

Mirror Lines

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Mirror Lines

Designed by Irene Goldberg & Pitsou Kedem

Un'ispirazione giunta dal paesaggio agricolo, che ha dapprima sorpreso, quindi guidato gli architetti Irene Goldberg & Pitsou Kedem a realizzare per MDF Italia la collezione di sei specchi Mirror Lines.

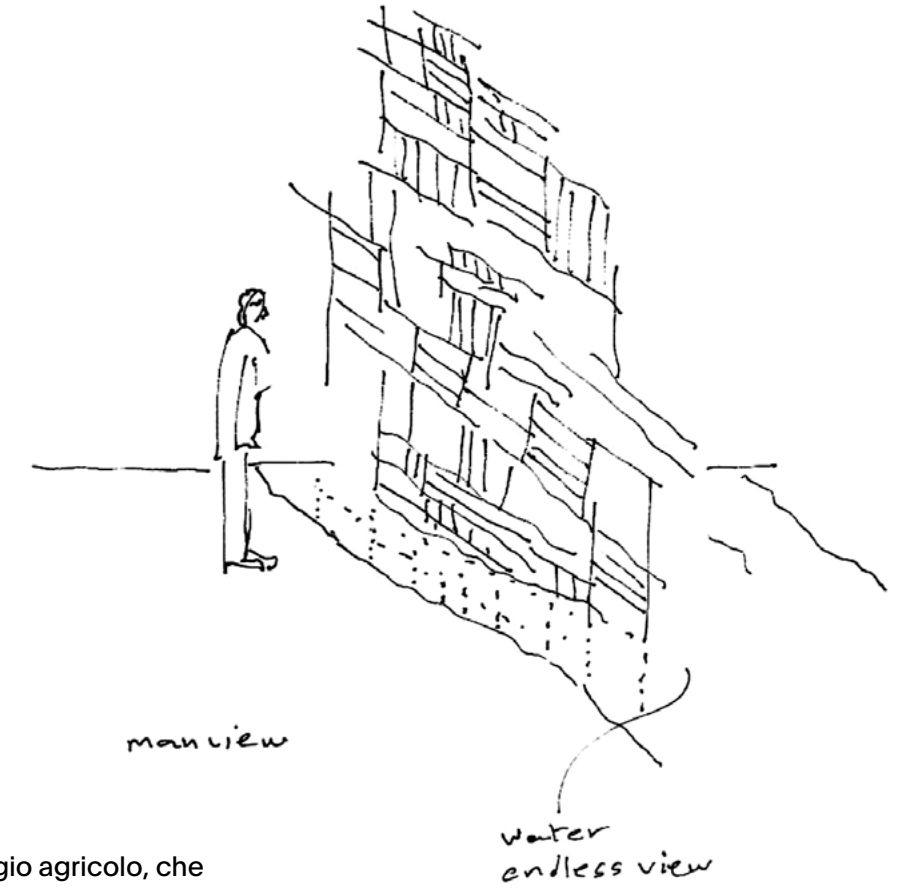
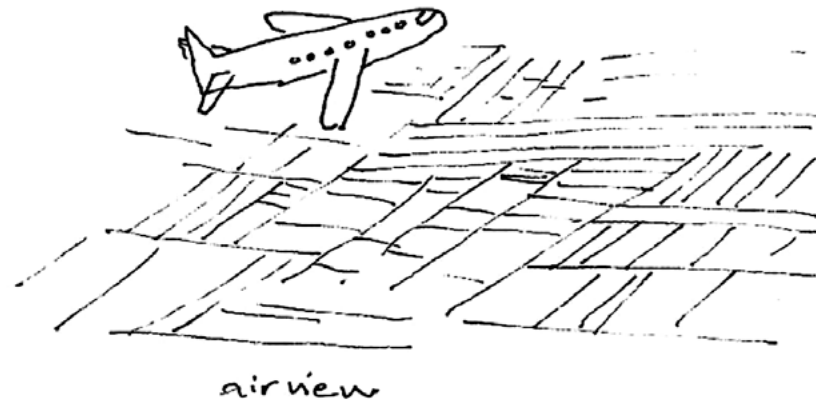
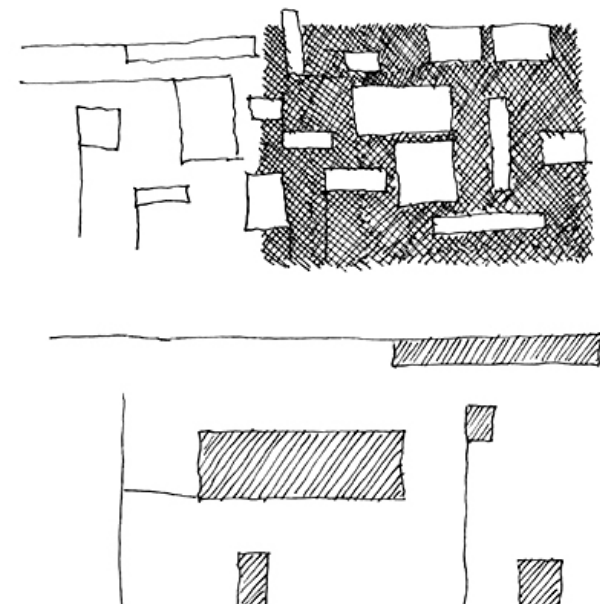
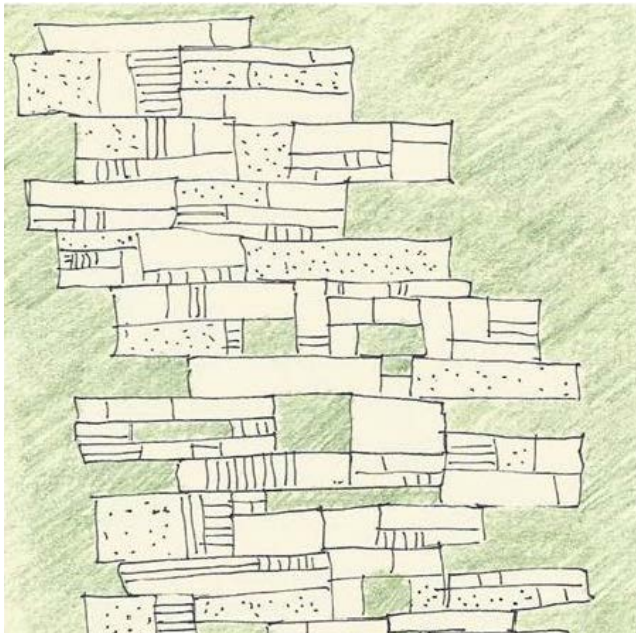
E il colpo d'occhio è emozionante: nella struttura in metallo verniciato nichel nero oppure nichel perla opaco accanto alla luce riflessa dagli specchi, si distinguono inserti decorativi in differenti materiali: marmo Guatemala, marmo di Carrara bianco opaco, oppure in onice o ottone, quest'ultimi dall'effetto cangiante.

Una soluzione d'arredo che veicola vitalità ed energia, per una veduta d'insieme inusuale, originale e altamente coinvolgente.

An inspiration coming from the agricultural landscape, that at first surprised, then guided, the architects Irene Goldberg & Pitsou Kedem to develop Mirror Lines, the new MDF Italia collection of six mirrors.

The glance is exciting: in the frame painted either black nickel or matt pearl nickel, next to the light reflected by the mirrors, decorative inserts in different materials stand out: Guatemala marble, matt white Carrara Marble, or in onyx or brass, the latter with an iridescent effect. A furnishing solutions that irradiates vitality and energy, for an unusual, but original and highly involving overall view.

Inspirations



Un'ispirazione giunta dal paesaggio agricolo, che ha dapprima sorpreso, quindi guidato gli architetti Irene Goldberg & Pitsou Kedem a realizzare per MDF Italia la collezione di sei specchi Mirror Lines. Più precisamente sono stati i campi irrigati e le risaie visti dall'alto, che li hanno spinti a riprendere gli schemi geometrici di quel mondo e a proiettarli in una creativa linea di specchi.

An inspiration coming from the agricultural landscape, that at first surprised, then guided, the architects Irene Goldberg & Pitsou Kedem to develop Mirror Lines, the new MDF Italia collection of six mirrors.

More precisely, the irrigated fields and the rice paddies seen from above led the architects to resume the geometric patterns of that world, projecting them into a creative line of mirrors.



Designers



watch
the interview

Nata in Venezuela nel 1970, Irene si è trasferita in Israele nel 1983, e si è laureata alla Mackintosh School of Architecture di Glasgow nel 1997. Ha lavorato con Pitsou Kedem Architects tra il 2005 e il 2017, seguendo gli schemi progettuali e lo sviluppo del concept di molti progetti dello studio, inclusi quelli degli spazi commerciali.

Nel 2014, Irene e Pitsou hanno fondato il brand OBJECT – small scale design - una collaborazione nella quale i due creano oggetti di utilizzo giornaliero che completano le architetture che costruiscono. Dal 2018, Irene è l'unica titolare del marchio.

Nel 2017 Irene fonda Baranowitz Goldberg Architects con Sigal Baranowitz. L'esperienza di ampio respiro delle due fondatrici, che si esplica in diversi campi del design, permette al lavoro dello studio di spaziare attraverso tutti i gradi della progettazione. Che sia un oggetto o un edificio, trovare la scintilla che inneschi il processo creativo è ciò in cui si basa il loro lavoro.

Irene Golberg Born in Venezuela in 1970, moved to Israel in 1983, Irene graduated from the Mackintosh School of Architecture in Glasgow in 1997. She worked with Pitsou Kedem Architects between the years 2005 and 2017 where she led the design schemes and concept development for many of the projects in the office, including those of the commercial spaces.

In 2014 Irene and Pitsou founded the brand OBJECT – a small scale design – a collaboration in which the two created every-day objects complementing the architecture they built. In 2018 Irene became the sole owner of Object.

In 2017 Irene co-founded Baranowitz Goldberg Architects together with Sigal Baranowitz. Their comprehensive experience in different fields of design allowed the studio's projects to vary and include all scales of design. Whether it be a product or a building, their leading design incentive was aimed at finding the story able to ignite the creative process.



Designers



watch
instagram profile

1994 – 1999 Architectural Association London
AA. Diploma R.I.B.A. Part 2

Professional Experience

2000 – 2019 Establishment of an Independent
Architecture firm in Tel-Aviv For architectural
design and interior design.

The firm employs 11 Architects and designs tens
of projects, Private and commercial, in different
scales.

2010 – 2011 Instructor of Final Projects in the
Faculty of Architecture and Town planning at the
Israel Institute of Technology – Technion.

Awards Exhibitions and Lectures

2018 Award Omen for Israeli Architecture – from
the Israeli Architectural Organization.

2017 First Prize, for Exhibition Halls Category of –
Interior Design Magazine.

2017 First Prize Award, for Restaurant of the year –
Restaurant and Bar Design Awards.

2019 – 2010 12 Times Winner of Design omen
prize - "Ot Ha'itzuv" design awards For the design
and planning and interior design of building
structures.

2010 Architect of the Year Award – "Binyan
Ve'Diyur" Magazine.

2008 Architecture Exhibition 40/40 at the
"Architect's House Gallery" Tel-Aviv.

2008 Award prize for "Project of the Year", Israeli
Buildings Category.

2007 Architecture Exhibition 40/40 at the
"Architect's House Gallery" Tel-Aviv.

2006 Award prize winner for "Project of the Year",
Interior Design Category for Israeli Architecture.
An International Competition.

2002 – 2019 Guest Lecturer at Faculties of
Architecture.

2002 – 2019 Tens of Publications in different
Architectural Magazines worldwide.





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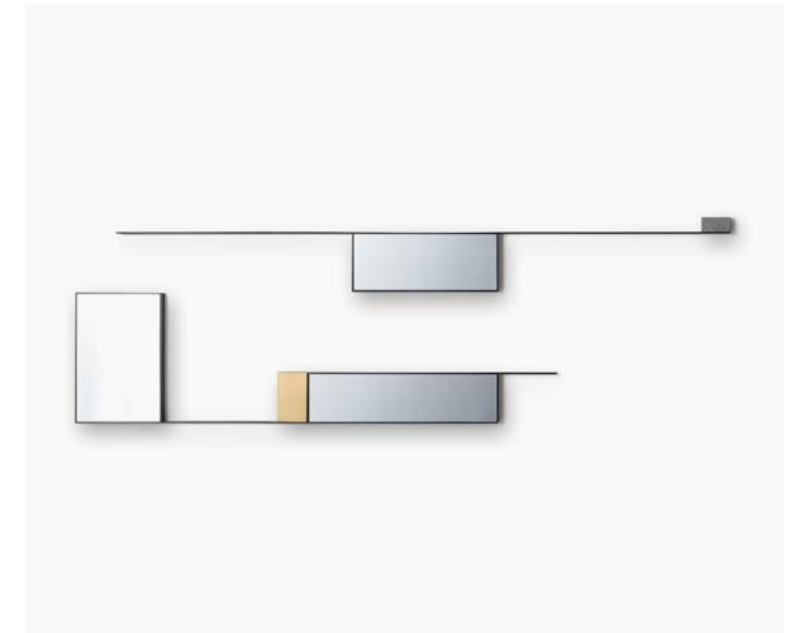




Decorazioni in marmo carrara bianco opaco e ottone.
Decorative element in white carrara marble and brass.



Technical info



Composition 1/2



Composition 3/4

Compositions and finishes

| | |
|--------------------------------------|--------------------------------------|
| <p>Composition 1 L210 D5 H25</p> | <p>Composition 2 L164 D5 H45</p> |
| <p>Composition 3 L155 D5 H30</p> | <p>Composition 4 L155 D5 H45</p> |
| <p>Composition 5 L12 D5 H145</p> | <p>Composition 6 L32 D5 H140</p> |
| <p>Decorative elements</p> | |
| <p>Frame</p> | |
| | |

Key values

6 compositions,
5 mm thick steel structure,
4 decorative elements,
2 colors,
.. endless configurations

- . collezione **iconica** di elementi a muro
- . **linee geometriche** che creano composizioni uniche
- . dettagli **eleganti e sofisticati**
- . **giochi di riflessioni** emozionanti e poetici
- . **si adatta facilmente** sia in ambientazioni classiche, che contemporanee.

- . **iconic** collection of wall elements
- . **geometrical lines** creating unique compositions
- . **elegant and sophisticated** details
- . emotional and poetic **games of reflections**
- . **easy to adapt** to many home's areas: living room, bedroom, bathroom, passages..

 Video intervista / Video Interview

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