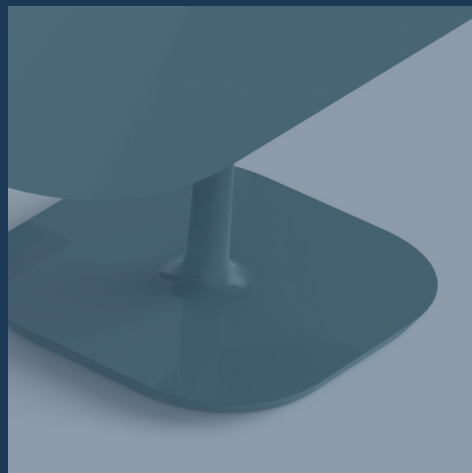




**Moritz Grundel**  
Industrial Designer



# Caratros

## Project type

Chair

## Client

Maxalto

## Objective

The scope was to create a chair with a die-cast aluminium frame, light, contemporary and comfortable.







# Indobrittan Collection

## Project type

Table & chair

## Client

UNOPIU

## Objective

The reference I took for the table was bringing back the amish philosophy about furniture: simplicity, austerity and well use of materials.









# Unica

## Project type

Meeting Chair

## Client

Donati

## Objective

To reuse an existing aluminium shell and making it personalisable for the contract market.









## Pre-concept Sketch





# Alex

## Project type

Indoor Table System

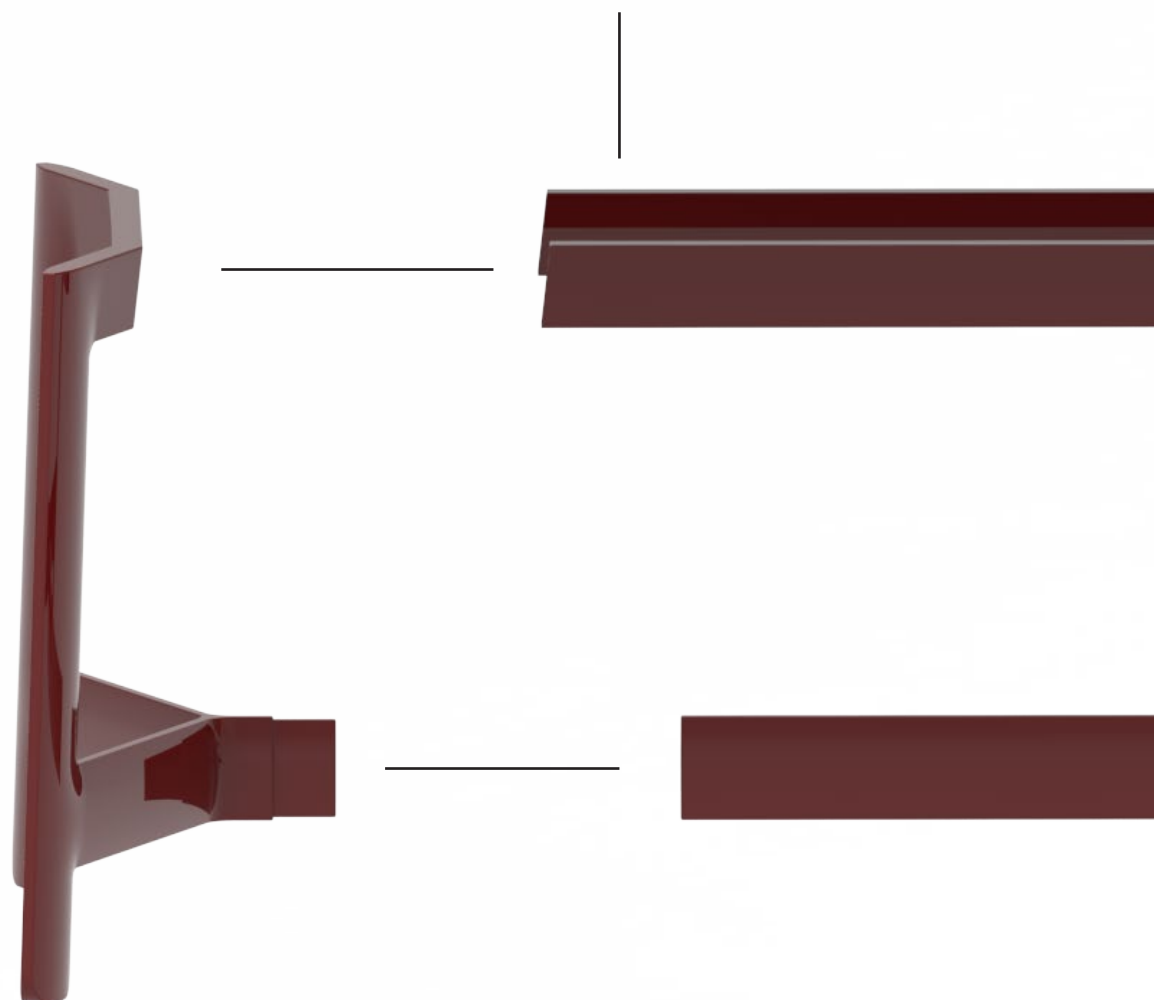
## Client

B&B Italia

## Objective

Collection of large rectangular and round dining tables featuring a modular leg system. Is made of rigid polyurethane with metallic drawn inserts







# Ginestra

## Project type

Outdoor Table

## Client

B&B Italia

## Objective

Collection of large rectangular and round dining tables featuring natural teakwood structural details and designed tops, studied to match central inserts made of Calacatta white porcelain stoneware.

## Concept

Influenced by chinese restaurant tables and Nordic democratic style, with the flexibility of a modular structure so the table can match any space at any time.







# Grand Sofa

## Project type

Modular Sofa

## Client

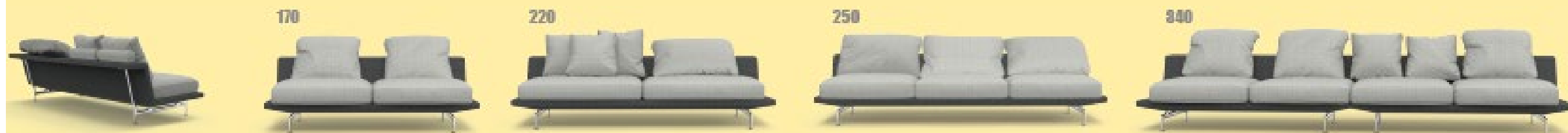
Vitra

## Objective

Breaking the line between office and home, bringing modularity and function to the relax area together with high end materials and finishes.



## sofa 1.0



## sofa 1.1



## sofa 1.2



## sofa 2.0





# Monreale

## Project type

Indoor Table

## Client

Flexform

## Concept

Noble, sober and solid.  
A table born to be the  
silent witness of family  
moments that will survi-  
ve many generations to  
come.





# Bio Chair

## Project type

Bio plastic Chair

## Client

kartell

## Objective

The First Chair being eco-friendly and biodegradable. It is in fact made of an innovative organic material of high quality, Biodura™, derived from vegetable renewable raw materials; It is durable and perfect for both outdoor and indoor use, ideal also for contract.

## Concept

How should look a chair with a new material? Materials put the limitations of the shape and function, and give the object a personality, but this time, this new material has plastic properties but without being plastic. We take this new topic using the language of 50's plywood chairs together with the versatility of this new material.

Designed at Antonio Citterio Studio.  
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# Multiplo

## Project type

Modular Table System

## Client

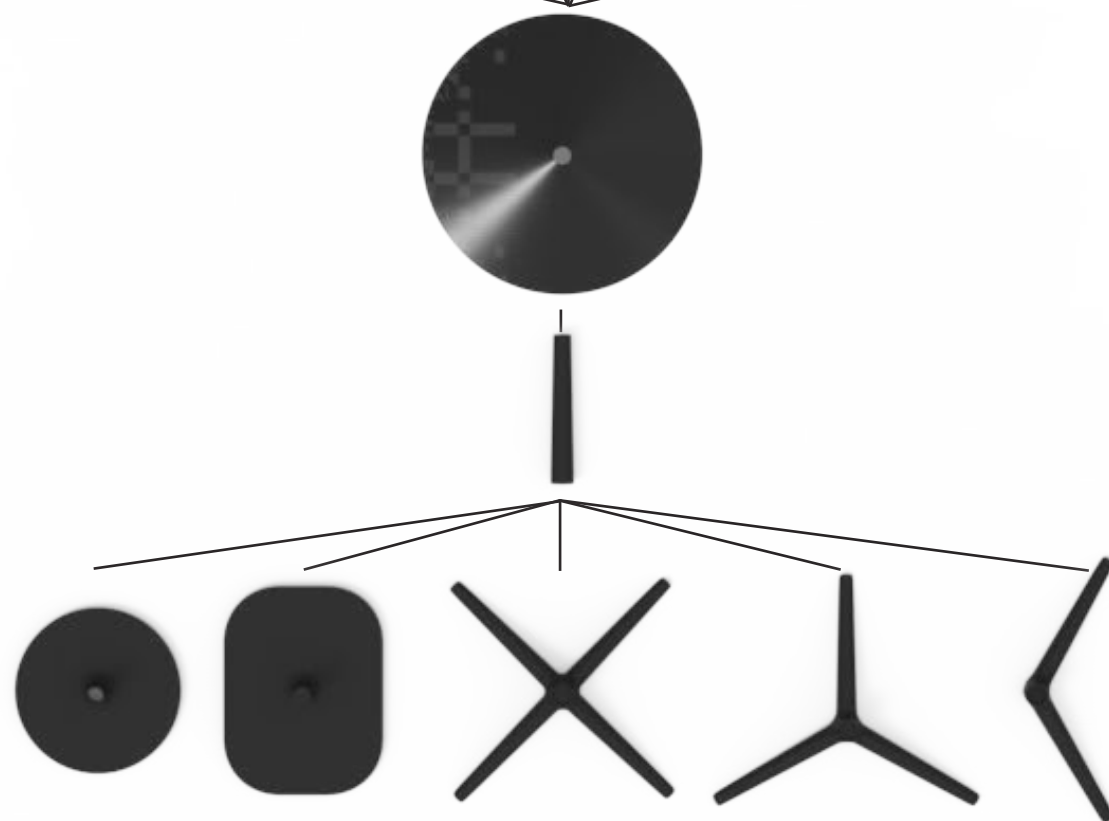
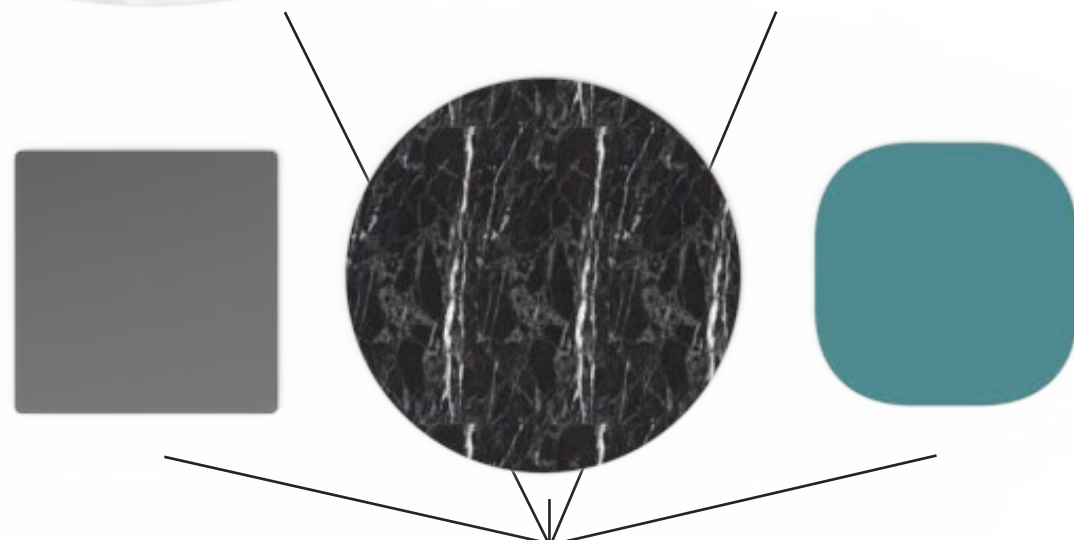
kartell

## Objective

The key idea driving this project was to create a unique flexible table that can adapt to any user request, from indoor to outdoor, from rounded to square surface, from 2 people table to 10. By mixing a combination of bases and tabletops, from the minimalist to the decorative, from pop art to more elegant designs, from bourgeois dining tables to the perfect bar tables for contract furniture. The family of Multiplo enters and adapts to every place.







# Fulgens 15

## Project type

Stool

## Client

MaxAlto / B&B italia

## Objective

Create a Stool version of the original Fulgens.





# Artusio 2.0

## Project type

Pan collection

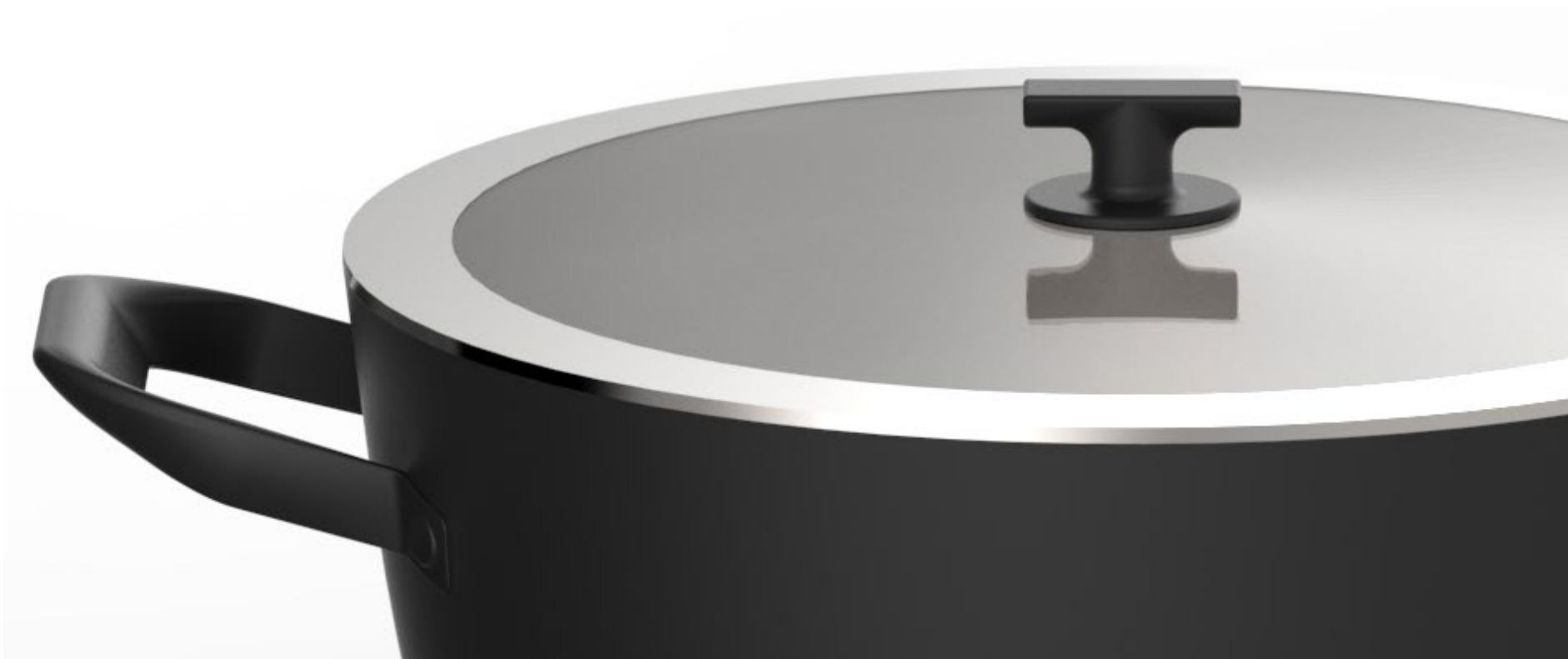
## Client

TVS

## Objective

The scope was to focus on the traditional Italian food, and to create a entire collection with specific materials that will improve the cooking techniche of specific dishes. It involves a complet rese- arch of new materials and industrial process tech- nics for the development of Artusio 2.0, improving old pans systems and bringing them into a new generation.







# Antony

## Project type

Spotlight

## Client

FLOS

## Objective

The target was to create the last generation led light focused on commercial markets. We concentrate on minimizing the mass by improving the cooling system, arriving at the minimum size of 65mm high by 11cm diameter. This advantage in mass plus the new magnetic rail system, made of this product the best Spot-light quality/price that is on the market today.



## Old Model characteristics:

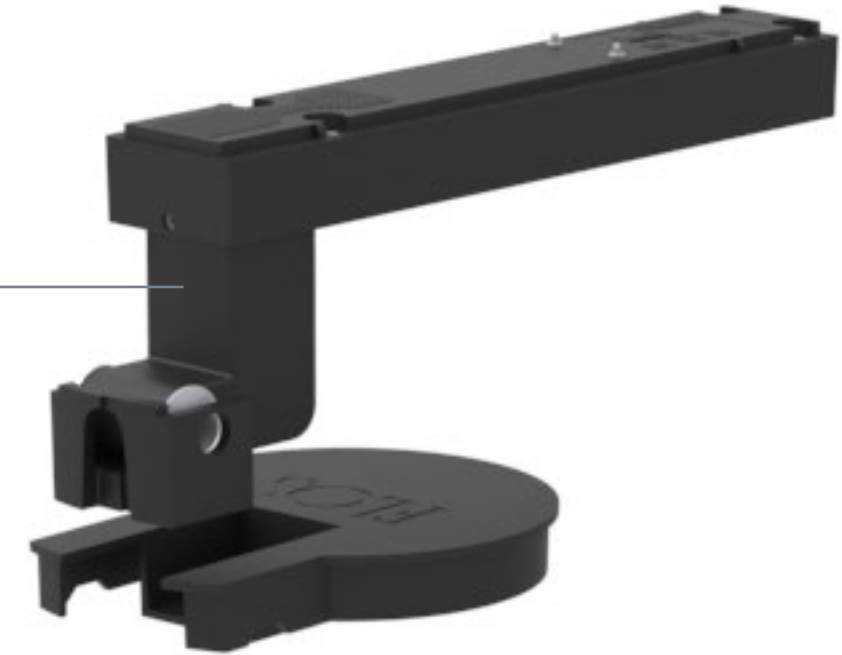


- Not magnetic rail
- Not efficient design
- More than 22cm high, 100 diameter
- More than 12 main elements
- Not customisable

## New Model Improves:

More flexible with less components thanks to a deep understanding of material, components, functionality and efficient design

Magnetic rail track



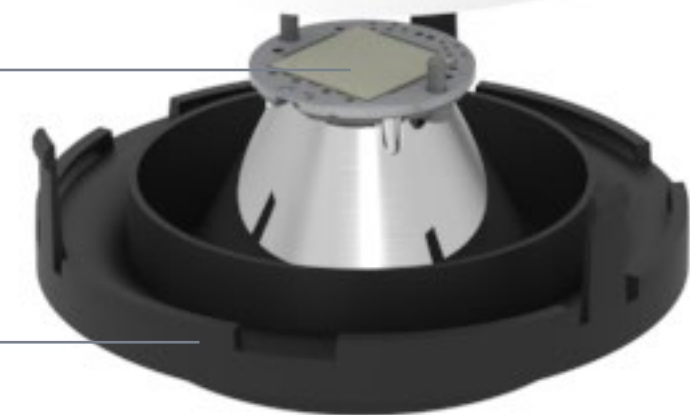
Improved Heat diffuser, combining research and design



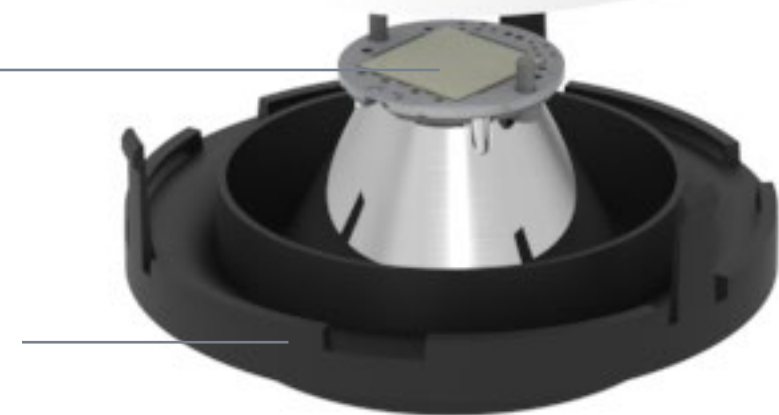
One main body that integrates all the main parts in a more efficient way, reducing the production of more elements and reducing the size more than a half.  
h 65mm Diameter 110



new generation LED



Front part adaptable for customisation purpose





# Brio

## Project type

Household

## Client

Mexus

## Objective

New interface system for low end blenders

## Concept

The most important factor when creating a household, is the relation between “human -machine” Simplicity, poetry and functionality are fused together to minimize complex interaction systems, where activities and possibilities are so open, that the ability lies in a essential system, esay enough that anyone can instinctivelt use it.

PLUS X AWARD®

achieved for:

Functionality

PLUS X AWARD®

achieved for:

Easy to use

PLUS X AWARD®

achieved for:

Design



# Pacasmayo Lamp

## Project type

Vase

## Client

Mincetur (Peru) in collaboration with Peruvian Handicrafts of Pacasmayo

## Objective

Reviving handicraft industry by introducing new ways of manufacturing for a global market; Using always local materials as the main resource.

## Concept

The concept takes inspiration of the famous pre-Inca's culture Moche. Is a reinterpretation of his Ceramic Jars.





# Lunar Lamp

## Project type

Lamp

## Client

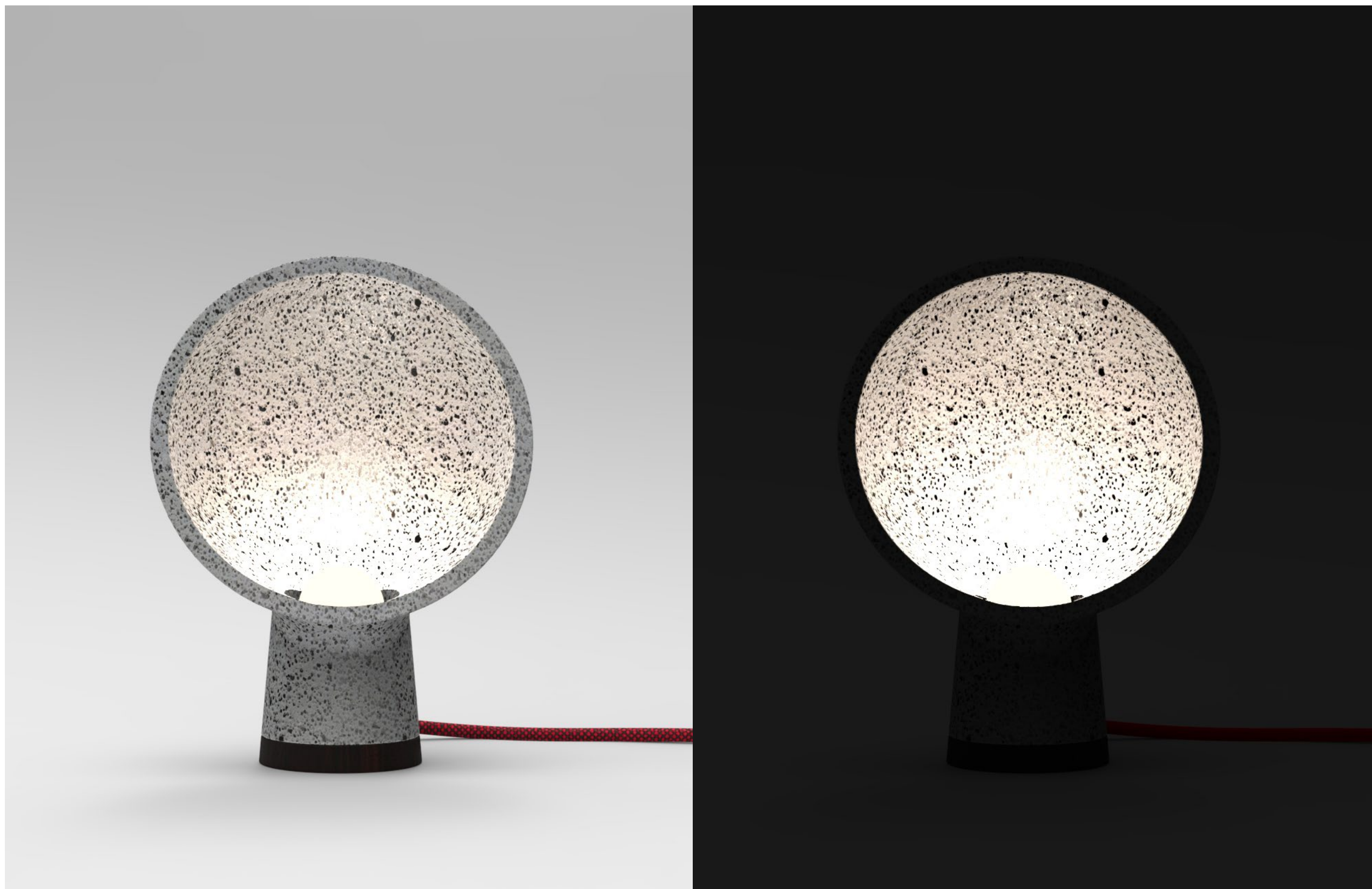
Mincetur (Peru) in collaboration with Peruvian Handicrafts of Pacasmayo

## Objective

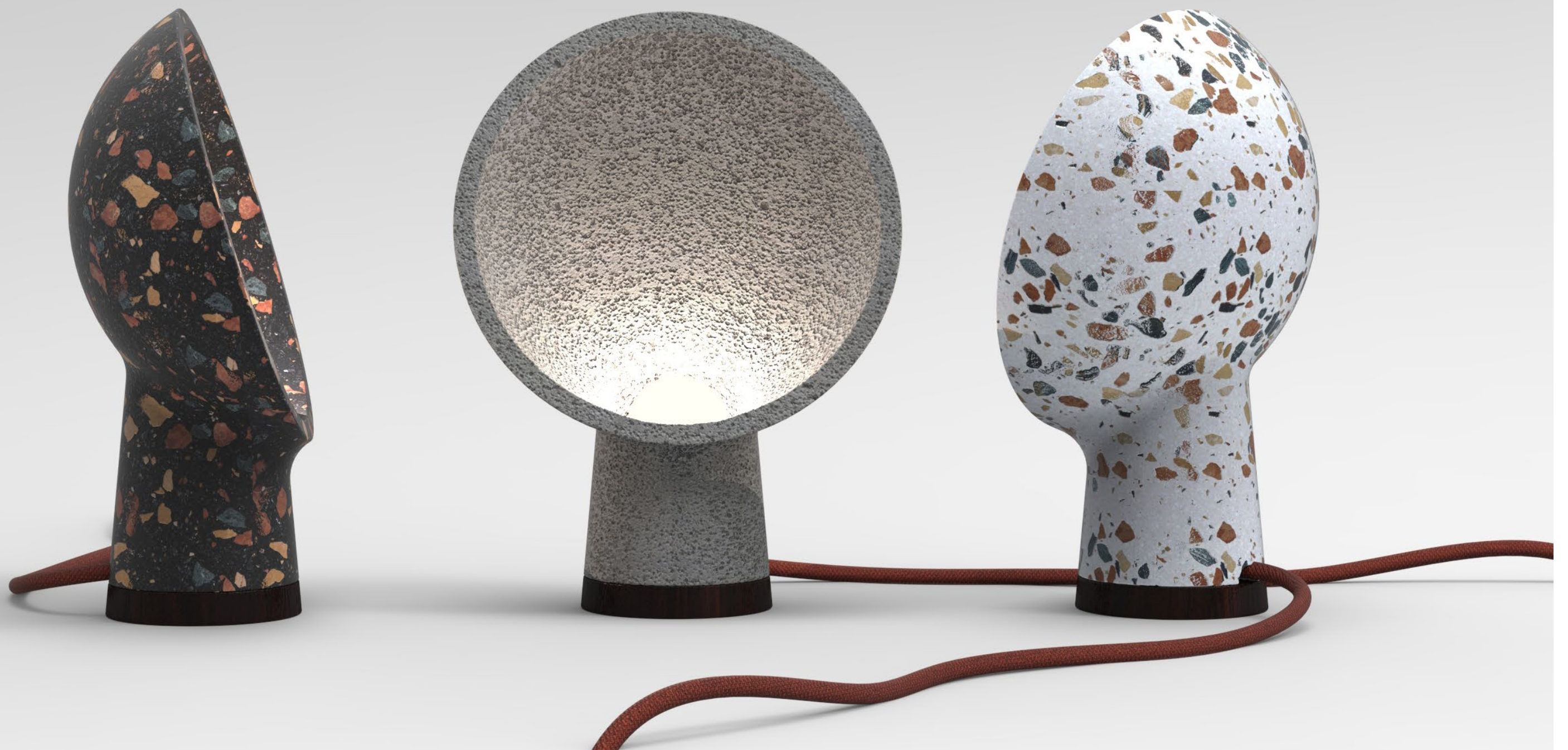
Reviving handicraft industry by introducing new ways of manufacturing for a global market; Using always local materials as the main resource.

## Concept

There are two main temples around Pacasmayo, made by antique Moche Culture. One represent the light and the other one the shadow: “Temple of the Sun” and “Temple of the Moon”, I chose “Lunar” as my reference for the familiarity it has with the material I need to work with.









# Principia



## Project type

Kitchen Stylish

## Client

Arclinea

## Objective

Bringing back the old “spirit” of a kitchen. merging 5 senses together.

## Concept

The sensation to cook and to eat being together, merging the pleasure of eating outdoor with the efficiency of cooking indoor.  
Modern kitchens have been missing the “touch” sensation, that connect directly to the user. We bring back this country kitchens feeling but in a new contemporary way.





# Mensola Continua

## Project type

Kitchen Organizer

## Client

Arclinea

## Objective

The key factor was to improve the working area when you are cooking, giving the user all he need quickly and easy.





We improve the “empty” space between the kitchen’s surface and the storage boxes.  
We focus on satisfy the necessity of the user / cooker at the moment of interacting with the kitchen itself, analysing and researching from patterns an behaviors that usually users show at the moment of the interaction.  
More then an easy storage, is a facilitator of bringing to the front desk the ellemnts you need at the range of a hand, including your own mini - greenbox with special lighting.



# Ring Table

## Project type

Multifunctional Table System

## Client

Metropolis Magazine contest:  
Workplace of the future

## Concept

The target was to create an emotional connection between home and office using a regular table, but evolving it to a new kind of table without forgetting the simplicity of it, providing an analogic solution, to confront the technological digital advances.

The elastic band fulfill the requirements as an organizer tool, leaving the table clean of sound for any other task. The Lamp and the panel complete the system providing an optimal light source and isolation.





# Objective

Our proposal is focused for the home environment, and is extensible to other working spaces. It is applicable to small spaces where is needed multifunctional creative solutions since Space-saving is also becoming an increasing concern in modern home meanwhile home working becomes more relevant.

The table has always been and it will be, the most comfortable way to work, according to the sitting position where you can develop all kinds of activities.

We propose the evolution of the typology of a table, with a simple creative key. Ring Table offers a paneling system which can be customized by the user will for new uses. The panel works also as magnetic boards.





# Office Desk System

Workplaces are moving away of the concept idea of a typical office, becoming more humanized, emotional, homely and flowing scenario.

As we can't predict exactly how the technology will be, we can ensure that the demand of a versatile environment that can easily adapt into unexpected conditions will be relevant. It means a polyvalent support for a combination of analogic and sensorial new devices.

The storage and space demands are evolving into more flexible and synthesized solutions.

Adaptability, flexibility and simplicity are the bases of Ring Table to confront new unexpected technologies. All these parameters will trigger a faster, changing and more interconnected working scenario.





# Aimant

## Project type

Modular Storage System

## Client

Formabilio Contest

## Concept

Aimant is a totally new modular block-system which integrates the open and close space. The modular design of Aimant can generate endless modular shelves or side-board landscapes depending on the user will or space capacity. Aimant System can be modified easily and effortlessly adapting instantly to changing lifestyles. the simplicity of the design is based on a metal frame, a wood surface that also works as a connector between structures and a flexible fabric fill with foam and with magnets at the ends in order to remain attached to the metal structure. Aimant also works perfectly when used as a stand-alone unit.

