

La pace del bagno

di/by Virginio Briatore

È la legge del pendolo: si va da un estremo all'altro per ritrovare un centro. Secoli di puritanesimo prima e decenni di penuria nel Dopoguerra avevano relegato il bagno a luogo di servizio, nascondiglio del corpo e delle sue debolezze. Fino all'arrivo di Philippe Starck e alla sua liberazione il bagno era prigioniero di mille tabù e angusti spazi: non se ne parlava e tanto meno si sognava di ostentarlo. La fine del XX secolo, con le sue mutazioni sociali, antropologiche, genetiche, ha riportato il corpo individuale al centro del creato.

Se l'esistenza è provvisoria, se il mondo è sempre più sporco e inquinato forse conviene costruirsi un bagno nuovo in cui riscoprire un benessere antico e prendersi cura dell'unico bene senza il quale tutto il resto è credenza: il corpo!

Digitando il binomio arredo-bagno su Google compaiono 1.730.000 link e pochi meno inserendo bagno design. Da vent'anni è al centro dell'attenzione, forse per questo oggi il bagno desidera tranquillità.

If you digit the term bath-furniture on Google you get 1.730.000 links and just a few less if you insert bath design. It has been the focus of attention for twenty years, maybe that's why now the bathroom would like some peace.



Nella pagina accanto, Build your myth, pesi ginnici disegnati dal gruppo Greece is for lovers. In questa pagina, specchio deformante magnetico presentato al Salone Satellite degli studenti della Art School di Londra. (foto di/photo by Marino Fiomazzotti) Facing page, Build your myth, gym weight designed by the group Greece is for lovers. On this page, a magnetic distorting mirror presented at Salone Satellite by the students of the London Art School.



1



2

3



4



1. Mobile da toilette presentato al Salone Satellite dalla slovena Nika Zupanc.
2.3. Mini appendino da tavolo e lavabo in madreperla presentati al Salone Satellite dal team asiatico L2C Design Base.
 (foto di/photos by Marino Romazzotti)
4. L'Homme au turban rouge et son cousin, lampada-specchio a due ante, disegnata da Franco Perrotti e Tanino Liberatore per Rude Bravo.
1. Vanity presented at Salone Satellite by the Slovene Nika Zupanc.
2.3. Mini clothes-stand in nacre for table and washbasin presented at the Salone Satellite by the Asian team L2C Design Base.
4. L'Homme au turban rouge et son cousin, double-door mirror-lamp designed by Franco Perrotti and Tanino Liberatore for Rude Bravo.



Young designers

- 1.** Lavabo in terracotta, presentato alla mostra Turkish Touch in Design da Inci Mutlu.
- 2.** Carved Italian, contenitore ornato con graffiti, progettato da Harry Koopman e Bruno van Hooijdonk.
- 3.** Appendiabiti ricavato dalle tubazioni idriche, a cura del gruppo inglese Small Factories.
- (foto di/photo by Marino Romazzotti)
- 1.** Terracotta washbasin presented at the exhibition Turkish Touch in Design by Inci Mutlu.
- 2.** Carved Italian, a graffiti-decorated container designed by Harry Koopman and Bruno van Hooijdonk.
- 3.** Coat stand obtained from water pipes by the English group Small Factories.
- (foto di/photo by Marino Romazzotti)



Young designers

Peace in the bathroom

It's the pendulum law: you go from end to end to find a centre again. First, centuries of Puritanism and then decades of shortage in the post-war period had relegated the bath to a service, the hiding-place for the body and its weaknesses. Before the arrival of Philippe Starck and its liberation, the bathroom was a prisoner of thousand taboos and restricted spaces: nobody talked about it and nobody dared show it off. The end of the twentieth century, with its social, anthropological, genetic changes has brought the human body back to the centre of the universe. If life is temporary, if the world is increasingly dirt and polluted, maybe we ought to build a new bath, where we can rediscover an old wellbeing and take care of the only property we cannot do without: our body!

But can we afford bathrooms like something out of the Arabian Nights, a cocooning solipsist's bathroom? Will there be enough water to support the spa industry, by now more numerous than ponds?

If, as Cassandra and the Sages maintain, in a very near future, speaking of a successful product we'll say "it's quite sustainable", the same way as we now say "it's beautiful" or "high-class, perhaps the "shifting down" season has started for the bathroom, too. That is, to reduce, slow down, take away, to enjoy more with less, without side damages. So, maybe after twenty years in the limelight, now the bath wants some peace. Neither lavatory nor showcase. Maybe with a bit of irony, as suggested by designers of all ages and cultures.

Among others, the fifty-year old Franco Perrotti and his friend comic-strip writer Tanino Liberatore. Their mirror-lamp called L'Homme au turban rouge et son cousin comes from a beneficial obsession for the Flemish painter Van Eyck in general and his Man with a red turban in particular. And like the very young Greek designers of Greece is for lovers, who take some myths and stereotypes of their land and change them into smiling tools.