

# ASPIRATIONAL design

Alchemy Design Award was created to **forge** links between **designers**, manufacturers and those looking for **exceptional** products



**WHEN** progressive Italian manufacturer Teuco, part of the famed Guzzini group, invited Israeli designer Ron Arad to design a bathing system, he did not pull any punches. Working in the vertical, rather than the traditional horizontal plane, Ron created a circular bathing system that rotates to transform from hammock-style bath to canopy shower. The excess water simply drains under the wall of the wet room, allowing the bather to perfectly refresh after a relaxing soak. Crafted from the revolutionary material Duralight, this system, from a man who disclaims the existence of a dividing line between art and functional design, attracted a great deal of attention.

Alchemy Design Award was created to give life to partnerships like this one; to forge closer links between designers, the architects who place their products and the factories that make them. In short, Alchemy focuses on nurturing a working synergy in a community of people who are passionate about aspirational products born of good design. The result of these collaborations is a continuously-evolving portfolio of individually chosen and specialist products, linked by shared creative values of distinction, individualism, design intelligence and technological expertise.

**RENOWNED:** Before masterminding the Alchemy Design Award concept, Sean McGran had lent his considerable expertise to a vast



number of prestigious projects including the highly celebrated luxury bathrooms of Hotel Tresanton (Olga Polizzi) and the glorious Grand Hotel a Villa Feltrinelli (Robert Burns).

With over 20 years of experience in the luxury project and specification sectors, the Alchemy team are well placed to offer knowledgeable comment, advice and assistance, while providing effective liaison between designers and manufacturers – from the initial forging of the idea through to its transformation into reality.

Teaming established brands such as Altro+Supergif, Oasis Bagni, Rubinetterie Stella, Teuco Guzzini with some of Europe's leading talents like that of John-Michel Wilmotte, Renzo Piano and guerrilla product design master Ora-ïto, Alchemy Design Award facilitates the development of innovative interior products that are equally at home in private residences and luxury hotels. Functional sculpture, continuous-use baths that are always ready

to sink into, built-in champagne coolers and MP3 connectors ensure that nobody can compete with the offer provided by Alchemy's consortium because, says Sean: 'We are fortunate enough to be associated with some of the most courageous designers and producers in the market – all eager for the next challenge!'

**EMOTION:** Alchemy believes that good design should affect you in some way; elicit an emotional response from the consumer. This, the organisation says, is what makes a piece memorable, not only to you but to every guest who sets foot in your home.

'There are many products out there that are well designed yet poorly executed or vice-versa,' Sean insists. 'Good design is only truly successful if it's well constructed, and that's what you think of when you think of a Rolls-Royce; it's expensive, but it's the ultimate in engineering and workmanship. Those items that please us, bring comfort, a sense of well being, peace and serenity, those are the elements of luxury, which we all strive to achieve.'

2010 will see the introduction of a new series from the team at Alchemy. The Grand Tour collection will provide an exclusive selection of 'Italian Classics' – original bathrooms, available today and hand-made in Italy by master craftsmen. ■

**CONTACT:** [www.alchemyaward.com](http://www.alchemyaward.com)