

Zucchetti presents the new 2020 collections

In 2020, just shy of its 100th anniversary, Zucchetti has inaugurated a new phase, updating the identity of the brand and launching two new tap lines: **Medameda**, designed by **Alberto** and **Francesco Meda**, and **Helm**, designed by **David Lopez Quincoces**.

On the one hand, the company (which since the 80's has consistently been distinguished by its effective, unique campaigns), continues to represent itself in an **innovative** way. Fine-tuning its graphic symbols, Zucchetti chooses **essentialist, minimal images** that are also **energetic and vibrant**, and finds its balance, visually as well, in the complementary relationship with the Kos brand.

On the other hand, fruitful dialogue has begun with esteemed professionals such as Alberto and Francesco Meda and Davide Lopez Quincoces, resulting in **two new, differently intriguing projects**.

Medameda, designed by **Alberto** and **Francesco Meda**, is **reassuring** and **composed**: 'We try to come up with objects with simple, unified style; objects that aren't too loud', stated the designers. 'We avoid formal extravagance in favour of special attention to effective relationships between the different components of the items and then between the items and those who use them'. This has given rise to an object with **organic, flowing lines**, never over designed, a piece that owes its universal appeal also to the **interaction between the two generations of designers**, father and son, that created it.

Helm, designed by **Lopez Quincoces**, could be called an 'absolute', iconic object that takes the classic archetype of the 'tap with cross handles' and turns it into **cylindrical volumes** that have been **deconstructed then reconstructed**. 'I start from complex ideas', explained the designer, 'to then get to a synthesis and find a style that will most effectively stand the test of time and circumvent trends'. This approach led to the **first line of entirely-stainless-steel taps** launched by Zucchetti, a versatile series that successfully adapts to the many interior spaces that the architect/designer had in mind while designing it.

Medameda

Design: Alberto Meda, Francesco Meda

Type:

A collection of single-lever or two handles mixers for the bathroom. Single lever mixers are fitted with sintered ceramic-disc cartridges, 25 cm in diameter, certified in compliance with the strictest international standards. Two handles mixers are fitted with ¼ turn ceramic disks headworks.

Ad hoc devices regulate and limit water flow in compliance with current and most stringent standards, to guarantee water and energy savings.

Thanks to a particular technical solution, the lever engages on the body of the single lever mixer, with a simple horizontal cut, that maintains the continuity of the organic shape.

Materials:

Body and handles in low lead content brass, other components in material resistant to corrosion and scaling.

Finishes:

Chrome, nickel, brushed nickel, gold, brushed gold, metal black, brushed metal black.

Embossed matt black paint finish.

Helm

Design: David Lopez Quincoces

Type:

A collection of single-lever or two handles mixers, with cross or lever handles, for the bathroom.

Single lever mixers are fitted with sintered ceramic-disc cartridges, 25 cm in diameter, certified in compliance with the strictest international standards. Two handles mixers with lever handles are fitted with ¼ turn ceramic disks headworks, while the version with cross handles is fitted with ½ turn ceramic disks headworks.

Ad hoc devices regulate and limit water flow in compliance with current and most stringent standards, to guarantee water and energy savings.

Thanks to a particular technical solution, the lever engages on the body of the single lever mixer, with a simple horizontal cut, that maintains the continuity of the clean and rational shape.

Materials:

The collection is realized in AISI 316L stainless steel, components are made of lead free materials, resistant to corrosion and scaling.

Finishes:

Brushed stainless steel, champagne, total black, chocolate.

The two handles version is available also with a knurling at the base of the handle, in parallel or crossed patterns.