



VITA Collection

design by Karim Rashid

Natura, energia
e silhouette
organica.

*Nature, energy
and an organic
silhouette.*

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For the Vita collection I wanted to create softer, more friendly organic forms. The branch or bamboo-like shapes are contemporary yet natural, appearing to grow out of the sink. The tapered neck communicates tactility and expresses a strong visual comfort and pleasure.

Karim



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Preview

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VITA migliora la funzionalità pura, offrendo un'esperienza sensoriale, intuitiva e riducendo gli ingombri. E' un onore vincere il Best Of Year Award, ma il vero riconoscimento continuo sarà vedere i miei oggetti nelle case della gente.

VITA enhances pure functionality by offering a sensual, intuitive experience and reducing encumbrances. It is an honour to win the Best of Year Award but the continual accolade will be seeing my objects in people's homes.

Karim

