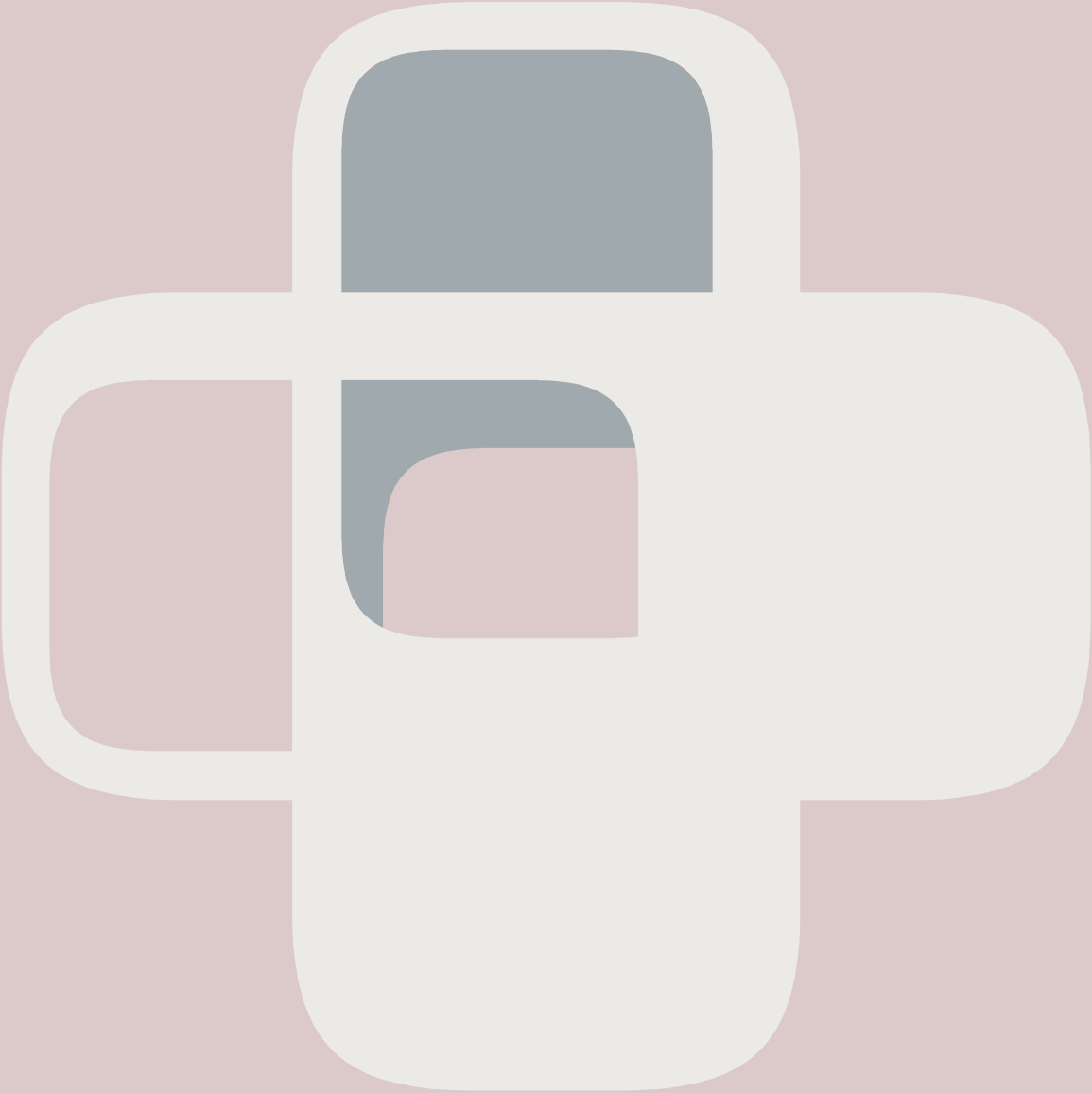
CAMEO



>valdama

CAMEO

>valdama

VALDAMA, UN CUORE RICCO DI STORIA
PER UN FUTURO FATTO DI VALORI.

CI SONO REALTÀ AZIENDALI CHE NON HANNO BISOGNO DI LUNGHE PRESENTAZIONI, UN PRIVILEGIO CHE ACCOMUNA LE GRANDI IMPRESE MULTINAZIONALI ALLE AZIENDE DI CULTURA ARTIGIANA.
LE PRIME INVESTONO QUANTITÀ COLOSSALI DI DENARO PER CONSEGUIRE NOTORIETÀ GLOBALE, LE SECONDE CONCENTRANO INVECE OGNI LORO RISORSA ECONOMICA E INTELLETTUALE NEL PROCESSO DI CREAZIONE DEI PRODOTTI.
VALDAMA APPARTIENE ALLA SECONDA CATEGORIA DI IMPRESE: QUELLE CHE CONCENTRANO NEI PENSIERI E NEI PRODOTTI L'IDEALE DELLA QUALITÀ ASSOLUTA, REALIZZANDO COSÌ OBIETTIVI CHE NON SONO MAI SCONTATI NÉ TANTOMENO IL FRUTTO DEL CASO. TUTTAVIA, RACCONTARE VALDAMA È SEMPLICE COME LA POETICA CHE ISPIRA I SUOI PRODOTTI. LA CULTURA AZIENDALE CHE INNERVA E SOSTANZIA OGNI SCELTA E OGNI PROGETTO HA QUALE RIFERIMENTO FONDAMENTALE LA RICERCA DELLA QUALITÀ. QUALITÀ ARTIGIANA DELL'AUTENTICO MADE IN ITALY, DALLE MATERIE PRIME ALLE MAESTRANZE CHE LE LAVORANO, UNA SCELTA DI POSIZIONAMENTO CHE CONSENTE A QUESTA AZIENDA DI TIRARSI FUORI DALLA MISCHIA DI UN MERCATO TROPPO SPESSO AVVILITO DA PRODOTTI STANDARDIZZATI SINO ALLA BANALIZZAZIONE. SEMPLICITÀ CHE, INUTILE RICORDARLO, NON È AFFATTO FACILE CONQUISTARE.

VALDAMA, A HEART FULL OF HISTORY
FOR A FUTURE OF VALUES.

SOME BUSINESSES DO NOT REQUIRE LENGTHY PRESENTATIONS: A PRIVILEGE SHARED BY THE LARGE MULTINATIONAL COMPANIES AND CRAFT-ORIENTED COMPANIES.
THE FORMER INVEST COLOSSAL AMOUNTS OF MONEY TO ACHIEVE GLOBAL FAME, WHILE THE LATTER CONCENTRATE ALL THEIR RESOURCES IN THE ECONOMIC AND INTELLECTUAL PROCESS FOR CREATING PRODUCTS. VALDAMA BELONGS TO THE SECOND CATEGORY: IT FOCUSES ON IDEAS AND PRODUCTS SEEING THEM AS THE IDEAL OF ABSOLUTE QUALITY, THUS ACHIEVING GOALS THAT ARE NEVER FACILE NOR ACCIDENTAL. THIS IS TRUE SINCE THE COMPANY'S PHILOSOPHY IS JUST AS SIMPLE AS THE POETRY THAT INSPIRES ITS PRODUCTS. THE SEARCH FOR UTMOST QUALITY IS THE FIL ROUGE THAT RUNS THROUGH EVERY CHOICE AND PROJECT MADE BY VALDAMA. QUALITY CRAFTSMANSHIP TYPICAL OF THE AUTHENTIC MADE IN ITALY, FROM SELECTED RAW MATERIALS TO THE SKILLED HANDS THAT WORK THEM: THIS IS THE CHOICE THAT VALDAMA HAS MADE TO STAND OUT IN A MARKET OFTEN DEVALUED AND FLATTENED BY OFTEN OVERSTANDARDIZED PRODUCTS.
AS EVERYONE KNOWS, SIMPLICITY IS NOT THAT EASY TO ACHIEVE.

Daniele Vitali,
Founder and CEO

024
•
CAMEO 60 x 28

026
•
CAMEO 50 x 40

028
•
CAMEO 75 x 40
TUTTA VASCA
SINGLE TANK

029
•
CAMEO 75 x 40
PIANO 26
PLATFORM 26

030
•
CAMEO 60 x 50

031
•
CAMEO 75 x 50

032
•
CAMEO 90 x 50

033
•
CAMEO 120 x 50

034
•
CAMEO 120 x 40

035
•
CAMEO 40 x 50 x h90
FREESTANDING

036
•
CAMEO 75 x 38
INCASSO
FITTED

037
•
CAMEO 55 x 38
INCASSO
FITTED

038
•
CAMEO Wc & Bidet
SOSPESI
WALL-HUNG

043
•
SCHEDE TECNICHE
TECHNICAL SHEETS

DESIGN
· PROSPERO RASULO ·

CAMEO

L'ANTICA ARTE
DI ESTRARRE LA FORMA
DALLA MATERIA

THE ANCIENT ART OF EXTRACTING SHAPE FROM MATERIAL

CAMEO, ARTE ANTICA
PER ESTRARRE FORMA DALLA MATERIA,
PER SVELARE ELEGANTI CONTORNI
E DELICATI RILIEVI, PER DELINEARE
UN SEGNO E UN DISEGNO.

UNA COLLEZIONE DI LAVABI
CHE INTERPRETA LE FORME ARCHETIPE
DELLA GEOMETRIA, PER TRASFERIRLE
AL LAVORO ARTIGIANALE E CREARE
VOLUMI INASPETTATI.

•

CAMEO, THE ANCIENT ART
OF EXTRACTING SHAPE
FROM MATERIAL, REVEALING ELEGANT
CONTOURS AND DELICATE RELIEFS,
TO OUTLINE A SYMBOL AND DESIGN.

A COLLECTION OF WASHBASINS
THAT INTERPRETS THE ARCHETYPAL
FORMS OF GEOMETRY, TRANSFERRING
THEM TO CRAFTSMANSHIP TO
CREATE UNEXPECTED VOLUMES.

CAMEO

60 x 28 x h14 cm

•

Sospeso
Wall-hung

Appoggio
Sit-on

CAMEO

50 x 40 x h14 cm

•

Sospeso
Wall-hung

Appoggio
Sit-on

CAMEO

75 x 40 x h14 cm
Tutta vasca
Single tank

•

Appoggio
Sit-on

75 x 40 x h14 cm
Piano 26
Platform 26

•

Appoggio
Sit-on

CAMEO

60 x 50 x h14 cm

•

Sospeso
Wall-hung

Appoggio
Sit-on

75 x 50 x h14 cm

•

Sospeso
Wall-hung

Appoggio
Sit-on

CAMEO

90 x 50 x h14 cm

•

Sospeso
Wall-hung

Appoggio
Sit-on

120 x 50 x h14 cm

•

Sospeso
Wall-hung

Appoggio
Sit-on

CAMEO

120 x 40 x h14 cm

•

Sospeso
Wall-hung

Appoggio
Sit-on

Freestanding 40 x 50 x h84,5 cm

•

A terra
Floor drain

A parete/terra
Wall/floor drain

CAMEO

75 x 38 x h4 cm

•

Incasso
Fitted

Non disponibile in Italia
Not available in Italy

55 x 38 x h4 cm

•

Incasso
Fitted

Non disponibile in Italia
Not available in Italy

CAMEO

Bidet Sospeso
36 x 55 x h25 cm

•

Sospeso
Wall-hung

Wc Sospeso Rimless
36 x 55 x h25 cm

•

Sospeso
Wall-hung

CAMEO

Bidet Sospeso
36 x 55 x h25 cm

•

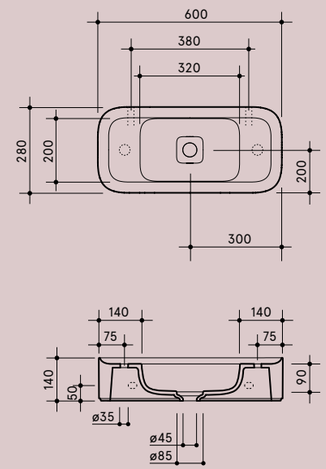
Sospeso
Wall-hung

Wc Sospeso Rimless
36 x 55 x h25 cm

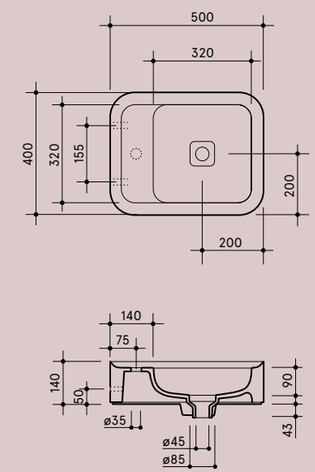
•

Sospeso
Wall-hung

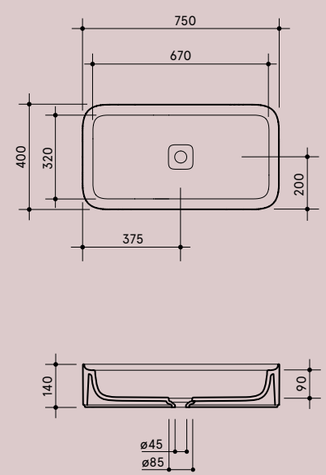
CAMEO 28 x 60



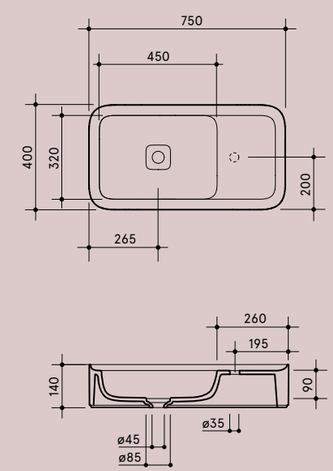
CAMEO 50 x 40



CAMEO 75 x 40 Tutta vasca / Single tank

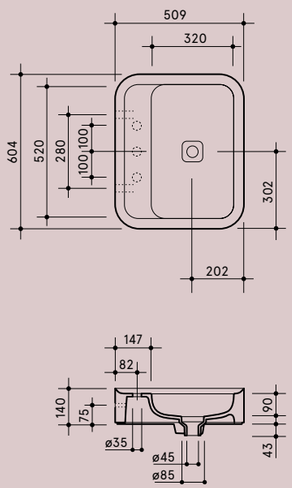


CAMEO 75 x 40 Piano 26 / Platform 26

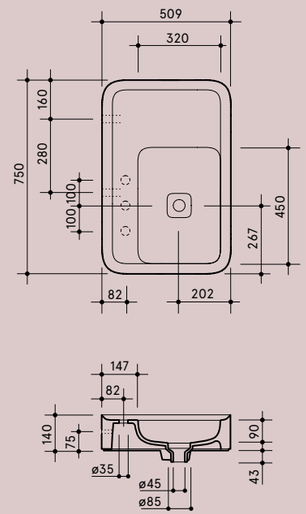


TECNHICAL SHEET

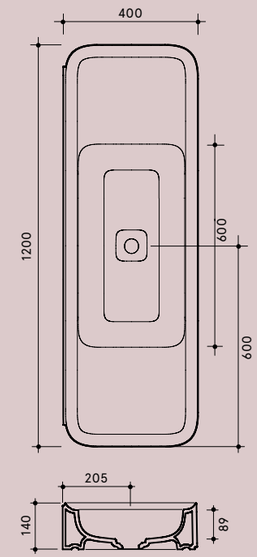
CAMEO 60 x 50



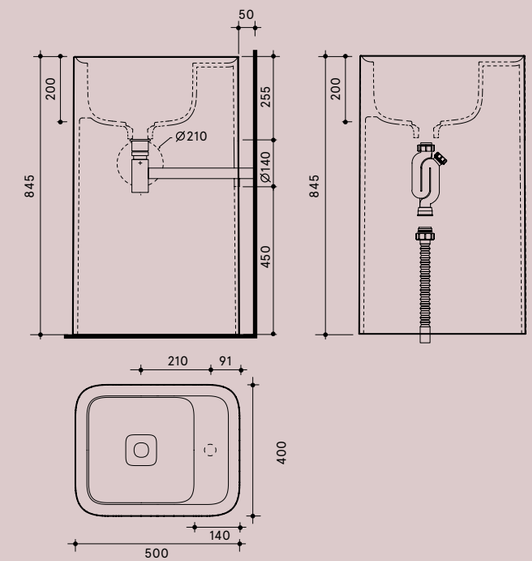
CAMEO 75 x 50



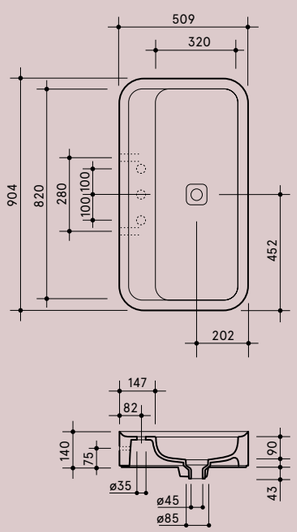
CAMEO 120 x 40



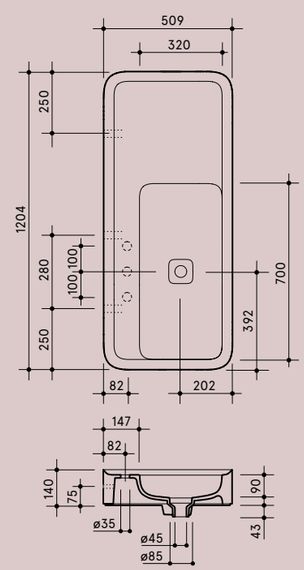
CAMEO Freestanding



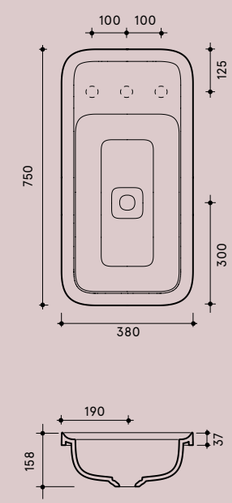
CAMEO 90 x 50



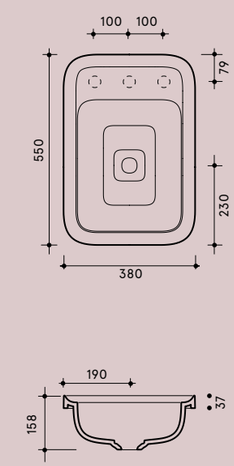
CAMEO 120 x 50



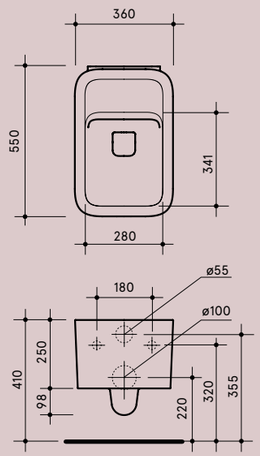
CAMEO 75 x 38 Incasso / Fitted



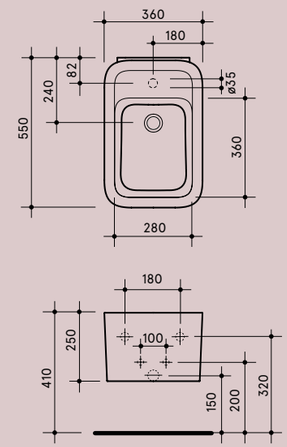
CAMEO 55 x 38 Incasso / Fitted



CAMEO Rimless WC Sospeso / Wall-hung



CAMEO BIDET Sospeso / Wall-hung



Art Direction
•
Prospero Rasulo

Still Life Photography
•
Antonio Rasulo

On Set Photography
•
Chiara Quadri
+
Art Direction
Motel 409
+
Set Design and styling
Studio Milo

Graphic Design
•
The Clocksmiths

Cameo Collection
•
Design Depositato
Deposited Design

Thanks
•
Rubinetteria Gessi spa
Taps designed by
Prospero Rasulo
www.gessi.it

+

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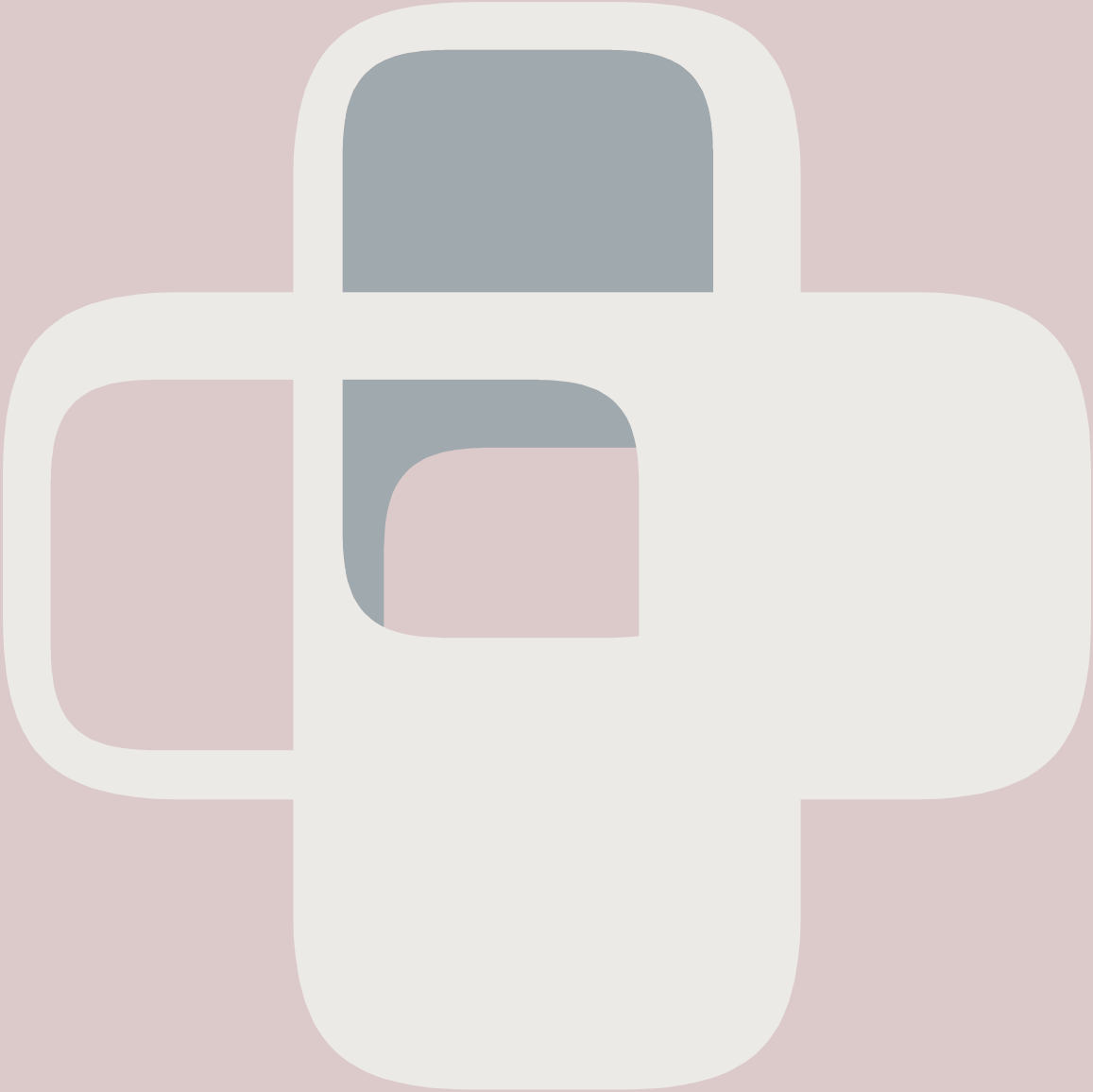

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