



Home/Gym/Office design by Philippe Starck in cooperation with Eugeni Quitllet

"Life is an impossibility carried out. Better perpetuate it. For this, we have to love life, to love ourselves at least 15 minutes per day. At home. At work. A few exercise and a good position, elegant obviously."

Ph. S.

Home/Gym/Office marks the debut of Philippe Starck in cooperation with Eugeni Quitllet in the world of wellness and the inauguration of a fruitful partnership between Alias and the ingenious French designer.

As he always does, Starck fashioned this collection based on a careful consideration of contemporary lifestyles, what people need and what they seek. His attentive gaze has given life to pieces that sport an "easy-going" quality, facilitating a spontaneous, immediate approach to the world of fitness, indeed, making this dimension part of our day-to-day lives. Extremely simple to understand and use, at any time, whether at home or in the workplace, this collection meets a need that more and more people are experiencing nowadays, to find and maintain our physical and mental wellbeing. Objects born of an unprecedented mix of functionality, beauty, humour and playfulness. Each of them is a captivating, irresistible invitation to dedicate greater attention to our personal care, even those of us who are not fitness experts or gymnastics enthusiasts, if only few minutes a day, no matter where we are, and despite the frantic pace of our lives and crammed agendas.

The Home/Gym/Office collection packs in a few, elegant items the essential gestures that can make us feel better, both physically and mentally. Each item has been studied down to the smallest detail to facilitate a correct posture and to encourage fast, effective exercises. These objects will become part of your household or office scenario, will become part of your routine, with ductility, style, well-being. This applies to the wrist and ankle bands, and the collar: exercises accessories and, at the same time, highly refined, sophisticated jewels to be worn whenever you want. Or the workout bars, specially designed to tone up the abdominal muscles, that combine functionality and sculptural quality, so that they can be seen as ultra-contemporary furnishing items.

The Home/Gym/Office line-up includes an ergonomically designed chair and a work table, a set of weights, a mat, a jumping rope. Quintessential forms, beautiful to look and to use: Philippe Starck's democratic design for our daily wellbeing.

*Per ulteriori informazioni: Francesca Nosedà – Tel +39 035 4422525
e-mail: fnosedà@aliasdesign.it*