

EUR

design **Giulio Iacchetti** / 2013

“Elements in expanded polypropylene are stacked and adjoined to compose a shelving system, creating a series of superimposed arches.

Thanks to its modularity this system can expand endlessly both upwards and sideward. EUR reminds us expressively of the famous “Square Colosseum”, which is the Civilization Building in the EUR quarter in Rome. A building with clear Rationalistic features, which was developed as one of the projects for the 1942 Universal Exposition in Rome, which on the other hand was never held because of the Second World War”.

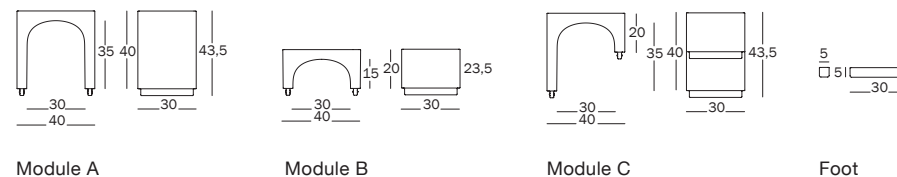
Giulio Iacchetti

material /

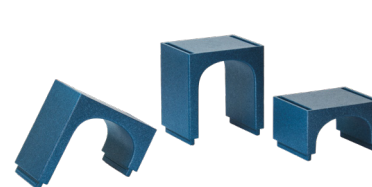
expanded polypropylene.



“ It’s perfect to store books, or to create a space where children can imagine a tower or a castle to play beside.”



colours /

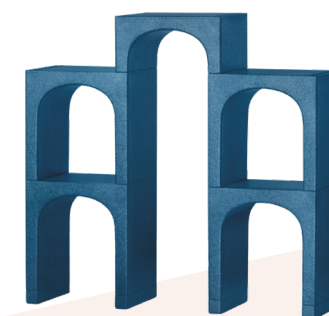


Blue 1606 C

let's compose!



Terracotta 1092 C



Example of composition

Giulio Iacchetti

Giulio Iacchetti has been an industrial designer since 1992, and designs for many brands including Magis. The distinctive characteristics of his work include his research and the creation of new categories of objects. In November 2012 he launched Internoitaliano, the “factory network” made up of many craftsman-based workshops, with whom he designs and produces furniture and accessories inspired by the Italian way of living. He has also pursued his own personal research into new design topics such as the symbol of cross.