

## ABOUT MALTA DI GERIS

### The philosophy of the brand

The brand MALTA DI GERIS is guarantee and expression of three values: aesthetic beauty, functionality and eco-friendliness. These values allows the products of MALTA DI GERIS to be real creations, unique, hand-made, beautiful to look at, but also functional and environmentally friendly. The MALTA DI GERIS products are the result of collaboration between the artist, Maria Pierno, and the architect-designer, Marcello Retinò. These creations may well be included within art-design or eco-design. Products are treated with attention to any detail, from the artist and the designer, who follow the various stages of the production, from design to final product, ensuring the quality of craftsmanship. Products are born from the desire to characterize and enrich the environment in which they are located, translating into reality the suggestion and images.

### The strengths of the brand

**Eco-friendliness:** the eco-friendliness of the products is given either by the use of a completely natural material, such as MALTA DI GERIS, composed only of elements from mineral and plant, and the fact that is not needed the use of energy for cooking, because such a material undergoes a process of air drying. It is not, therefore, a resin or other material synthesized in the laboratory.

**Craftsmanship and uniqueness:** each piece is unique, because hand-made and designed according to a precise plan.

**Art-design:** products MALTA DI GERIS are creations of art-design. In them, art and design come together, giving rise to a new approach in which the two disciplines contaminate each other. This paradigm specifies guide lines for the design and the construction, leaving its mark in all the processing phases, so there is no longer a time exclusively ideational and one exclusively of realization. Therefore, the final product is not configured as a design object coated with an artistic but inwardly conceived as "unique", despite its reproducibility, where art and design appear intimately connected.

**Product customization:** for material ductility OF MALTA Geris, the colors and shapes that can be achieved are among the most varied, therefore, can be tailor-made products according to specific needs and desires.

### The material

MALTA DI GERIS is also the name of the material that are made of such products. It is a compound eco-friendly natural drying. Born from the union of only minerals and plants, and gives rise to a stone lighter and moldable, unique in its sector for the wide range of colors offering, reproducing the colors of the stone found in nature.

## **The production**

**Categories:** lights - bowls – trays – boxes – dishes – vases / candle holders

### **Available colors:**

- effect Apricena
- effect Stone of Trani
- effect Sandstone
- effect Carrara White
- effect Porphyry
- effect Slate
- effect Turquoise
- effect Amber
- effect Malachite

## **The authors**

### **Maria Pierno, art teacher**

Formed at the State Art Institute of Bari. Loves experimenting with new techniques and new materials and reinvent objects giving them new uses, new meanings, new identities. For several years working with Marcello Retinò with which it shares the same artistic passion and the same impulse towards experimentation and research. Achievements in MALTA DI GERIS presented here are the result of this close working relationship and are strongly influenced by this particular contamination between art and architecture

### **Marcello Retinò, architect-designer**

He was born in Bari. Naples is the city in which not only he forms and he starts to move the first professional steps, but it is also the city that has a decisive influence on his approach to architecture: attention to the artistic aspects and culture of the project. Designing for him means "to give substance to ideas." He likes to imagine and create forms assembling, with originality, traditional materials. Collaborated for several years with Mary Pierno and shares with her the idea of creating objects that convey emotions and meanings: everyday objects, but also beautiful to look at.

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