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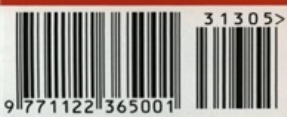
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MONDADORI



*ITALIAN CULTURE
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international ENGLISH issue





Harasofa Easy Wavemodularsystem designer Bruno Fattorini & Partners

MDF Italia spa
showroom milano
via della chiusa
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Cory Grosser

International design with a Californian 'twist': this is the motto of the studio Cory Grosser Design + Strategy, located in Los Angeles since 2002. For years Grosser has worked with Italian companies like MDF Italia, Frighetto, spHaus and Della Robbia, coming to terms with a wide range of different types of furnishings. Grosser has managed to interpret the various identities of companies with a functional approach and a minimal, though not minimalist, aesthetic. As in the case of the upholstered furnishings for Frighetto, that start with basic geometries, lit up by forceful colors and made dynamic by games of diverging or converging lines of armrests and backs. The Californian designer strives for emotional engagement of the use, which starts with visual contact. The studio also works on 'brand strategy', and its clients include Bentley Motors, for the development of a showroom concept and a collection of furnishings whose lines and materials communicate ideas of speed, luxury and exclusive craftsmanship. Grosser is not only interested in high-end furniture design. Turtle/Turtle is a stool for children he created after the birth of his daughter, responding to a personal need for ecological toys that can add an appealing presence to the modern home. The reference point here is the Eames Elephant, but in this case the profile of the animal is reduced to minimum terms, to make it light and allow young users to climb it and interact in different ways. (V.C.)



FROM THE TOP: TURTLE/TURTLE STOOL-TOY FOR CHILDREN IN METAL ROD WITH LEATHER SEAT, MADE BY HAND BY A CRAFTSMAN IN LOS ANGELES; WINEBOWL BOTTLE RACK IN NATURAL CEDAR WITH METAL BALLAST, PRODUCED BY THE COMO-BASED COMPANY **MOGG**; PORTRAIT OF CORY GROSSER; INTERSECTION LOW TABLES FOR **MDF ITALIA**, IN MILLED AND SHAPED ALUMINIUM SHEET; SIR AND LADY FUNK CHAIRS FOR **FRIGHETTO**, FEATURING OPPOSING ANGLES FOR THE ARMRESTS.

