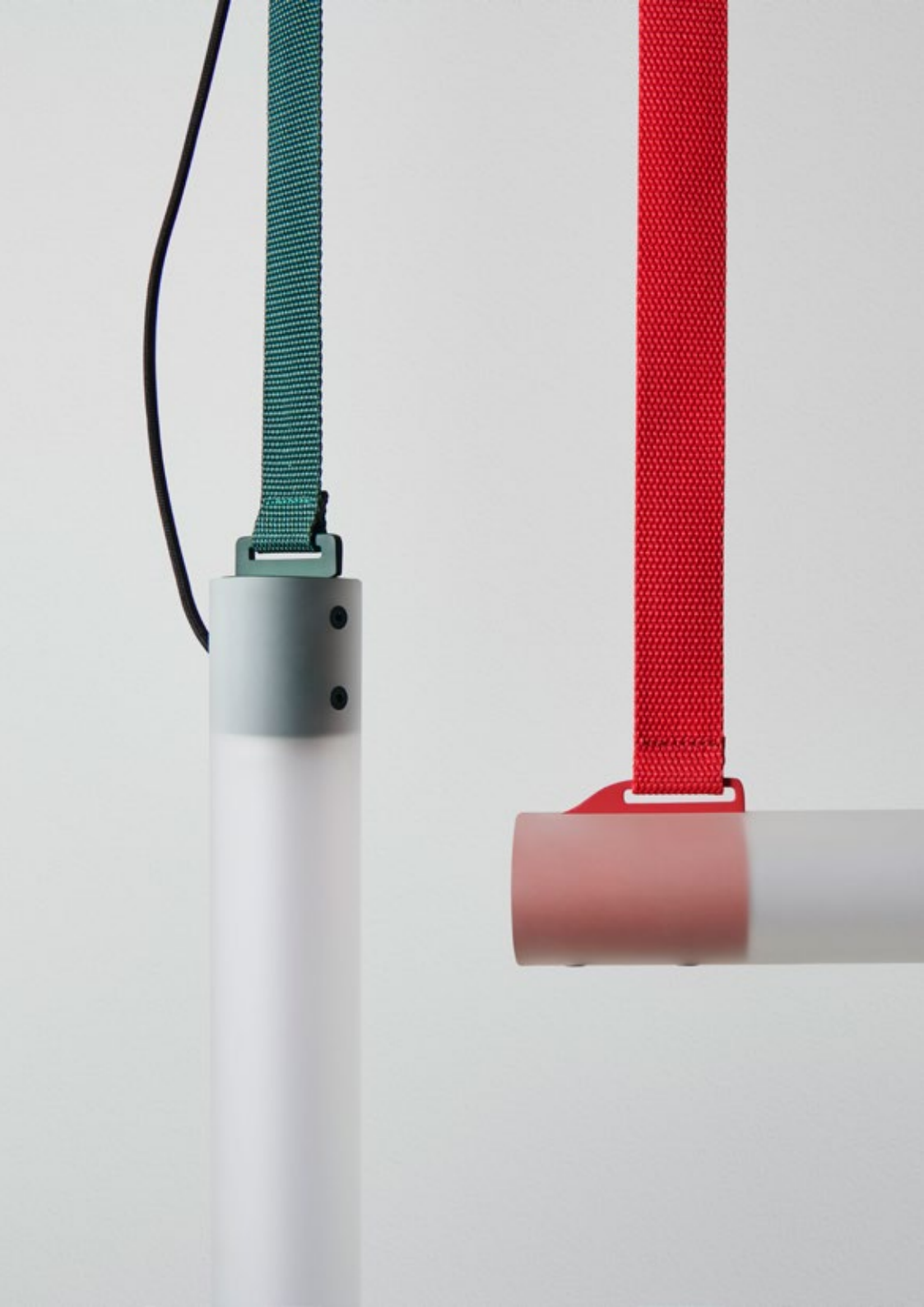




Product design

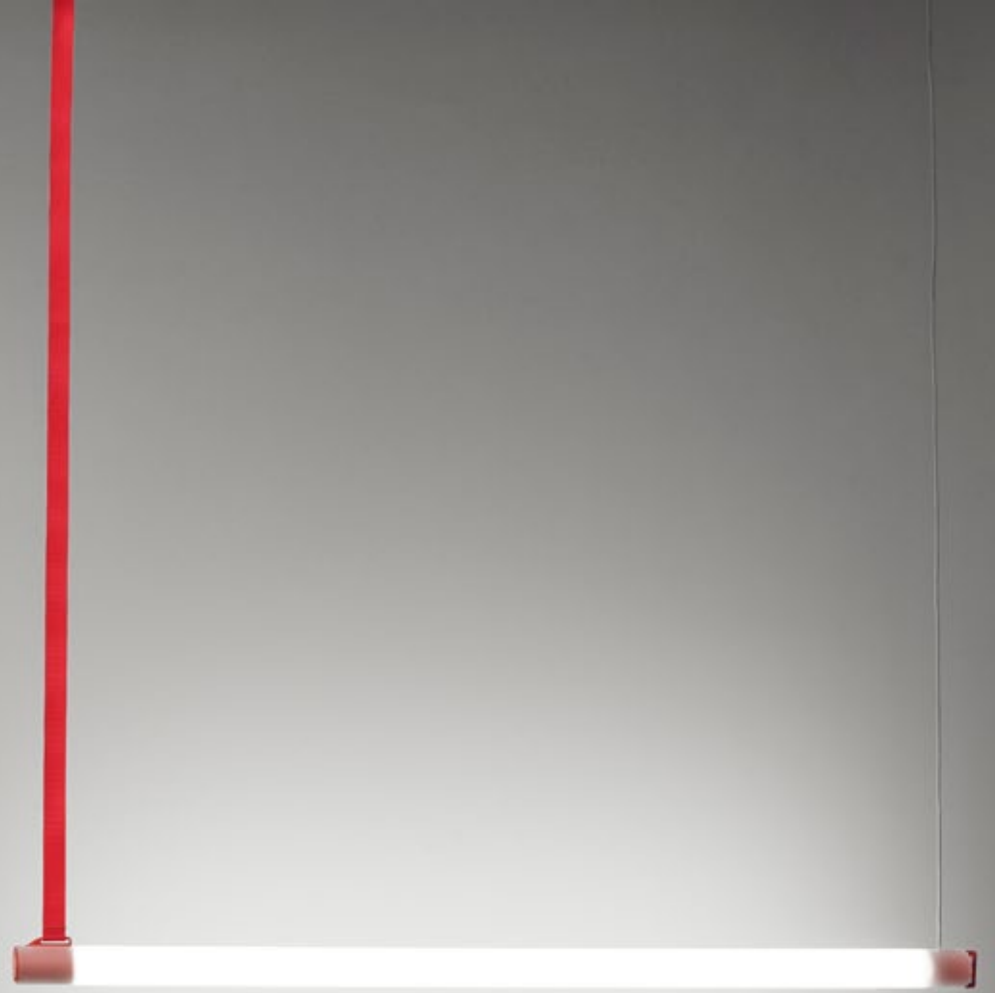
Odo, Oikoi, 2019. Suspension lamp in pressed glass, able to emanate two different intensities of light.

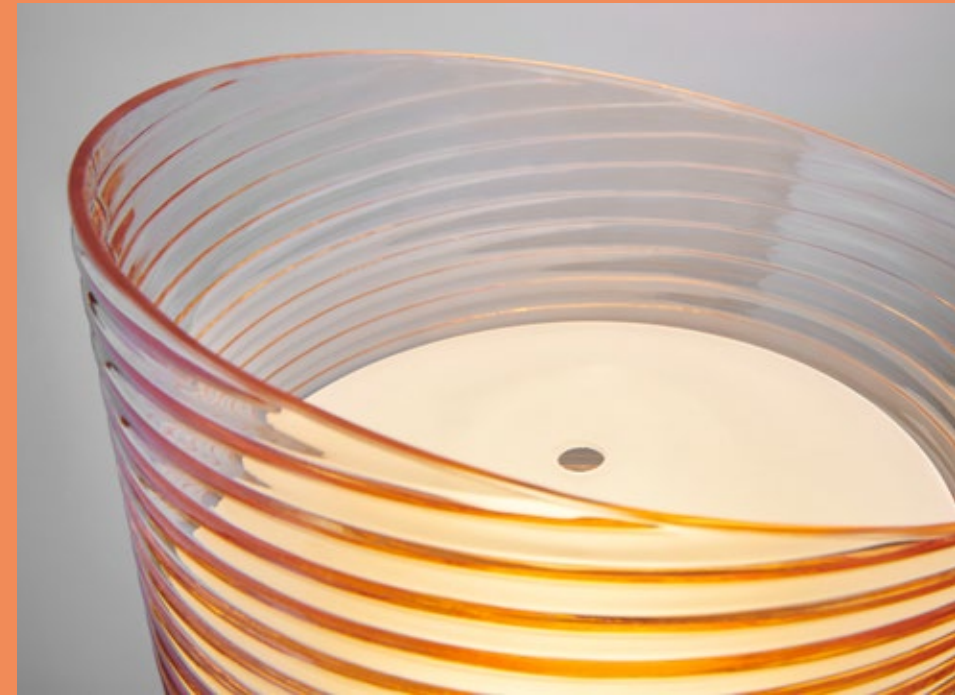




Product design

Ida, Oikoi, 2019. Suspension lamp in extruded glass with metal inserts, suitable for both horizontal and vertical positions.





Product design
Nino (left) and Ulla (right), Oikoi,
2019. Lamps in extruded glass,
designed to enhance the expertise
of Oikoi's factories.





Exhibition design

Oikoi, Milano Design Week, 2019.
Located in Via Solferino 11, Brera,
was conceived to highlight glass'
materiality and its light effects.



COLUME



Exhibition design

Colume, Furniture Fair Shanghai, 2019.

As magic, the forced perspective transforms the space. The optical illusion is boosted by the sky above, mirrors and soft colors.



The Milanese essence is the capability to distinguish
the useful from the useless. To be Milanese is a philosophy
that consists in the cult of efficiency paired with decorum.
—Alessandro Manzoni





Exhibition design in collaboration
with Arch. G. Giannattasio
Polinesia dreaming, 2019. Space
and time are transformed into a
multisensorial journey in occasion
of a private party.



Product design

Omero collection, 2015 (left),
Novo, 2018 (right). Collaborating with
a diverse range of expertise (artisans
or companies), stimulates creativity
and boosts innovation.



Product design

Collezione 25%, 2015. Thermal food containers, designed with the dual purpose of giving second life to waste combining its useful features.



Product design
FROHstück, 2011. A tool to enjoy breakfast in Southtyrol's luxury hotels, combining sweet and salty foods without mixing the flavors.



April, 2019



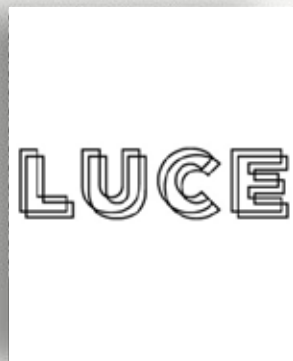
April, 2019



July, 2019



September, 2019



October, 2019



October, 2019



November, 2019



November, 2019

Selected press
Content and wider selection
on: www.fulcrodesign.com/press

CONTACTS

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