

OPTICAL TRIPS

OPTICAL TRIPS

IT Optical Trips è la prima collezione nata dall'unione di due anime creative, quella materica di Mipa e quella progettuale dello studio Meneghello e Paoletti. La graniglia nella collezione di illusioni ottiche diventa un compasso attorno al quale si sviluppano quattro differenti patterns geometrici. La matrice progettuale è rappresentata da un unico modulo che, disposto in maniera casuale, genera configurazioni diverse, frutto di combinazioni di vertici, diagonali, mediane o di perimetri rettangolari decentrati. Ne conseguono Vertice, Traverso, Mediana ed Eccentrica, quattro decori frutto di questi interessanti sperimentazioni prospettiche. Il potenziale creativo del rigore geometrico è il vero protagonista della collezione che ha reso linee rette di 90° e 45° dei forti tratti decorativi.

EN Optical Trips is the first collection born from the union of two creative souls, the material one by Mipa and the design one by the Meneghello and Paoletti studio. The graniglia in the collection of optical illusions becomes a compass around which four different geometric patterns develop. The design matrix is represented by a single module which, arranged randomly, generates different configurations, the result of combinations of vertices, diagonals, medians or decentralized rectangular perimeters. The result is Vertice, Traverso, Mediana and Eccentrica, four decorations resulting from these interesting perspective experiments. The creative potential of geometric rigor is the real protagonist of the collection that has made straight lines of 90 ° and 45 ° strong decorative features

→ ECCENTRICA
Optical Trips collection, 20x20 cm, Cipria e Nero intenso (dx)



DESIGN BY MENEGHELLO PAOLELLI



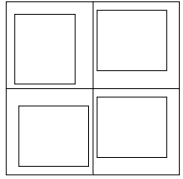
IT Fondato nel 2006 a Milano da Marco Paolelli e Sandro Meneghello, dopo la laurea conseguita da entrambi al Politecnico di Design, lo Studio Meneghello Paolelli affianca aziende italiane ed estere con il fine di creare valore aggiunto attraverso il design di prodotto. I designer si definiscono “partner” delle loro aziende: dietro ogni progetto esiste un lungo e assiduo percorso fatto insieme ad esse, dal brief alla produzione in un vero e proprio rapporto di collaborazione a lungo termine. Attualmente il portfolio dello studio annovera collaborazioni con aziende di primo livello spaziando nei settori dell'arredo-bagno e dei rivestimenti, wellness, arredo in&outdoor, illuminazione, complementi e oggetti di design industriale. Lo studio ha un peculiare approccio metodologico che porta i due progettisti a sviluppare ogni progetto mutuando stimoli estetici o soluzioni progettuali anche da ambiti di produzione totalmente al di fuori del design in senso stretto. Il risultato sono prodotti oltre che funzionali ed innovativi, anche fortemente iconici, caratterizzati da un approccio autoriale al progetto che consente di riconoscere la firma dello studio. La spinta verso l'innovazione, tanto nell'idea che nella forma, non è mai tuttavia fine a sé stessa. Ancorare l'innovazione alla concretezza di un bisogno funzionale e di bellezza è la mission dello studio. A testimonianza di questo impegno e della concretezza del suo approccio, lo studio ha ricevuto numerosi riconoscimenti internazionali, tra cui 13 Red Dot Design Award di cui due “Best of the Best”, 7 Design Plus, 3 Good Design Award, 8 ADI Design Index, 4 menzioni speciali per il German Design Award e 3 iF Design Award.

EN Founded in Milan in 2006 by Marco Paolelli and Sandro Meneghello, after their graduation at Politecnico di Milano, the studio has partnered with Italian and foreign companies to create added value through product design. The designers set a long lasting relationship with the manufacturer: behind every project is a deep and tireless process undertaken together, from the brief to the production. Currently their portfolio counts collaborations with high-level design companies and their work ranges from bathroom & wellness, furniture, lighting, indoor & outdoor furniture, accessories and industrial design. The studio uses its particular approach which brings the two designers to develop each project in an unconventional way, transforming aesthetic stimulations or solutions from environments completely external to the world of design in the strict sense. The result are products both innovative and functional, often very iconic, distinguished by an authorial approach that conveys the studio signature. The drive toward innovation, in both concept and aesthetics, has never been for its own sake. Anchoring innovation to the concrete quality of a need for functionality and beauty is their mission. As a testimony to this effort and the solidity of its method, the studio has received numerous international recognitions, among which are 13 Red Dot Design Awards, including two “Best of the Best”, 7 Design Plus, 3 Good Design Awards, 8 ADI Design Index, 4 special mentions for the German Design Award and 3 iF Design Awards.

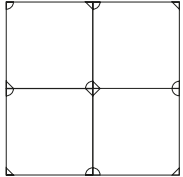
MINIMALI E SCHEMI DI POSA

Patterns and laying schemes

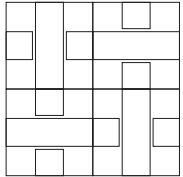
ECCENTRICA



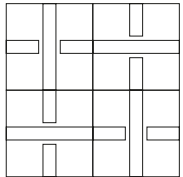
VERTICE



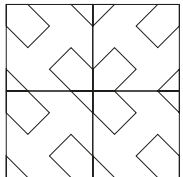
MEDIANA L



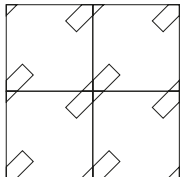
MEDIANA S



TRAVERSO L

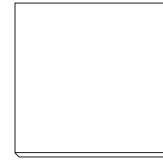


TRAVERSO S

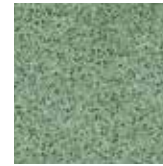


COLORI

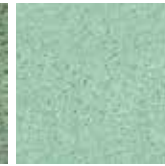
Colours



Dimensione/Size
20x20 cm



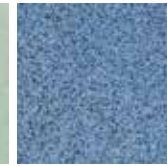
Verde Bosco



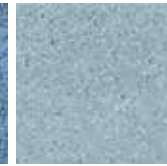
Amazzonia



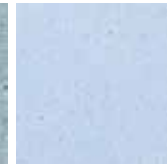
Acquamarina



Blue jeans



Carta da zucchero



Turchino



Pacifico



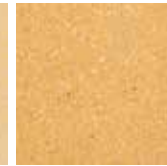
Menta



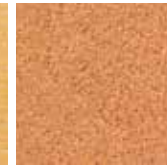
Kiwi



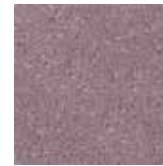
Grano



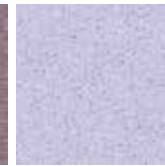
Giallo Oro



Ginger



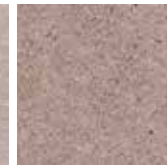
Melanzana



Malva



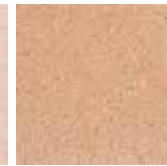
Cipria



Terra



Pelle d'angelo



Rosa antico



Rosso pompeii



Ruggine



Avorio



Wengé



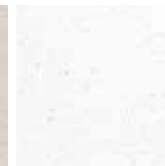
Grisaglia



Polvere



Tortora



Bianco cristallo



Grigio argento

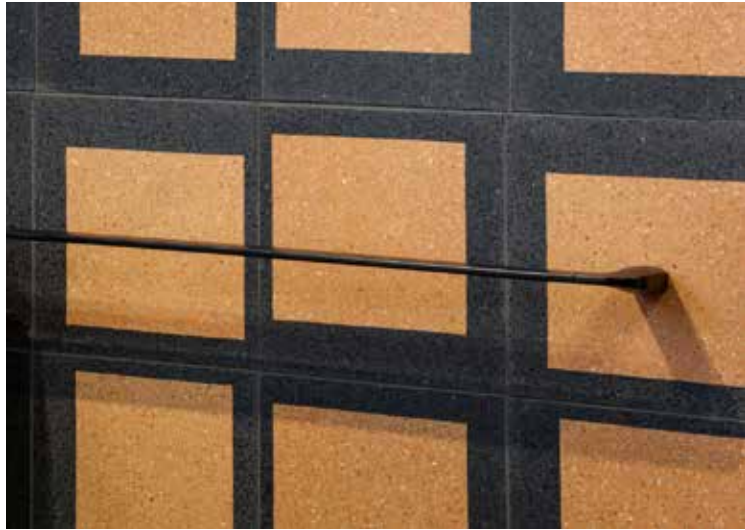


Lava



Nero intenso

ECCENTRICA



Optical Trips collection, 20x20 cm, Nero intenso e Ruggine



MEDIANA S



Optical Trips collection, 20x20 cm, Terra e Rosa antico

MEDIANA L

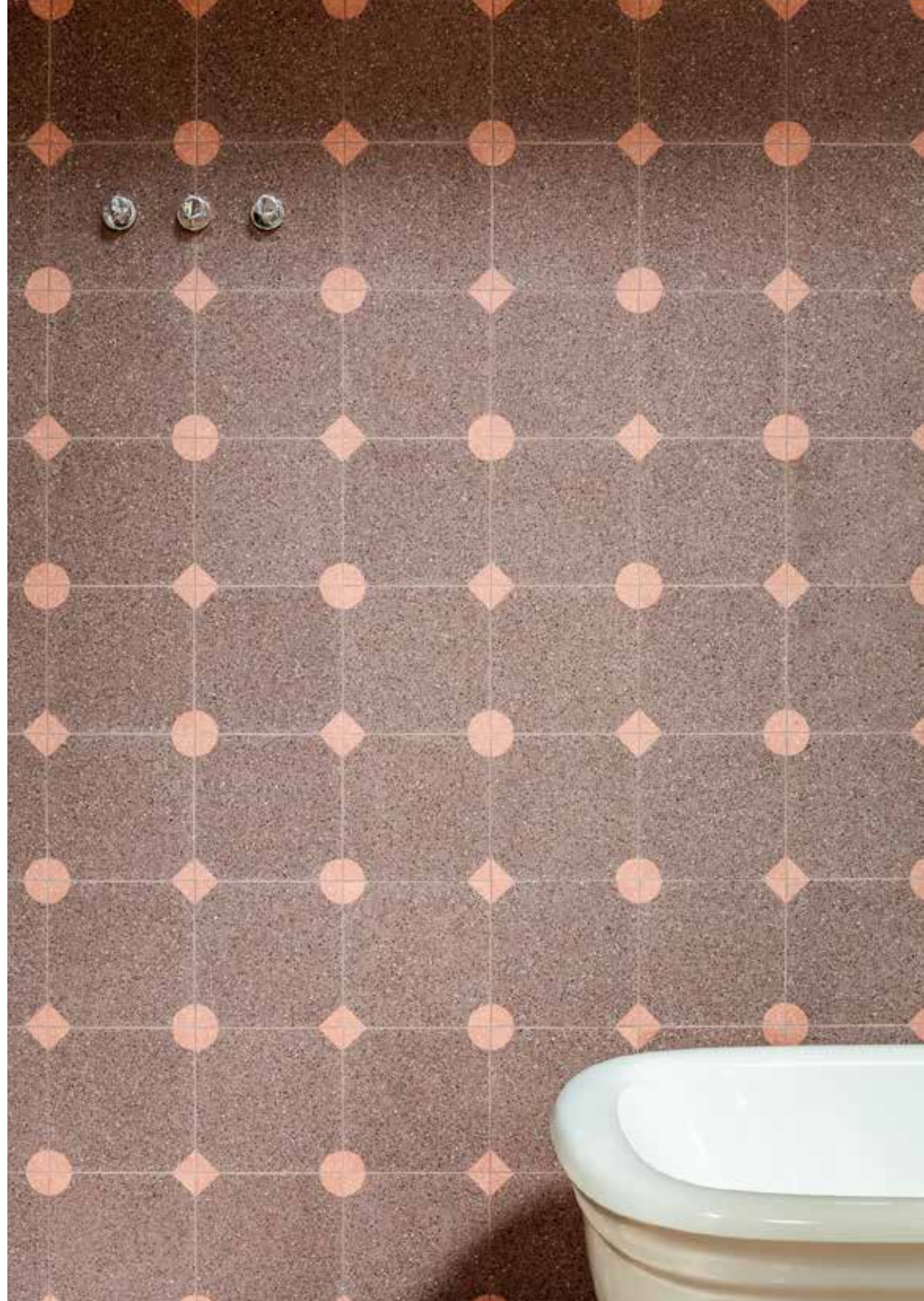


Optical Trips collection, 20x20 cm, Wenge e Terra

VERTICE



Optical Trips collection, 20x20 cm, Wengé e Rosso pompeii



VERTICE — Optical Trips collection, 20x20 cm, Pelle d'angelo e Rosso pompeii



TRAVERSO S



Optical Trips collection, 20x20 cm, Pelle d'angelo e Ginger



TRAVERSO L



Optical Trips collection, 20x20 cm, Wengé e Ginger





© MIPA via Cantina, 325
Casoni di Ravarino (MO), Italy

Tel. +39 059 818201 Fax +39 059 818212
C.F./P.IVA 02098400365

mipadesign.it

