

ALESSI SWAN

design Mario Trimarchi, 2017



by



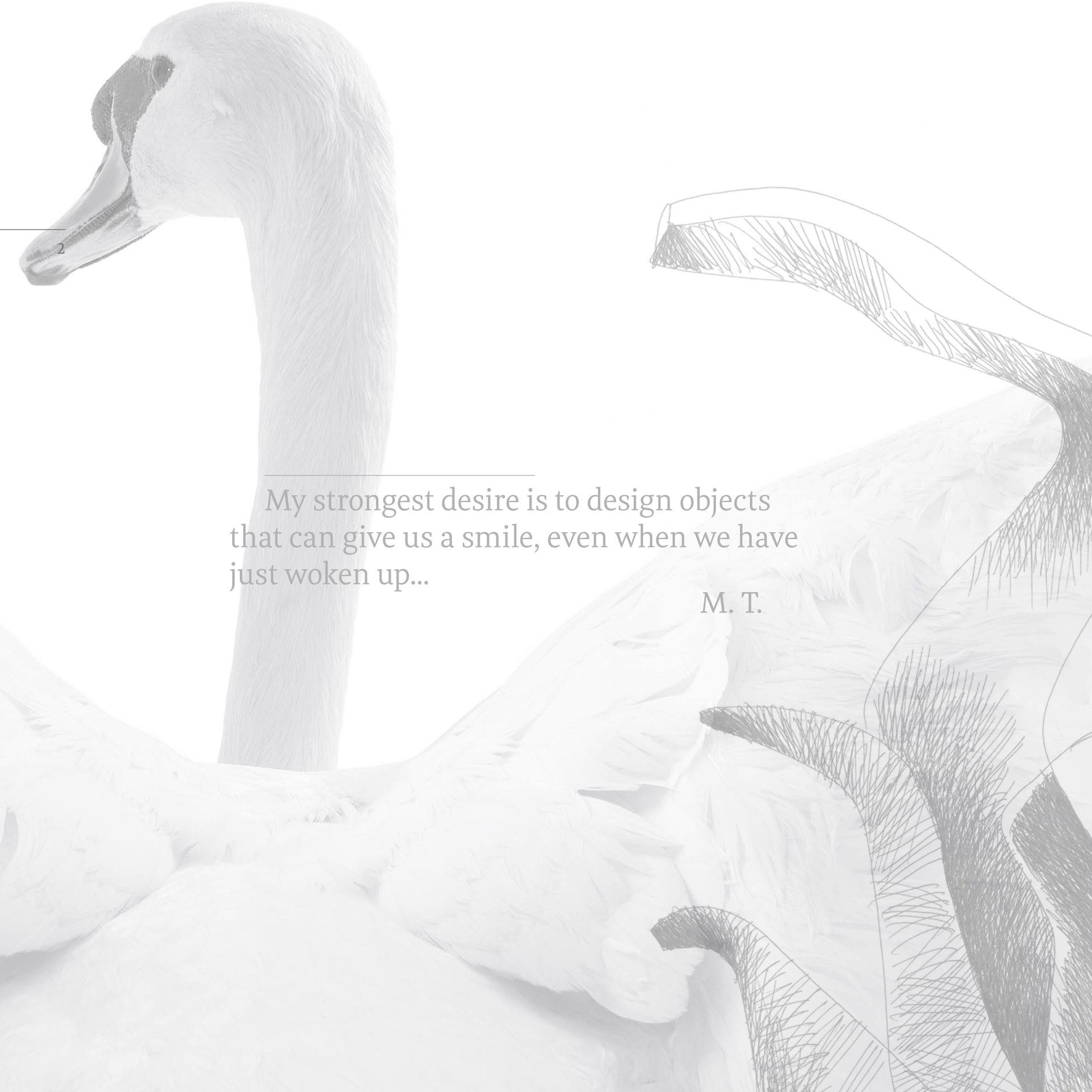


ALESSISWAN by Oras

The creative approach of Italian design
joins forces with the mission for manufacturing
perfection of a German company

The ALESSI Swan by ORAS kitchen faucet
is the first fruit of Oras's collaboration with
the "Italian Design Factory" known the world
over for its iconic objects.

ALESSI Swan communicates in a new fashion
with the familiar gestures we use in everyday
life. Ideally drawing their inspiration from the
elegance of swans, its organic forms reflect
the designer's capacity to produce industrial
objects of extraordinary beauty, made to the
highest standards of quality and superior
performance.



2

My strongest desire is to design objects
that can give us a smile, even when we have
just woken up...

M. T.



ALESSI Swan by ORAS was designed by Mario Trimarchi, the Italian designer known internationally for his capacity to look at everyday objects like sculptures populating our household landscape. ALESSI Swan was born of a deep desire for aesthetic innovation: by giving the faucet the gracefulness and elegance of a swan, the designer brought about a change in the way it is used, making for new, delicate gestures.



Trimarchi has worked for a long time on reinventing everyday objects through an unexpected side step which makes use of unstable geometries such that an object looks different from each angle of vision, like a statue. This approach engendered highly successful products, such as the *Ossidiana* coffee maker, and *La Stanza dello Scirocco*, the collection of containers and centrepieces designed for Alessi.

Moving the levers of the faucet is an operation
of great delicacy, to be calibrated with gentleness;
it is like doing the water dance

M. T.



ALESSISWAN by Oras





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The beauty of an object lies in its
mystery; we should look at an object
from every angle to be able
to grasp its soul

M. T.

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ALESSI Swan, design Mario Trimarchi, 2017

ALESSI Swan by ORAS is the most advanced solution for all homes where the kitchen plays a key role. From the functional standpoint, the faucet ensures perfect control on water flow, with a maximum flow rate of 12 litres per minute. Temperature control is by means of a LED that lights up when the temperature reaches 32 °C and emits a red light that illuminates the interior of a lever featuring an embossed finish. Thanks to a press pad (1), the faucet can be turned on remotely; this is a handy feature when your hands are full and it ensures a flow of 5 litres per minute. In its complete version, the faucet also has an easy-to-use extractable hand spray (2) for washing the dishes, which turns off automatically when it is returned to its housing.

(1)



(2)





ORAS 8220F

Alessi Swan by Oras, kitchen faucet.



ORAS 8222F, ORAS 8225F

Alessi Swan by Oras, kitchen faucet.
Alessi Swan by Oras, kitchen faucet with a
smart dishwasher valve.



ORAS 8223F

Alessi Swan by Oras, kitchen faucet.



ALESSI SWAN by Oras

Alessi, founded in 1921 by Giovanni Alessi, has been able to develop a policy of design excellence which has made it one of the leading internationally renowned Italian Design Factories. It has reconciled its typically industrial needs with its tendency to consider itself as a “research laboratory in the field of the applied arts”.

Oras Group is a significant European provider of sanitary fittings: the market leader in the Nordics and a leading company in Continental Europe. The company’s mission is to make the use of water easy and sustainable and its vision is to become the European leader of advanced sanitary fittings. The Group has two strong brands, Oras and Hansa.

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