

## S'mesh by DIEMMEBI selected for the 2016 ADI Design Index

*Among the design projects that passed the strict scrutiny of the board at the ADI Permanent Observatory of Design, on the 7th October it was announced that the S'mesh chair by Diemmebi, designed by Alberto Basaglia and Natalia Rota Notari, was part of the 2016 selection.*

The announcement is a source of much pride for the company, interpreted as an acknowledgement of its innovative vision of Community products, which is the company's main focus. It represents an important milestone and the result of continuous research, leading to the creation of numerous prototypes until finally developing the best possible ergonomic solution. Innovation in its broadest sense, also confirmed by the Fondazione Achille Castiglioni, which collaborated in the 2015 Dress your chair non-competition. And once again, S'mesh has also enjoyed great success at a global level, reaping high acclaim at international trade fairs in Canton, Cologne and Chicago, where the company participated as part of the product's international launch. A case history of success, stirring up significant interest in all continents, demonstrated for example by the most recent supply to the United Nations through one of our most highly regarded clients.

Designers Alberto Basaglia and Natalia Rota Nodari have seen their typical creative vision of a design project recognised through its application in a community product.

"It is an incredible feeling, as well as a huge satisfaction to have been recognised for our work on an innovative project distinguished by essential and welcoming lines, such as the S'mesh chair. This is a project in which we invested much of our time and passion, focusing on an essential, high-performing design to develop a product for the "Community" sector. A product that can be assembled without any screws featuring a patented interlocking system, reducing production costs and ensuring easy disposal at the end of its useful life".

S'mesh features a steel wire frame, which wraps around the seat and backrest in injection moulded polypropylene. The latter are joined without the use of any screws; the curves and counter-curves of the backrest keep the fabric pulled so that it ergonomically adapts to the user's back.

The S'mesh chair can be stacked for up to 40 pieces and can be broken down into several variants: seat, seat with writing tablet, stool, task chair and bench. All versions are available with or without padding.

This family of chairs, together with those that will be selected for the 2017 ADI Design Index, are part of a preselection allowing us to participate in the next ADI Compasso d'Oro, the award signalling out the best designers and companies in Italian design, serving as a point of reference for the public and industry specialists.

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