

## Italy



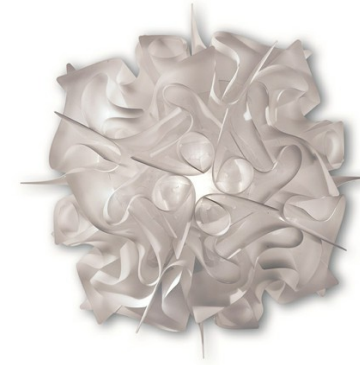
Adriano Rachele Born in 1984.

After a degree in Industrial Design in 2007, Adriano began his professional career in the Research & Development department of SLAMP, where he is still very successful today. Going against the trend for mass-produced items, Adriano Rachele succeeds in giving each of his pieces the feeling of single-editions, while still managing to produce them in series.

Rachele believes that design should possess soul, expressing poetry and emotion and telling a story that goes beyond simple forms. This concept comes through in his designs for soft, sinuous forms that on one hand emphasise the uniqueness of their brand, and on the other enhance their unique craft-made style.

His challenge is to create objects which combine technology, functionality and innovation with tradition and emotion, while maintaining their ironic and accessible nature.

In 2010, he was recognised as one of the top young talents in Italian design for his Veli project, which won the Red Dot Design Award in 2012.



*Veli Pendel*