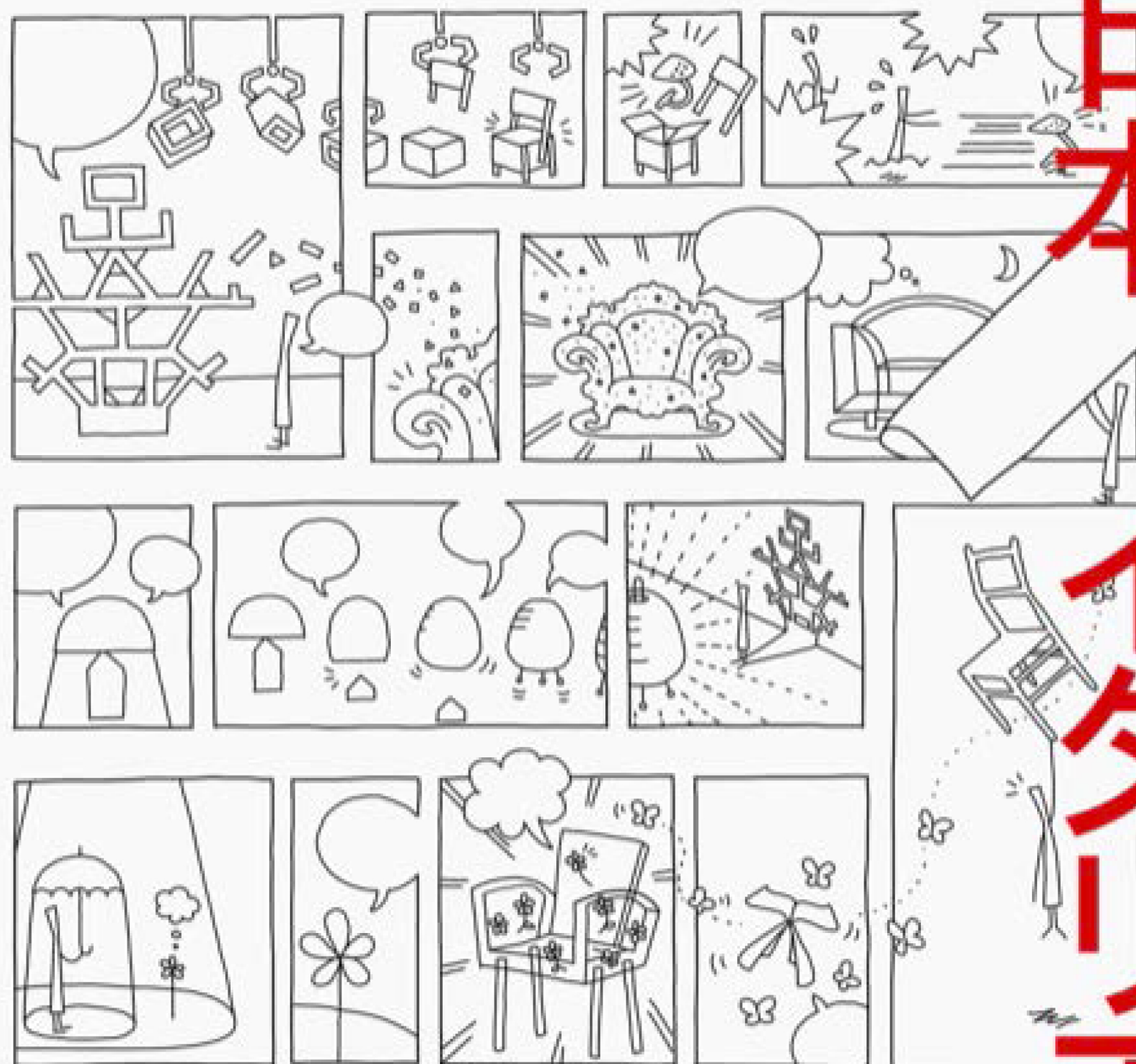


# INTERNI

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日本  
イタリア

## Italy-Japan



# Elective affinities

Partners with great design companies worldwide, Setsu and Shinobu Ito's works manage to blend a typically Italian design flair with a restraint of clear Japanese inspiration



Above, the Tako bed by Conte Casa, developed by the two designers in collaboration with Leonardo Mercurio. At top right, a portrait



of the designers. Below, Inori, the FIAM system made up of modular glass or wood elements.



Alongside, Wan, a cedar wood dog designed by Setsu and Shinobu Ito for Riva 1920. Above, created for Désirée, Tè chairs with wooden frame and curved wooden back.



**THEIR JOINT TRAINING – AT THE TAMA ART UNIVERSITY IN TOKYO** – enables Setsu and Shinobu Ito, Japanese but Italian designers by formation, to maintain their roots in their culture of origin, even though their career and their products have a decidedly international allure. Their work ranges from interior design to graphics and strategic consultancy, with an approach that rests on the harmony between materials and forms, with a timeless aesthetic designed to always appear con-

temporary, and that fusion already hinted at between typically Japanese restraint and Italian flair. Strengthened by collaborations with some of the most celebrated companies in the world of design right across the board – including Zanotta, De Padova, Riva 1920, FIAM, Désirée and Lexus – throughout their careers Setsu and Shinobu Ito have demonstrated a versatility enabling them to range across the most varied fields of creativity, receiving numerous awards, such as the Compasso d'Oro and the Good Design Award. Results that reward a holistic approach to creation, in which the design of a product includes the context in which it will be used, the history that determined its development and the sensory experience it generates. A mixture of empathy and functionality, in which each object has to fulfil a real need, and design is interpreted as an ideal bridge between the object itself and the people who will interact with it. In recent years, the pair have developed works embodying sustainability and an inclusive conception of design. They rest on the feeling for nature that forms a bond between Japan and Italy, the emotions that arise from human relationships and the value of traditional craft skills. **Andrea Pirruccio**





Eben chair with structure in ash wood and reed fiber, woven with natural finish or carbon-stained; equipped with a seat cushion and cylinder covered in fabric or leather. Designed by Matteo Thun & Antonio Rodriguez for **Désirée**, the chair is available in versions with a high or low rounded back. To border and separate spaces

and zones, Marconato & Zappa have designed the Wave screen with an eye on the movement of the sea; produced by **Bonaldo** with structure in curved metal coated in black or matte bronze and sand-colored woven cord. Measurements 180 × 157 × 36 cm.