

CRISTINA

RUBINETTERIE



We are glad to announce that the series East Side, realized in collaboration with angelettiruzza design, is the winner of the Archiproducts Design Awards 2020.

Inspired by the typically industrial atmospheres of New York lofts in the 1970s, it takes its name from New York's East Side district.

Two distinctive features: the finishes, VD polished gold brass and PVD brushed gold brass; the knurling, expression of a material contrast that allows the hand a direct physical experience.



archiproducts
DESIGN AWARDS
—
WINNER 2020

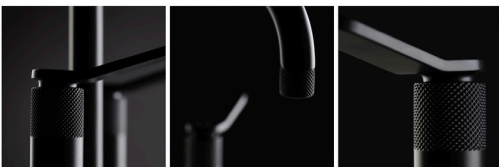


"We are very happy about this victory, which has made East Side the "queen" among the many novelties 2020 of CRISTINA Rubinetterie. The series is the second born from the fruitful collaboration with angelettiruzza design and was launched at a time of strong corporate ferment, which is the early stages of a rebranding activity that has touched the company logo as well as the entire graphic image of the company itself.

East Side with its strong industrial character, the tactile detail of the knurling and the two exclusive finishes, has been awarded by Archiproducts for its innovative design.

I would also like to take this opportunity to renew my esteem for Daniele and Silvana who have, with their ability and sensitivity, fully understood the company's needs along the path of development and creation of East Side: teamwork always pays off!".

Daniele Mazzon, General Manager



"There is a clear feeling, which cannot be explained with words, that a designer sometimes feels inside when a new project is born: it is a sensation, an intuition, which anticipates the value of what is being created together with the company.

This is how East Side is born, as a project that we like to define: Happy.

Happy because it was born with simplicity, expressing strong values shared with all the people who collaborated in its birth, and are many. Yes, very often we forget that a design project is the result of great teamwork and it is the team that makes the difference. The team that gave birth to East Side is a motivated, capable and sincere team and this emerges and creates deepness.

The award has filled us with joy and in all sincerity, we expected it a little bit, not out of arrogance but as the crowning achievement of a path worthy of example".

angelettiruzza design

