



## **qeeboo**

Next Generation Brand

by Stefano Giovannoni

qeeboo is a new generation brand: a new way to manufacture and distribute design.

qeeboo is an Italian brand that, strong in its Italian way to think design, opens to the international market, focusing to reach people's heart.

qeeboo, unlike traditional companies is not bourgeois, it moves on a new business model, choosing the web as its key point and then using it to shorten the supply chain.

qeeboo produces objects meant to be delivered to a large audience, combining high quality level with low costs.

qeeboo and its designers move through a narrative approach coming out from their expressive language, having in common a figurative research as important element of communication, creating iconic objects with a great emotional power.

qeeboo is a brand created by Stefano Giovannoni who called Andrea Branzi, Front, Richard Hutten, Marcel Wanders, Nika Zupanc to join to the first collection.

qeeboo will present 25 plastic objects, among which chairs, tables, lamps and accessories realized thanks to advanced industrial technologies and techniques.

qeeboo has a very light operative structure by outsourcing many of its activities. It thinks playfully, it produces taking care of the quality, it talks with the audience and tries to imagine the future.

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## **qeeboo: The Dolce Stil Novo**

During the 14th century, a small group of young poets from Florence (Guido Cavalcanti, Guido Guinizzelli, Lapo Gianni, Dante Alighieri, Cino da Pistoia) were the first to stop the Middle Age with its dogmatic and useless theologies in order to talk about Love, about Women (which may have never even existed, just like Petrarca's Laura), about their diversity from the Byzantines, becoming witnesses of a generation without a clear destiny...

By inventing the Women, they also invented the New Men.

Dante, the Father, coined for them this magical name, which changed not only poetry but also the history of the world... As a matter of fact, all great things always come from little ones, apparently useless and redundant; from a title and sometimes by chance.

The Dolce Stil Novo of Design is founded on a figurative and narrative matrix, completely different from the one of the commercial markets, but maybe even more invasive than that, herald of a new feminine and masculine sensitivity: less testosterone, more irony, more simplicity. An innocent Design and therefore braver.

Andrea Branzi



## **Products qeeboo 2016**

### **Andrea Branzi**

My products are absolutely disconnected, but very much expressive: “Pupa” armchair, “Guru” anthropomorphic lamp, “Korall” vase and “Canotta” vase. Each of them has its own identity and a different productive technique: rotational and injection moulding. Nowadays the collections are made this way: everyone goes in a different direction, but if the objects are being placed into an ambience, they can create a dynamic scenario.

### **Front**

#### **Loop**

Front's new Loop chair has a dynamic, asymmetrical shape. “Just as human bodies are not symmetrical we wanted to create a chair that feels individual and allows different ways of sitting.” It is a challenge to make an injection-moulded plastic chair, but the material also has unique possibilities. It is possible to manipulate it in a whole range of dimensions in a way that is not possible in any other material. The plastic chair is finely crafted on the computer in collaboration with engineers, one digital point at a time. The Loop Chair is upholstered and stackable.

### **Stefano Giovannoni**

#### **Rabbit Chair**

The Rabbit chair is the last creation that came out from Stefano Giovannoni's magic hat, that becomes a family of products with a strong communicative media power. The idea of the rabbit comes from the connection between its silhouette and the silhouette of a chair, where the rabbit's ears become the setback of the chair. It has a double variation, for adults and for kids, and there is also a third version, illuminated, that can be a lamp. Young and olds can sit down and lean the back against rabbit's ears or on the opposite side, riding it and leaning the arms on its ears. The rabbit is a gentle animal, lovable and tender. In Western and Eastern culture it symbolizes love and fertility, it is a sweet and auspicious object that brings good fortune and good wishes.

#### **K. Chair**

K. Chair is the traditional icon of the kitchen chair, designed in plastic at the top of the state of the art. There are certainly lots of chairs like this on the market, but no one of them can be compared to this that will become the new archetype of the kitchen chair, thanks to its design and price, finally affordable to a large audience.



### **Armrest Stool**

Stefano Giovannoni is well known for having designed the “Bombo”, that has become the icon of the stool. In this case he dealt with a new typology where the seatback stands sinuously from the elliptical seat and so allows to seat both leaning back to this element and also to seat on the opposite side placing the legs under the armrest leaning the forearm on it.

### **Goblets (Table and ceiling lamps)**

The classic crystal glass, taken out from its original scale, becomes a table lamp in three different shapes similar to a champagne flute, a goblet and a chalice. The same glasses, in a reversed position and with an element fixed on its top, become ceiling lamps.

### **Richard Hutten**

#### **Superform**

Richard Hutten has a strong fascination for the circle. In his ongoing research into the circle he found the Supershape formula. This formula, based on equations by Dutch mathematician Johan Gielis, shapes in nature are described, starting with the circle. Hutten used this formula to generate the shape of the Superform lamp. With the help of Abel Hutten, Richard's 17 year old son and Dutch champion mathematics, he generated shapes which were then translated into the Superform lamp. The result is a very rich looking lamp, which refers to classical patterns as well as to shapes in nature, such as the sunflower. Available in 3 colours: clear, grey and honey.

#### **Pitagora**

In mathematics there are only 5 regular shapes with an equal face, such as the cube and the triangular pyramid. For the Pitagora series of lamps, named after the famous greek mathematician Pitagora, Hutten used these regular shapes to create the iconic Pitagora family of light. In each side of a regular dodecahedron Hutten placed a round reflector. The result is an intriguing 3D object which changes from each angle you look at it. A rich object which gives a lot of atmosphere to a space. Both in a hanging version as well as a floor version.



## **Marcel Wanders**

### **B.B Collection**

Combining the talents of designers Marcel Wanders and Stefano Giovannoni, a new collection arises out of their seemingly inevitable collaboration. Both have a penchant for establishing themselves with iconic pieces that are cherished throughout the world both commercially and artistically. The B.B. collection consists of a standing lamp and table lamp, together with a dining table and matching dining chairs. Reminiscent of Wanders' New Antiques collection, the plastic legs of the lamps, placed on a solid base, follow the recognisable moulding. Jacquard fabric is upholstered onto the dining chairs and with a choice of black, white and colourful graphics can match the lampshades. The seats are placed onto a transparent plastic base, in clear or black, with the injection-moulding used for a curved appearance. This style of legs is also reflected in the dining table, which has an MDF top and it comes in various other dimensions. Together the set can be flexibly adapted to accommodate many interiors. The weight of the classic archetypal forms is contrasted by the lightness of the thin and transparent plastic. Design at its finest, this collection expresses a desire by the designers to cultivate relationships between the objects and environments they create and the people who will live among them.

## **Nika Zupanc**

### **Daisy Lamp**

Planted one day by a flirtatious fairy, Daisy turns its most radiant love-awakening spotlight on you. The “loves me, loves me not” rendezvous is now transformed into an egalitarian highlighter putting the sparkle back in the crowd's covetous eye. Coming in six different shades of glossy pastels its adjustable petal allows you to stream the light directly on the true object of your affection. Let the love shine through!

### **X Chair / X Table**

In its original rendition the X Chair fuelled our imagination with floral upholstery in full spring bloom. Now its injection-moulded construction has been stripped down to its ultimate, bare expression of all that is X. The chair can be dressed or undressed, changed or kept forever the same. Alongside the chair, the X Table, complete with extension mechanism and the choice of two different tabletops in wood or plastic, compels us to confront all that needs to be brought to the table. Constructed in solid black plastic, the new X collection always leaves much to be defined.

### **Scarlet Table**

This object has not one but two deliciously treacherous sides. Can't have it both ways? Whoever said that never filled it up with sticky sweets and invited friends to dive in. Or flipped it over and served up high afternoon tea, complete with crumpets and curd. This commodity of pure plastic roto-molding lineage supports our contemporary claim to choice with its devious ability to hide and reveal things at will and in so doing, playfully challenge prescribed rules and roles that both bind and liberate.



### **Ribbon Chair**

There's something deviously daring in this object of controlled prettiness. All the connotative expectations that a bow has to live up to – that of a surprise, a gift, a devotional gesture – are here unveiled in pure injection moulded plastic. It's a sitting situation for those heroic enough to wear their heart neatly on their sleeve. It comes wrapped up in three colors – discrete black, immaculate white and dust pink.

### **Cherry Lamp**

With its dangerous curves ahead the Cherry Lamp pendant is the ultimate instrument of seduction for all ready to live. Originally hand-blown in precious glass this luscious luminary now gets an explicitly glossy plastic little sister in a number of colors. She's got a special pop refinement to her, a flirtatious body and plenty of attitude. And the modular assembly scheme can be imagined to include all the sweet cherries one might desire – start with one, pluck more as required. Qeeboo's Cherry is most wanted and calm.



## **Biographies**

### **Andrea Branzi**

Architetto e designer, nato a Firenze nel 1938, dove si è laureato nel 1966, Andrea Branzi vive e lavora a Milano dal 1973. Dal 1964 al 1974 ha fatto parte di Archizoom Associati, primo gruppo di avanguardia noto in campo internazionale, i cui progetti sono oggi conservati presso il Centro Studi e Archivio della Comunicazione dell'Università di Parma; la sua tesi di laurea e numerosi progetti sono conservati presso il Centro Georges Pompidou di Parigi. Co-fondatore di Domus Academy, prima scuola internazionale post-laurea di design. Autore di numerosi libri sulla storia e la teoria del design, ha curato numerose mostre di questo settore in Italia e all'estero. Nel 1987 ha ricevuto il Compasso d'Oro alla carriera. È Professore Ordinario e Presidente del Corso di Laurea alla Facoltà di Interni e Design al Politecnico di Milano.

### **Front**

Sofia Lagerkvist e Anna Lindgren fanno parte del gruppo di design svedese Front. I loro lavori sono il risultato di discussioni comuni, esplorazioni e sperimentazioni e loro sono interamente coinvolte nei progetti, dalle idee iniziali al prodotto finale. Gli oggetti di design di Front spesso comunicano una storia all'osservatore riguardo al processo del design, al materiale di cui sono fatti o riguardo a convenzioni all'interno del mondo del design. Nel loro lavoro, parte della realizzazione del design è stata affidata agli animali, ai computer e alle macchine. Sono caratterizzate dal costante cambiamento di stile, hanno creato oggetti esplosivi, accessori robotici e una serie di mobili ispirati dalla loro passione per la magia.

### **Stefano Giovannoni**

Nato a La Spezia, vive e lavora a Milano. Laureato in architettura a Firenze, Stefano Giovannoni è il designer che più di ogni altro ha lavorato nel mondo dell'oggettistica per la casa e la cucina. Ha collaborato con aziende come Alessi, Amore Pacific, Cedderoth, Deborah, Fiat, Hannstar, Hansemm, Helit, Henkel, Honeywell, Kokuyo, Inda, Laufen, Lavazza, LG Hausys, Magis, Mikakuto, Ntt Docomo, Oras, Oregon Scientific, Pepsico, Pulsar, Samsung, Seiko, Siemens, Sodastream, 3M, Telecom, Toto, Veneta Cucine, etc. Ha disegnato prodotti di grande successo commerciale che hanno battuto tutti i record di vendita nel mondo del design come le famiglie Girotondo (oltre 10 milioni di pezzi venduti) e Mami, i famosi prodotti in plastica della serie FFF per Alessi, il bagno Alessi-one, la famiglia Bombo per Magis. Per questa sua abilità nell'intercettare i gusti del grande pubblico, è stato definito "Campione del super and popular degli anni 2000" (A. Alessi), "Most bankable designer" (E. Perazza), "Re Mida del design" (C. Morozzi).

### **Richard Hutten**

Olandese, nato nel 1967, Richard Hutten si è laureato presso la Design Academy di Eindhoven nel 1991. Nello stesso anno ha fondato il suo studio di design specializzato in product e interior design. È stato uno dei membri fondatori di Droog Design, un collettivo olandese che ha cambiato il campo della progettazione dal momento della sua comparsa nel 1993. A oggi, Hutten è uno dei designer olandesi più influenti. È conosciuto per il suo design concettuale ma giocoso, come per esempio il suo famoso



boccale Dombo che ha venduto più di un milione di pezzi in tutto il mondo. Molti dei suoi clienti sono leader nel loro settore: Moooi, Moroso, Offecct, Skultuna, Muji, Artifort e Gispen. I suoi lavori sono presenti in più di 40 musei nel mondo, tra cui MoMA di New York, Victoria & Albert Museum di Londra, Stedelijk Museum di Amsterdam e Vitra Design Museum, Weil am Rhein. Richard vive e lavora a Rotterdam ed è padre di tre figli.

### **Marcel Wanders**

Definito dal New York Times il "Lady Gaga del Design", Marcel Wanders (Boxtel, Olanda nel 1963) è un prolifico product e interior designer e direttore creativo con oltre 1700 progetti a suo nome per clienti privati e brand di qualità come Alessi, Bisazza, Kosé Corporation/Cosme Decorte, KLM, Flos, Swarovski, Puma. Nel 2001 Marcel ha partecipato alla creazione del marchio di successo Moooi, di cui è anche direttore creativo. Guardato da tanti come un'anomalia nel mondo del design, Marcel ha fatto del "creare un ambiente d'amore, vivere con passione e trasformare i nostri più eccitanti sogni in realtà" la sua missione. Il suo lavoro eccita, provoca e radicalizza, ma non finisce mai di stupire per la sua ingenuità, la sua ricerca coraggiosa e singolare che innalza lo spirito umano e lo diverte. Il più alto obiettivo di Marcel è quello di riportare il gusto ad apprezzare il design, accompagnando ciò che definisce la "new age" del design, nella quale designer, artigiani e consumatori vengono riuniti. Nel suo processo sfida i dogmi, preferendo focalizzarsi su soluzioni olistiche piuttosto che tecnocratiche. Nell'universo di Marcel, la freddezza dell'industrializzazione è rimpiazzata dalla poesia, fantasia e dal fascino di epoche diverse che vengono intensamente riportate in vita nel momento contemporaneo.

### **Nika Zupanc**

Laureata con lode presso l'Accademia di Belle Arti e Design di Lubiana nel 2000. Da allora Nika Zupanc ha guadagnato un'eccellente reputazione per i lavori "wo z<Ω 5r3dx rk" che, come da lei descritto "sfidano il razionale, il sobrio e il pragmatico, dando voce all'intuito, all'ecclettismo e all'intimo". Recentemente, Nika ha disegnato pezzi straordinari per Sé (raccolta premiata con l'Editors Award per mobili all'ICFF di New York), per il marchio Giapponese Francfranc e per Moooi. Inoltre, ha realizzato una stanza per Esprit Dior e ha progettato il suggestivo Aperitivo-Bar nella sua città natale di Lubiana. I prodotti di Nika sono caratterizzati da una carica emotiva, oltre a essere squisitamente rifiniti, motivo per cui "Elle USA" ha definito il suo lavoro come "punk eleganza". Per quanto riguarda Nika, ogni spiegazione è superflua: il suo linguaggio visivo deriva dal profondo e tende a "comunicare le cose che non si possono raccontare".

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