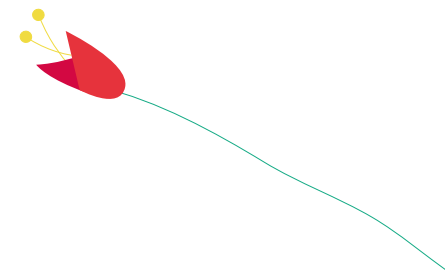


daily **d**esign

Concept





DailyDesign nasce dal rifiuto per il design autoreferenziale che non sa essere giocoso e lieve.

Recuperare dal passato forme e funzioni ancora oggi efficaci.
Rimettere in produzione attrezzature parcheggiate o archiviate.
Depurare da inutili apposizioni.

Invece dell'apoteosi della carrozzeria intesa in senso metalmeccanico, abbiamo lavorato sull'ironia, sulla quotidianità e familiarità di oggetti, per l'appunto, domestici.
I nostri elettrodomestici non sono simulacri del design inossidabile, algide forme intoccabili.
Sono ironia, gioco, invenzione; forme altre che fantasticamente ci portano altrove:
su un verde prato fiorito, sotto alla volta stellata di un cielo d'oriente, a ritroso nel tempo di fronte a una nera lavagna di scuola...

DailyDesign è una raccolta di idee, apparecchi costruiti per essere utilizzati, reali, realmente a casa.
La migliore tecnologia disponibile, garantita da uno dei più grandi produttori europei di elettrodomestici, è dentro alla serie DailyDesign.

DD è in continua progressione: idee e modelli nascono, si compongono e divengono disponibili, volendo, per l'acquisto, stagione dopo stagione.
Seguici e manifestati su DayArdo.com

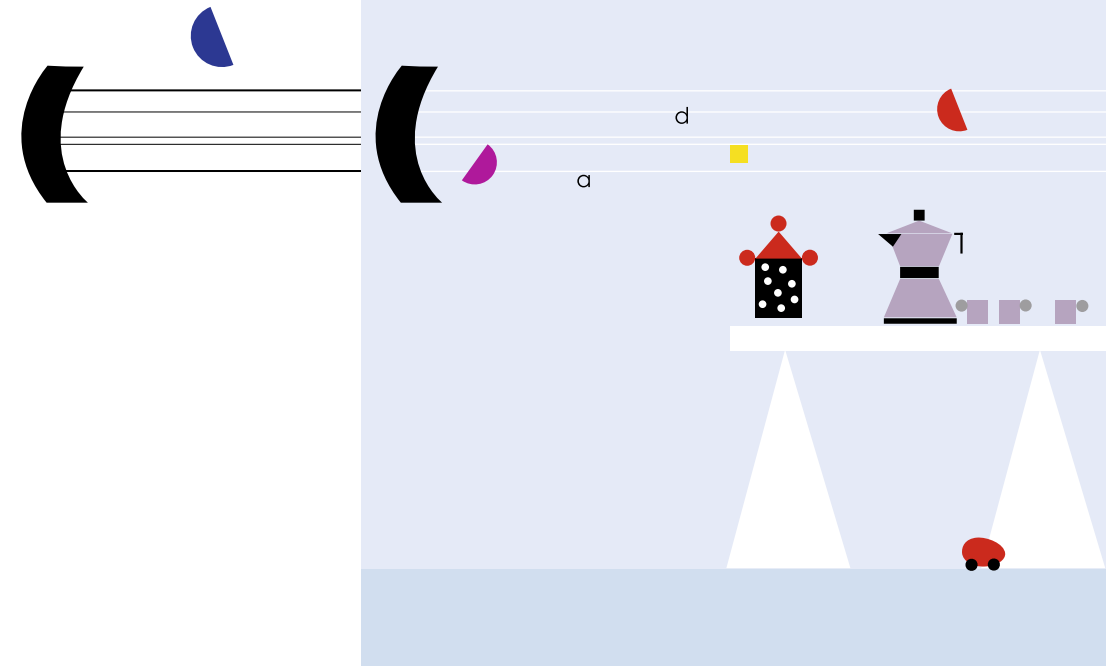
Daily Design is devised as an alternative to self-referential design which cannot be airy and playful.

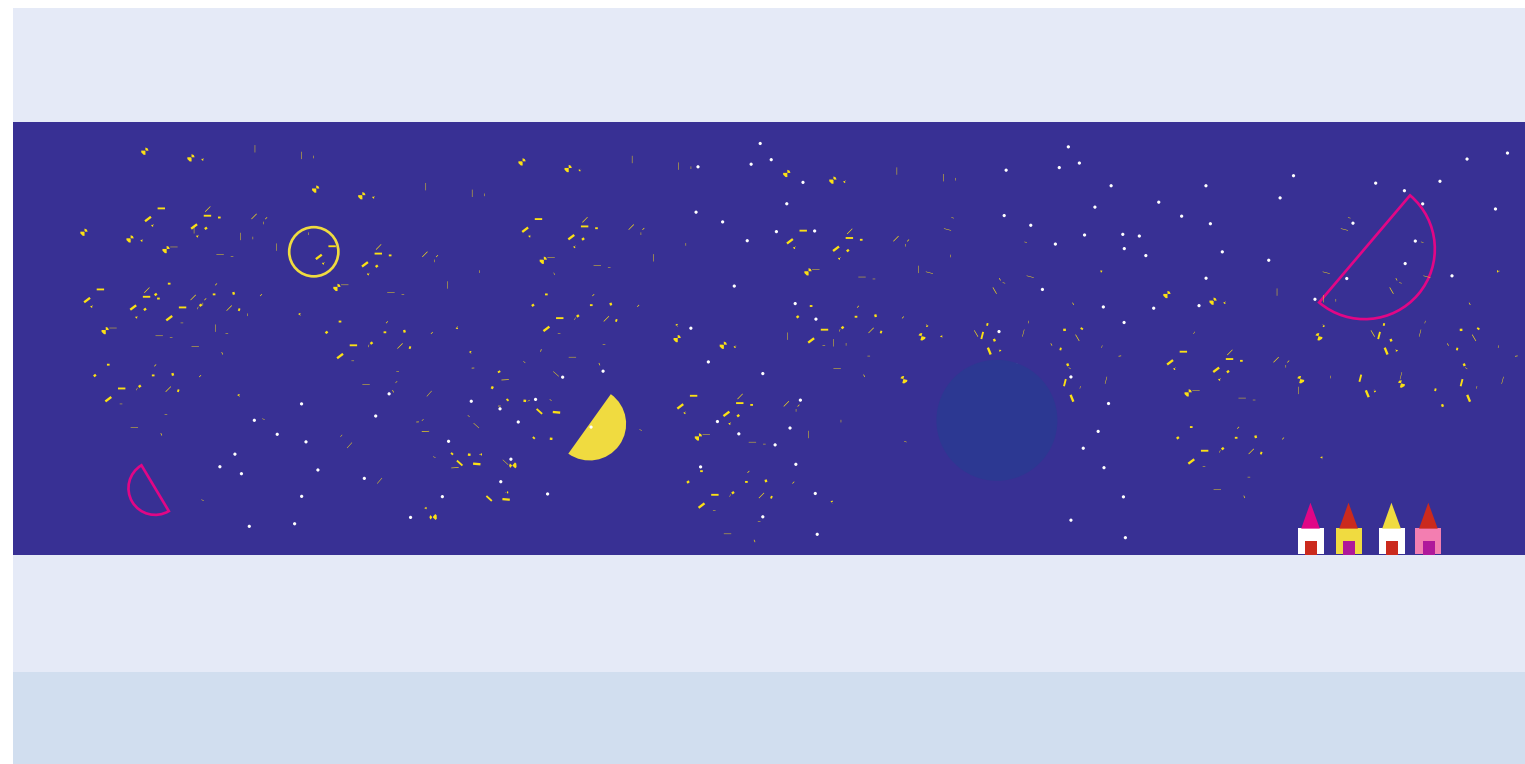
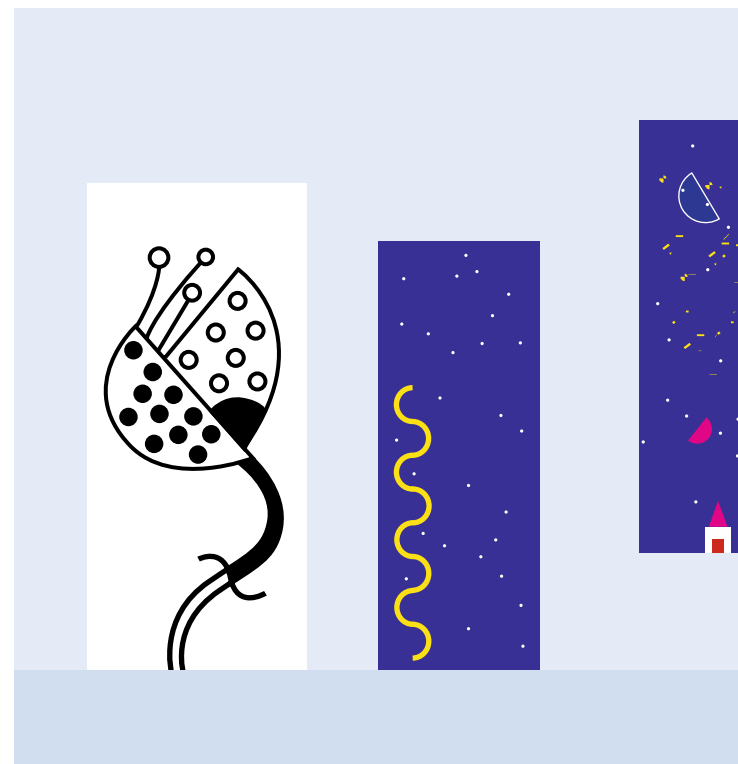
It aims at recovering shapes and functions yet still effective nowadays as well as bringing long abandoned equipment to function again.
All unnecessary decoration is trimmed away.

Rather than aspiring to bodywork excellence from an engineering point of view, we have worked on irony, on every-day use and familiarity of domestic objects.
Our domestic appliances are not images of indestructible design nor cold, distant forms.
They stand for irony, playfulness, invention.
These forms drive our fantasy elsewhere: on a green-grass field, under a starry oriental sky, backwards in time in front of a school blackboard...
Daily Design is a sum of ideas, appliances built to be used, for real, at home.

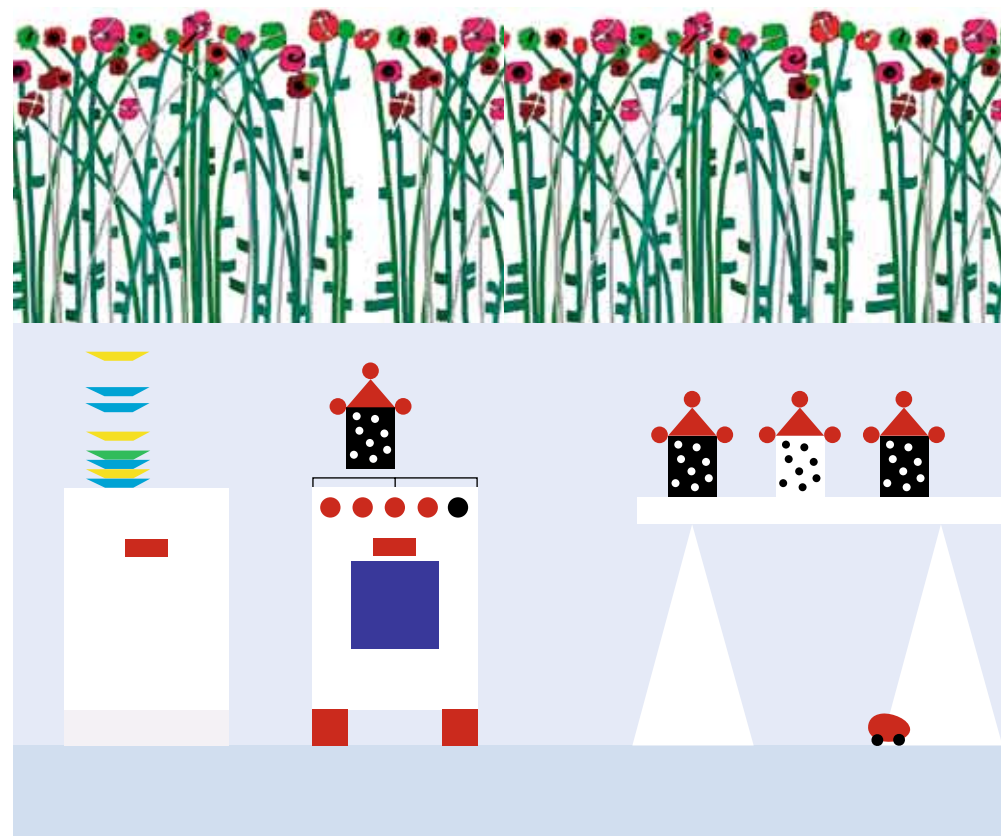
The Daily Design range houses cutting-edge technology, guaranteed by one of Europe's largest domestic appliances producer.

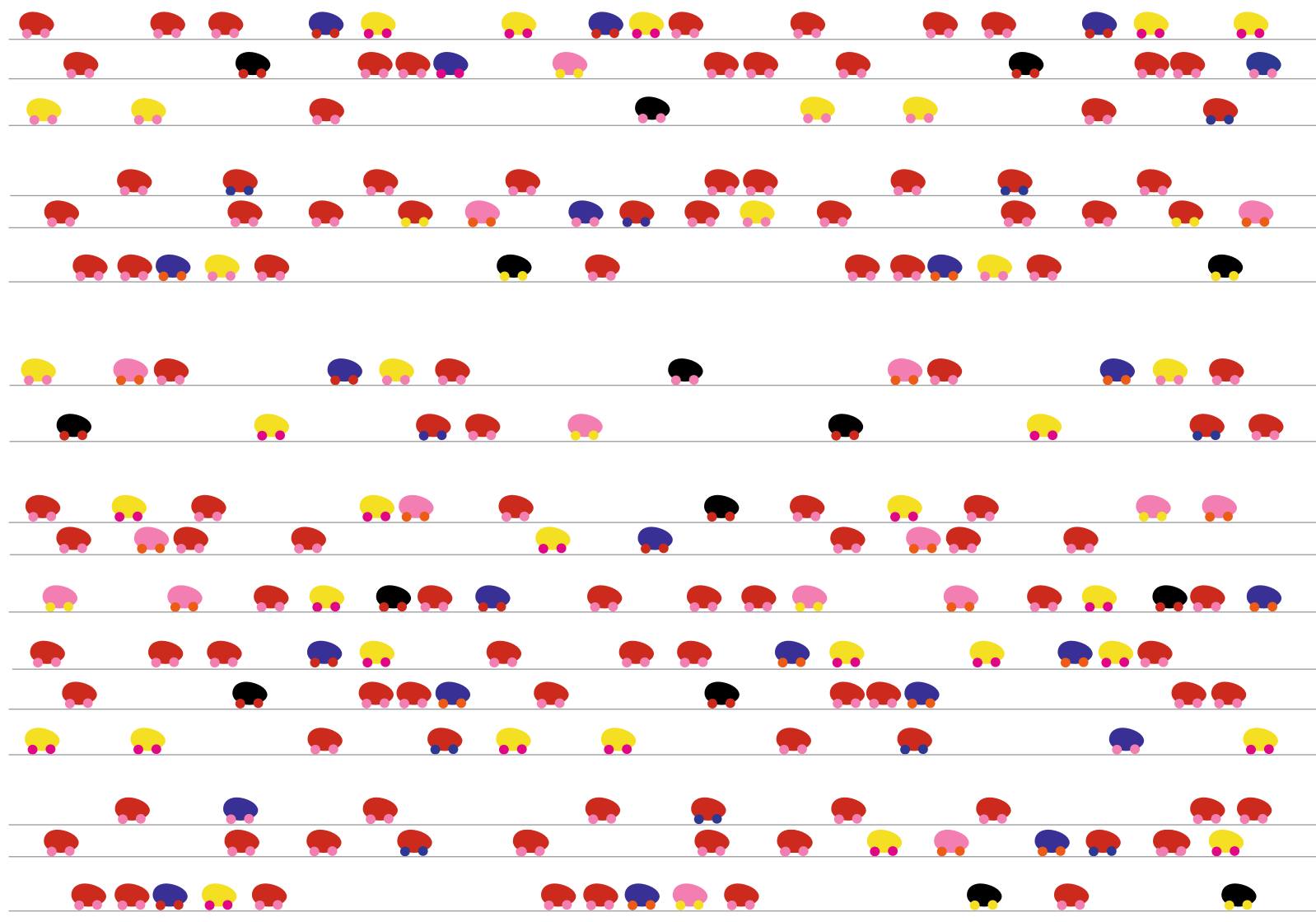
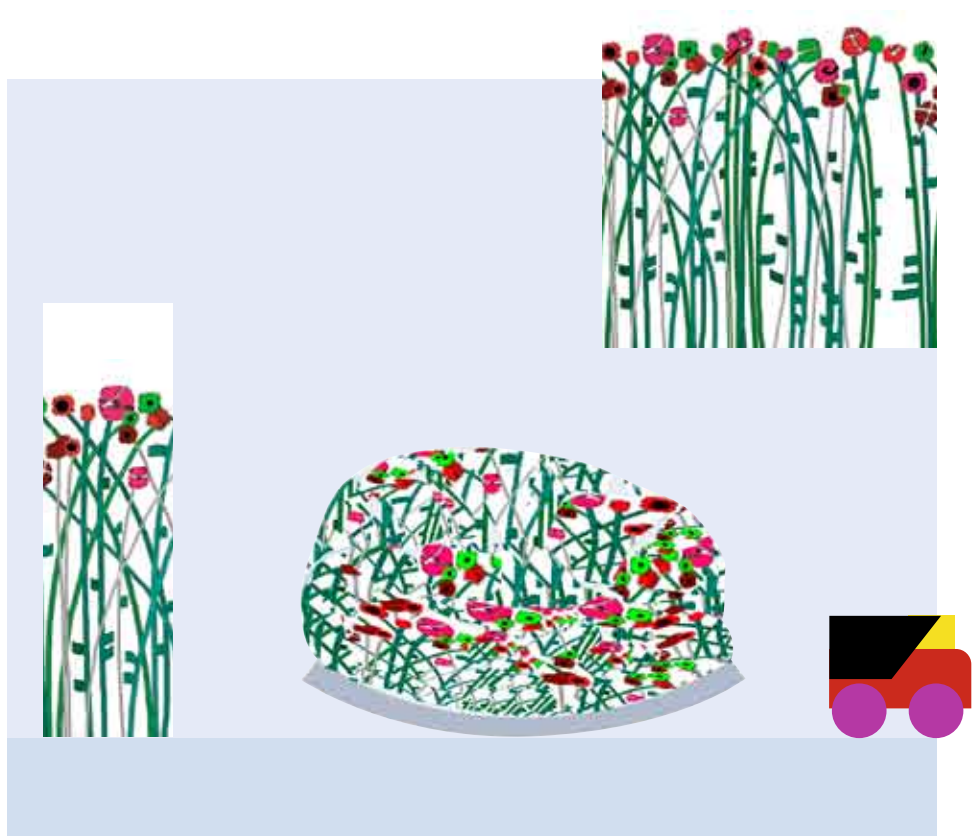
DD is in continuous evolution: season after season ideas and models materialize and become available for buying.
Follow us and visit DayArdo.com

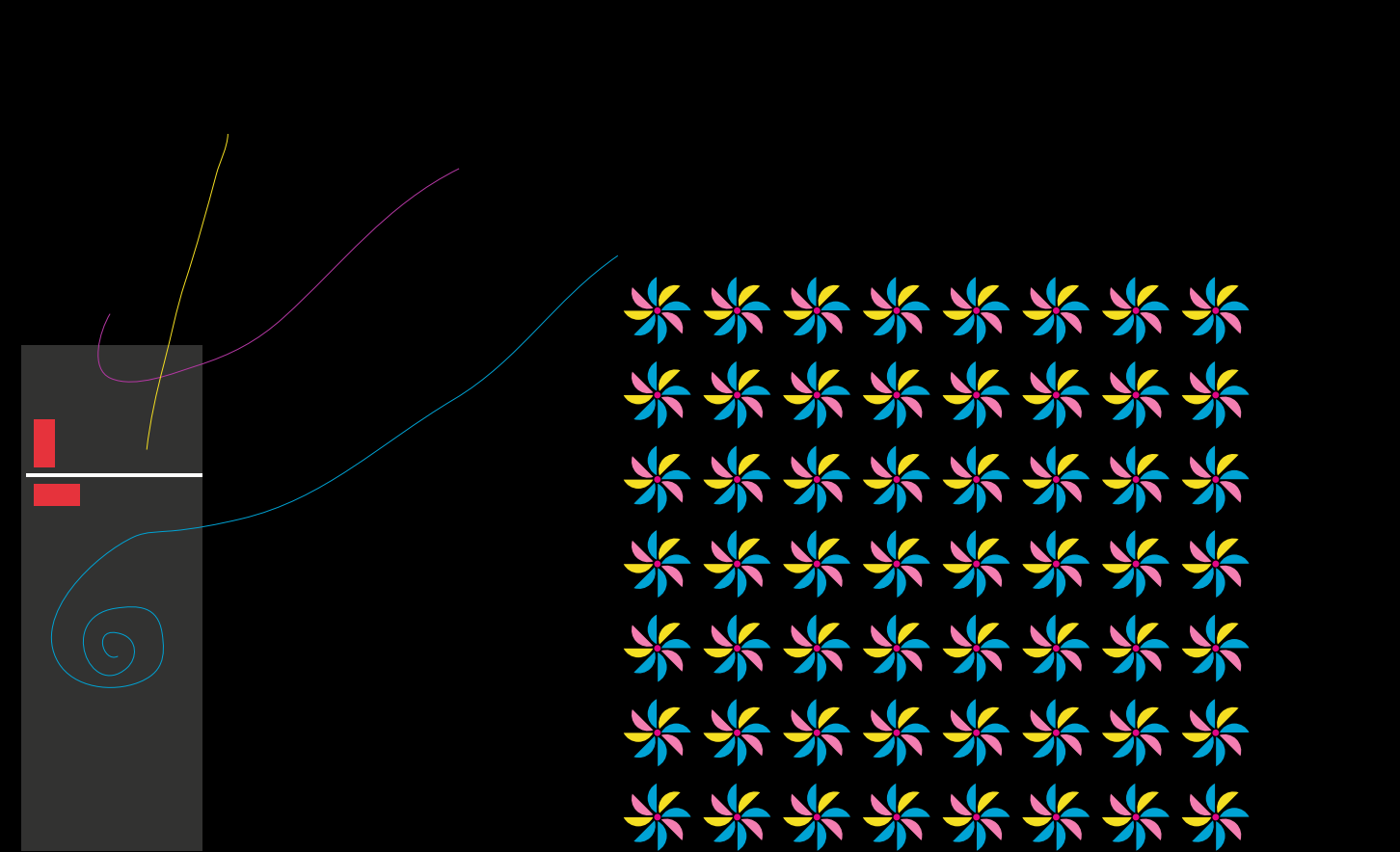
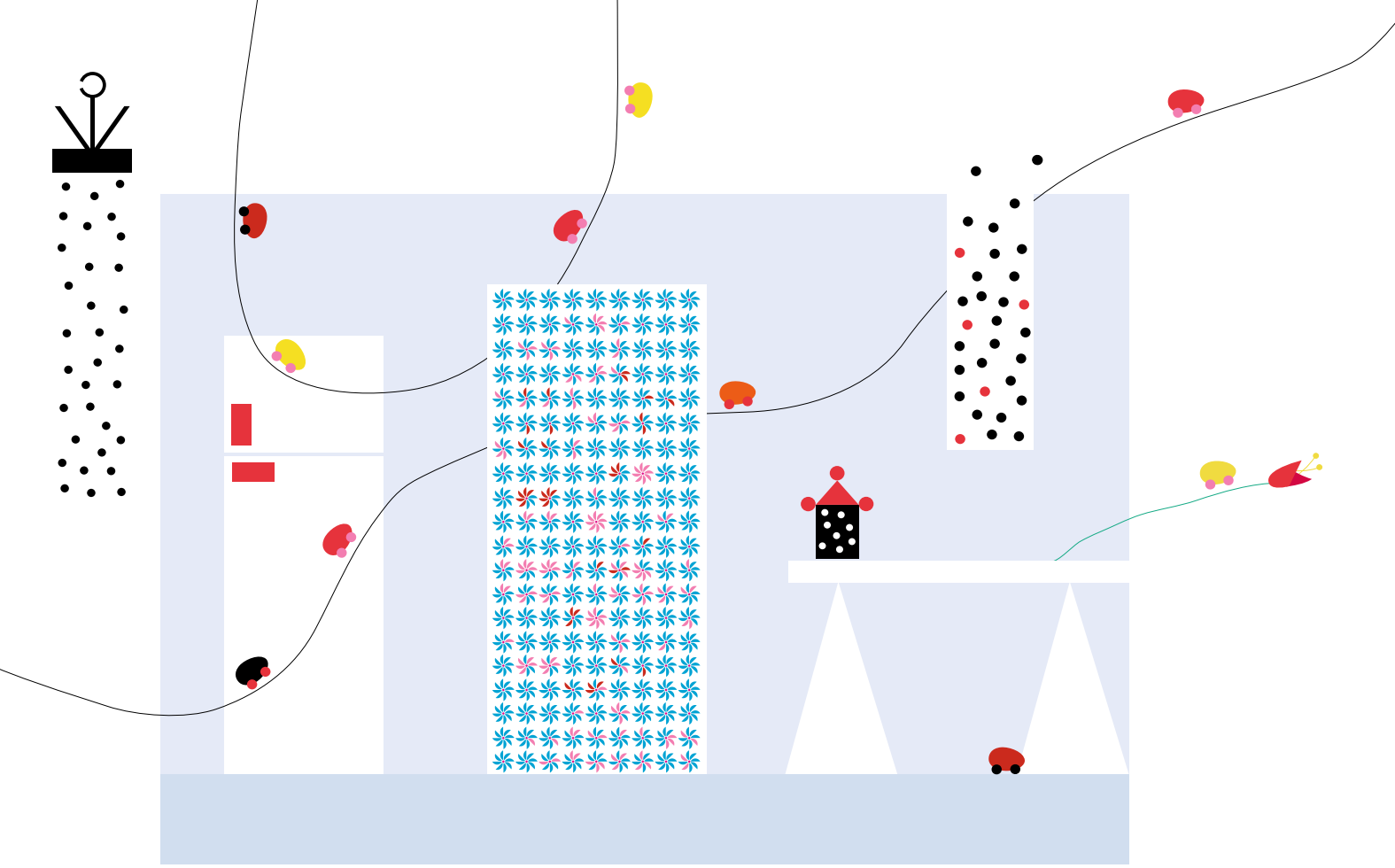


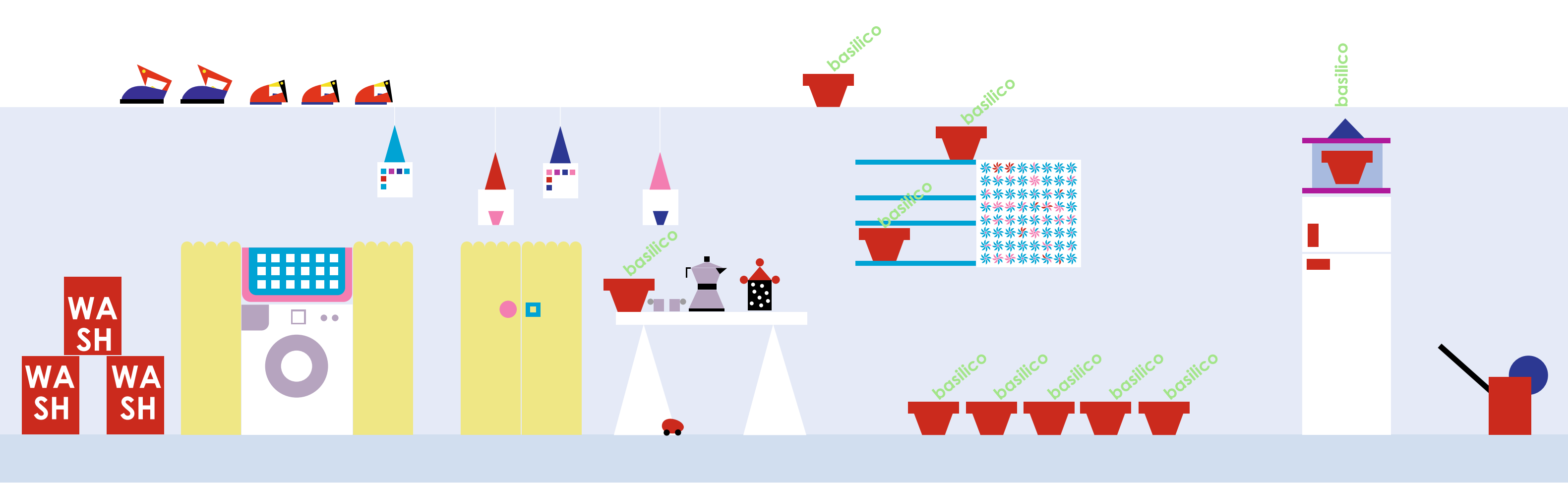


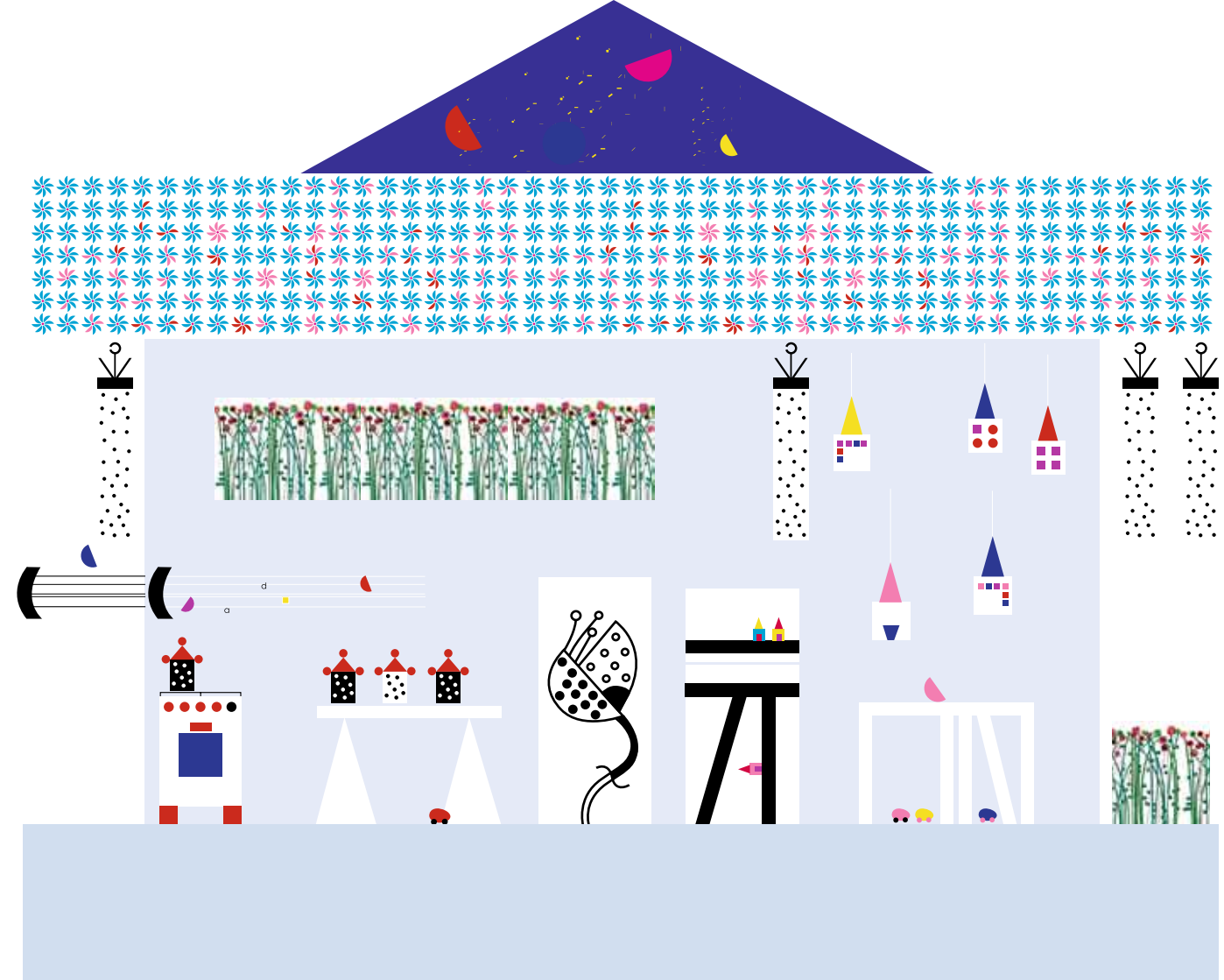












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