

# Segments



DECORATORI<sup>®</sup>  
BASSANESI

ITALIA ■ 1988

# Designer



## Guglielmo Poletti

### Italy

#### Clients:

Spazio Rossana Orlandi, Seeds London Gallery, Desalto

#### Collections:

Segments

#### Bio:

<sup>IT</sup> Guglielmo Poletti (nato nel 1987) è un designer italiano, che al momento vive a Eindhoven, in Olanda. Dopo i primi studi a Milano, ha ottenuto un master in Design Contestuale all'Accademia del Design di Eindhoven, dove si laureò a giugno 2016. Fin dall'inizio Poletti sviluppò un modo di esprimersi semplice ma personale. La sua pratica è fortemente radicata nell'investigazione dei materiali e dei loro limiti, in relazione alle nozioni di equilibrio e fragilità. Le sue semplici ed elementari costruzioni sono metafora di una complessità vinta, costruita intorno alla manipolazione di dettagli non convenzionali. I piccoli gesti gli permettono di ottenere un profondo impatto, decostruendo un'immagine e restaurandola con piccoli interventi. Il suo approccio è basato su una filosofia "thinking by doing", che lui combina con intuizione, per produrre dei risultati estremamente coerenti. Le opere di Poletti sono state esibite in diverse mostre internazionali, come la Design Week olandese, la design Week di Milano e la fiera londinese PAD con Galleria Rossana Orlandi, e Operæ PHM|Piemonte Handmade con Seeds London Gallery. A gennaio 2018 è stato selezionato tra 6 giovani designer vincitori del premio italiano "Rising Talent Awards" (talenti nascenti) a Maison&Objet a Parigi.

<sup>EN</sup> Netherlands. After early studies in Milan, he earned an MA in Contextual Design from the Design Academy of Eindhoven, graduating in June 2016. Since the very beginning Poletti developed a simple yet personal language. His practice is deeply rooted in a hands-on investigation of materials and their limits, in relation to concepts of balance and fragility. His simple structures and elemental constructions stand as metaphors of defeated complexity, built around the manipulation of unconventional details. Subtle gestures allow him to achieve a deeper impact, by deconstructing an image and then restoring it with the smallest of operations. His approach is based on a 'thinking by doing' philosophy, which he combines with a good deal of intuition, to produce extremely coherent results. Poletti's work has been shown in several international exhibitions, such as Dutch Design Week, Milan Design Week and PAD London Fair with Galleria Rossana Orlandi, and Operæ PHM | Piemonte Handmade with SEEDS London Gallery. In January 2018 he was one of the six young designers who were named winners of the Italian 'Rising Talent Awards' at MAISON&OBJET in Paris.

# Segments

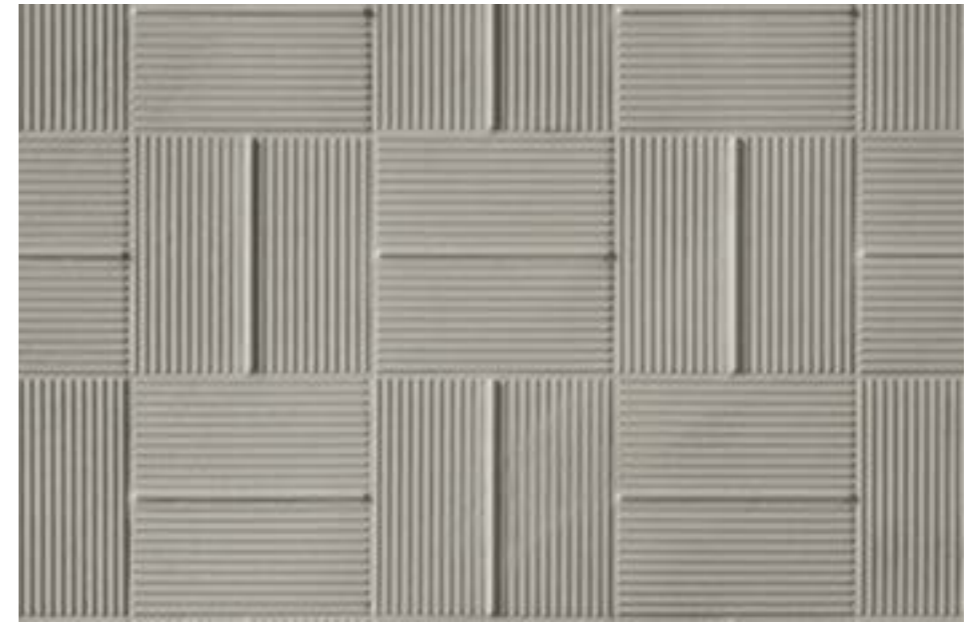
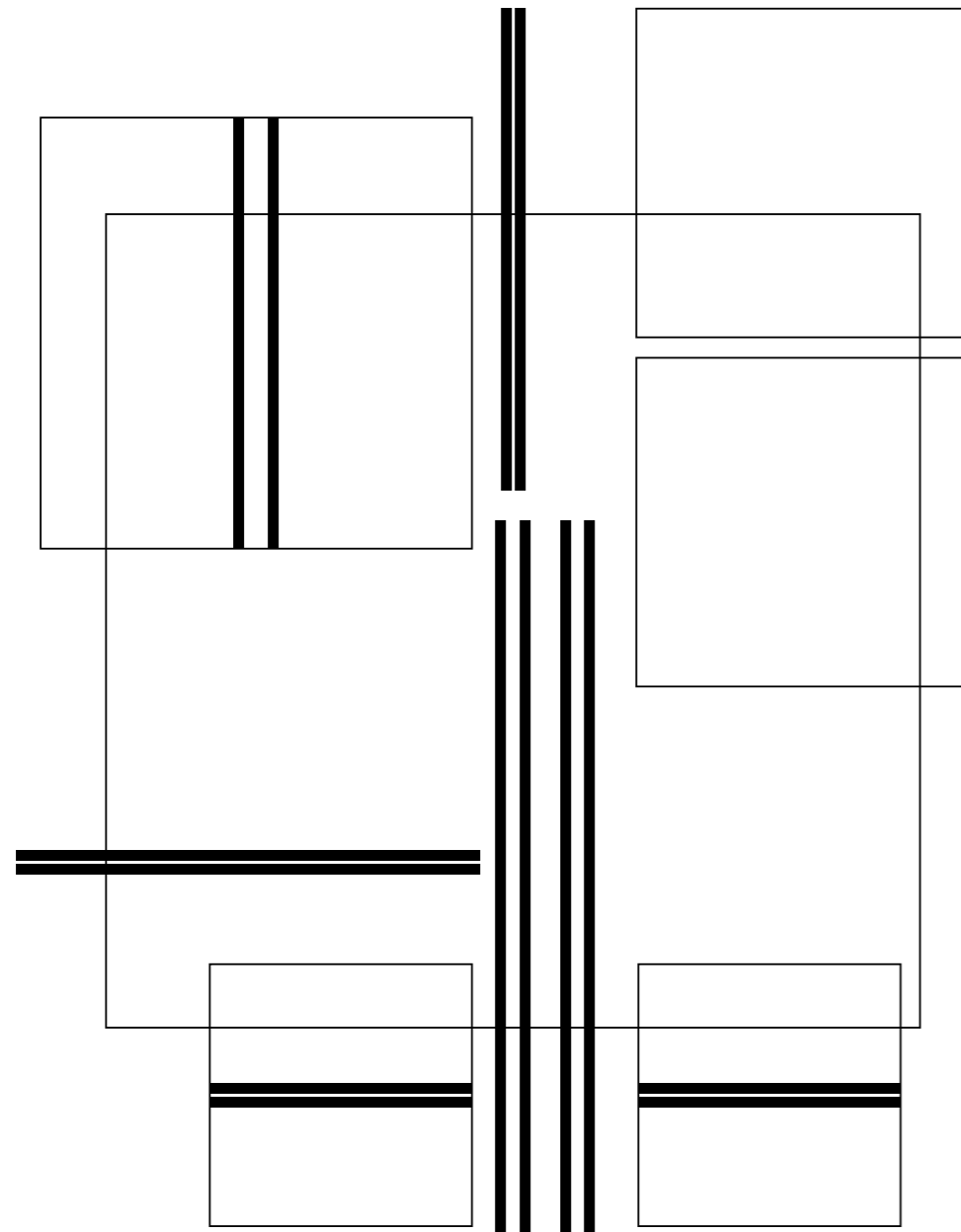
**Design:**  
Guglielmo Poletti

**Anno:**  
2018

**Destra:**  
Segments Small Plus Ice / Small Coal,  
dettaglio della superficie

**Year:**  
2018

**Right:**  
Segments Small Plus Ice / Small Coal,  
surface detail







□ Un semplice segno che nella sua ripetizione diventa di grande impatto visivo. L'elemento grafico, dal forte richiamo tattile, riveste con classe gli interni, con un rigore formale che regala suggestioni inedite. La maestria di Guglielmo Poletti ha saputo disegnare una collezione di grande fascino.

□ A simple line whose many repetitions add up to strong visual impact. The graphic element, with its strong tactile suggestions, wraps a space in elegance; its stark formality evokes unexpected sensations. Guglielmo Poletti is the master designer behind this fascinating collection.









Un disegno dal carattere minimale che diviene decorazione raffinata, grazie anche alle diverse possibili configurazioni e alle varianti di prodotto: Segments Small Plus, dove il segno si moltiplica, Segments Large, dove il segno si allunga in segmenti indipendenti.

A pattern of minimalist character becomes refined decor, thanks to its many possible configurations and the variations in the product itself: Segments Small Plus, where the lines multiply; and Segments Large, where the lines extend in independent sections.





# Segments | 03

▣ **Collezione focus:**  
Segments Small/Small Plus Ice

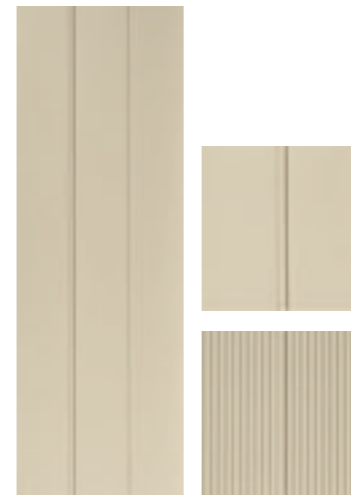
▣ **Altre collezioni:**  
Seeds Stone Grey

EN **Focus Collection:**  
Segments Small/Small Plus Ice

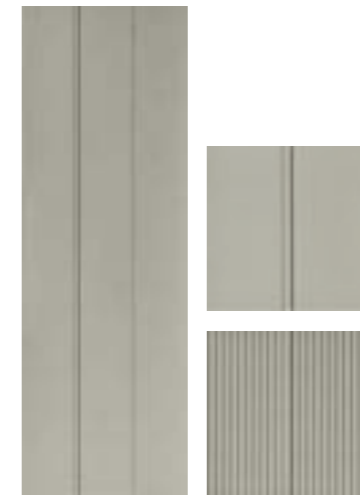
EN **Other Collections:**  
Seeds Stone Grey



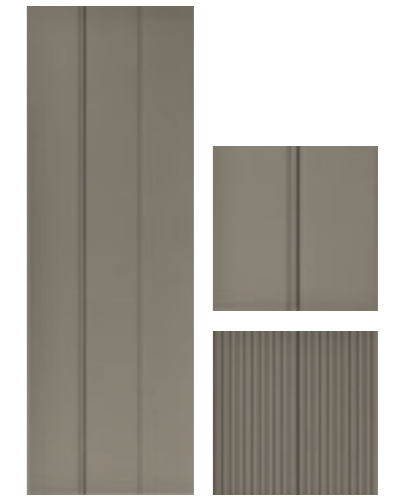




Bone



Ice



Dove



Iron

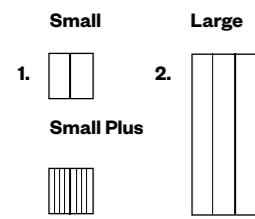


Coal

# Segments

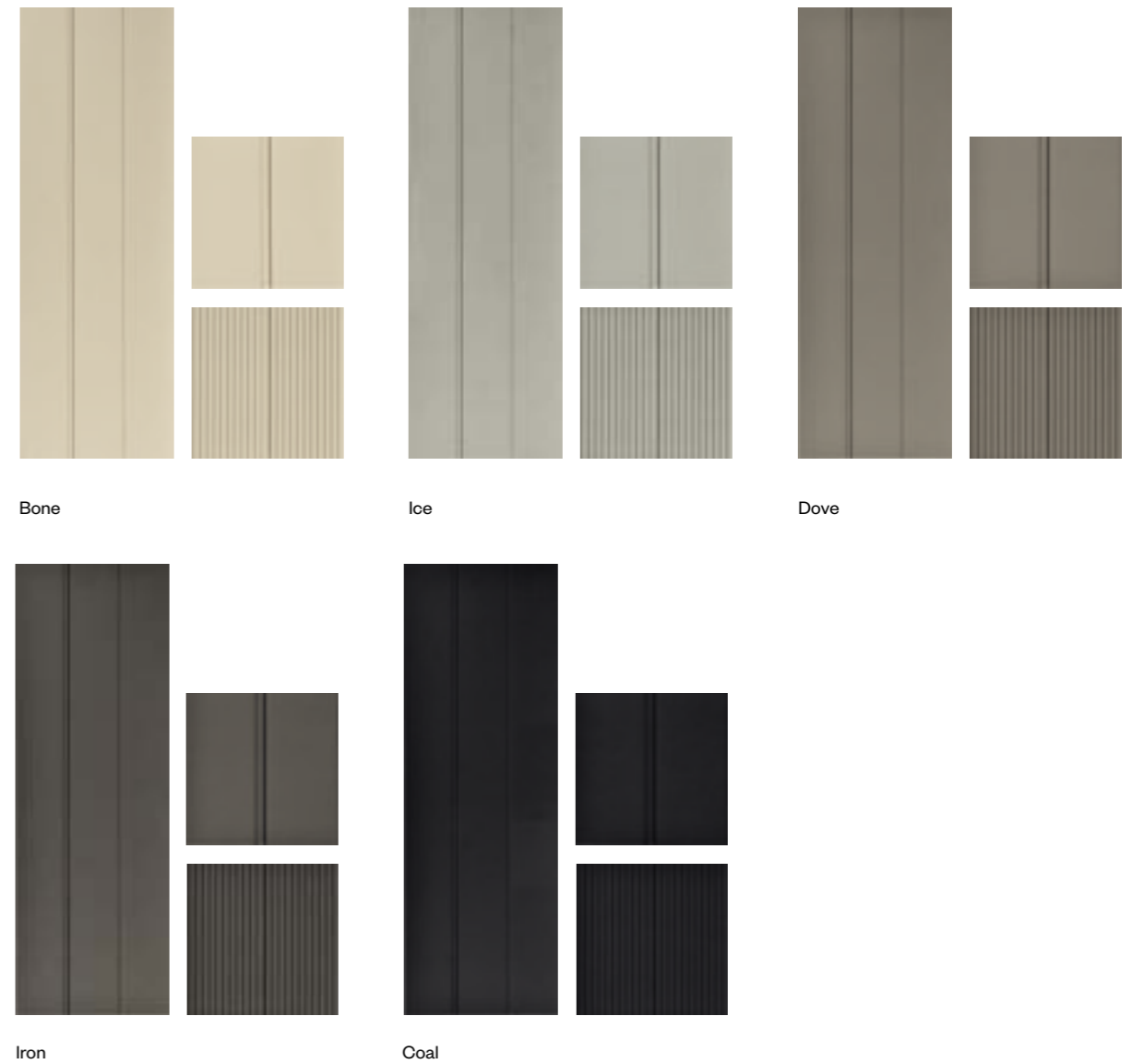
☐ Spessore <sup>EN</sup> Thickness:  
9 mm

☐ Fuga minima consigliata  
<sup>EN</sup> Minimum recommended grout line  
3 mm



1. 14x14 cm
2. 24x71,5 cm

Finitura Finish	Dimensione Size	Codice Code
Bone	Small 14x14 cm	DCSESMBONE
	Small Plus 14x14 cm	DCSEMPBONE
	Large 24x71,5 cm	DCSELABONE
Ice	Small 14x14 cm	DCSESMICE
	Small Plus 14x14 cm	DCSESMPICE
	Large 24x71,5 cm	DCSELAICE
Dove	Small 14x14 cm	DCSESMDOVE
	Small Plus 14x14 cm	DCSEMPDOVE
	Large 24x71,5 cm	DCSELADOVE
Iron	Small 14x14 cm	DCSESMIRON
	Small Plus 14x14 cm	DCSESMPIRON
	Large 24x71,5 cm	DCSELAIRON
Coal	Small 14x14 cm	DCSESMCOAL
	Small Plus 14x14 cm	DCSESMPCOAL
	Large 24x71,5 cm	DCSELACOAL



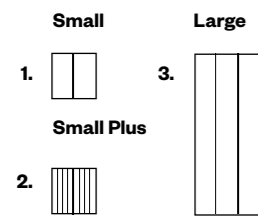
# Segments

Spessore <sup>EN</sup> Thickness:  
9 mm

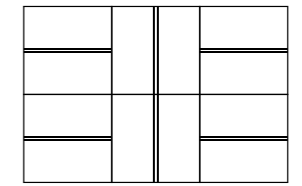
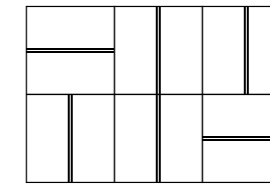
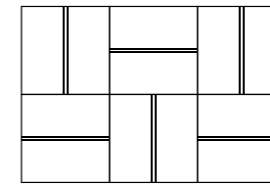
Fuga minima consigliata  
<sup>EN</sup> Minimum recommended grout line  
3 mm

Note di posa

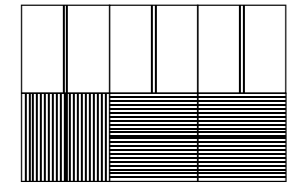
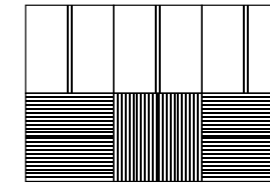
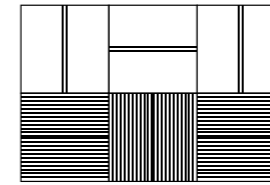
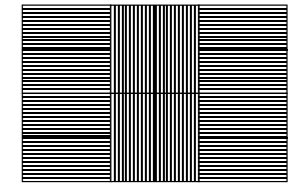
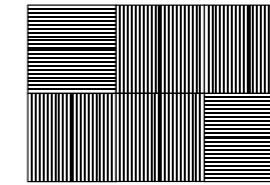
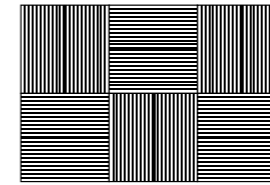
Laying notes



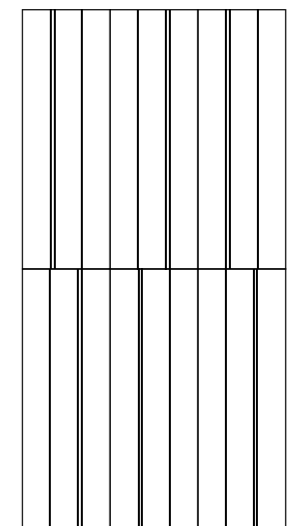
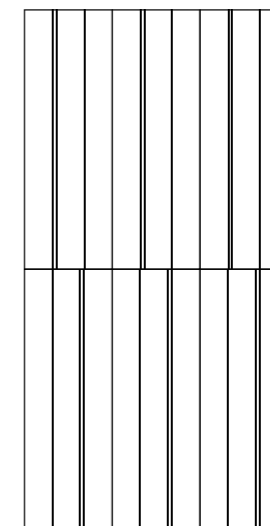
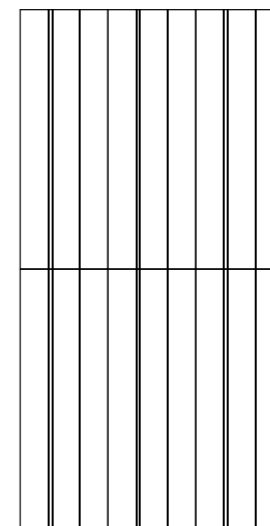
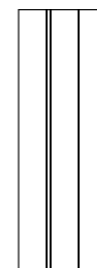
01



02



03



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