

THE ART OF IMPRECISION

By Nader Ramadan

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 Images courtesy of il laboratorio dell'imperfetto



Vaso fibreglass vase design imperfettolab



Incline fibreglass vase design imperfettolab



Bi fibreglass coffee table design verter turroni



Falesia



Dina suspension lamp design imperfettolab



Mirroe sculptural mirror design verter turroni



Epoche fibreglass armchair, upholstered cushion in leather or leatherette design verter turroni

Imperfetto Lab beautifies the idea of artfully constructing our visual world.

main material they have chosen for the creation of these works because it is light and resistant to any weather conditions, so suitable for both indoor and outdoor use," as the company's catalogue asserts. Imperfect indeed. Touche!

A simple visit to the company's workshop in Gambettola (FC) reveals a world infused with the imperfections of raw materials, bound for a complex production process, destined for the market, once of course they have been patented for the picking!

When delving into this collection of delights, one would soon discover that they are more than just good pieces of art. The vases **Incline** and

Vaso (made out of fibreglass) though may look abstract to the uninformed eye, yet serve to bring plant life to into any interior. **Mercurio**, for example, being a seat with a mirror-like finish takes an fluid shape, made to mimic the common mercury we've all seen in chemistry class, being a silver liquid which can sometimes be used even in our everyday thermometers.

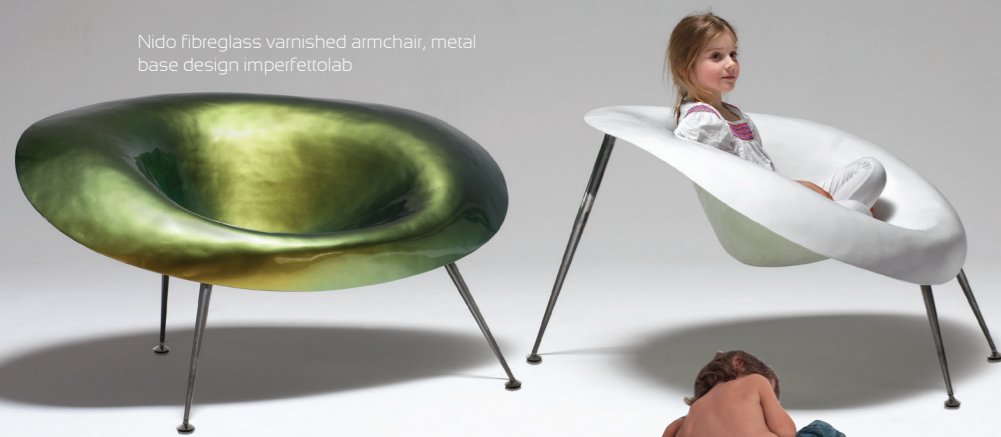
Apart from its other products, the company also had its fill of unconventional items, such as that of **Mirroe** meaning 'mirror'. The **light elephant** as well would also make an interesting wall-hanging for any animal-lover.

Imperfetto Lab is a firm established on the concept that we can create beauty out of all that which is 'imprecise' as the name comfortably asserts. Natural forms and stylish norms have become the same old record spoon fed into the hearts and minds of the design conscious, who themselves are in need of a new transformational formula to quench their aesthetic thirst. This year Imperfetto released a number of products (or should we say imperfections) that demonstrate the aesthetic appeal that one could attract when designing things that arenot so perfect.

They say that perfectionists are destined for success in their careers with their somewhat haughty sense of being anal, and no matter what type counter argument is thrown at this claim, it is utterly futile to say anything else. Yet, sometimes it's really the art of realizing perfection in the imperfect that proves to be even more lucrative than the latter! Such was the secret behind **Imperfetto Lab's** success in designing a series of aggressively abstract yet surprisingly functional products which they are now and ready for purchase in the market.

"The objects that Il Laboratorio dell'Imperfetto designs and creates in its workshop in Italy are both unique and exclusive, characters which are implied by the brand name's allusion to the imperfect. Fibreglass is the

Nido fibreglass varnished armchair, metal base design imperfettolab



Triip sculptural handmade bench in fibreglass; stainless steel base, seat upholstered in sky leather design verter turroni



Uluru round seat in fibreglass design roberto semprini, Pillola round coffee table in fibreglass design imperfettolab and Pillola poufs in varnished design imperfettolab



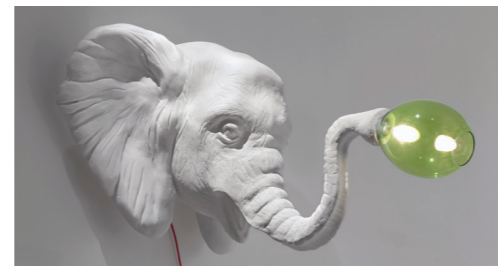
Bella suspension lamp design verter turroni



Dina suspension lamp design imperfettolab

"Each piece is made from a common mould, which is then sanded, painted and hand-polished. The working process differs for each type of object, thus becoming unique in its genre. Thanks to such a personalized approach to items, they acquire identity and uniqueness, as well as showing exceptional attention to details that derives from an expert and skillful craftsmanship," it said on the company's website. "The names given to each item recall the world of nature, such as Bulbi (bulbs), Gusci (shells), Ciottoli (pebbles); shapes and

Light Elephant wall lamp design imperfettolab



dimension reveal the talents employed at il laboratorio dell'imperfetto, where resin gives a shape to every idea and is 'a modern gift from King Midas by Verter Turroni' who after many years of experimenting, has learned to make the most of this material in all its possible metamorphosis".

Being the exclusive trademark of **Verter Turroni** and **Emanuela Ravelli**, the company's gallery is only one component of the whole **il laboratorio dell'imperfetto** project, which since 2001 has assisted in artistic research and experimentation. It is this creative spirit which cultivates success in the design industry. Laws and rules have to be learned, applied and eventually forgotten in order for there to be room for innovation! For those who say that this collection is exemplary of its ingenuity, I say 'bravo you got the message.' For all those who say otherwise, I would say put your money where your mouth is.



ciottoli gold



Favo modular wall elements; containers positioned in a seemingly casual pattern that allow things to find their ideal place design verter turroni.



Light elephant