

Pa.He.Ko Collection

PA.HE.KO. by Simone Viola

PA

Structure in polypropylene. Color black.

Ring in polypropylene. Color red.

ΗE

Structure in polypropylene. Color white.

Ring in polypropylene. Color ocean blue.

KO Structure in polypropylene. Color black.

Ring in polypropylene. Color mustard.

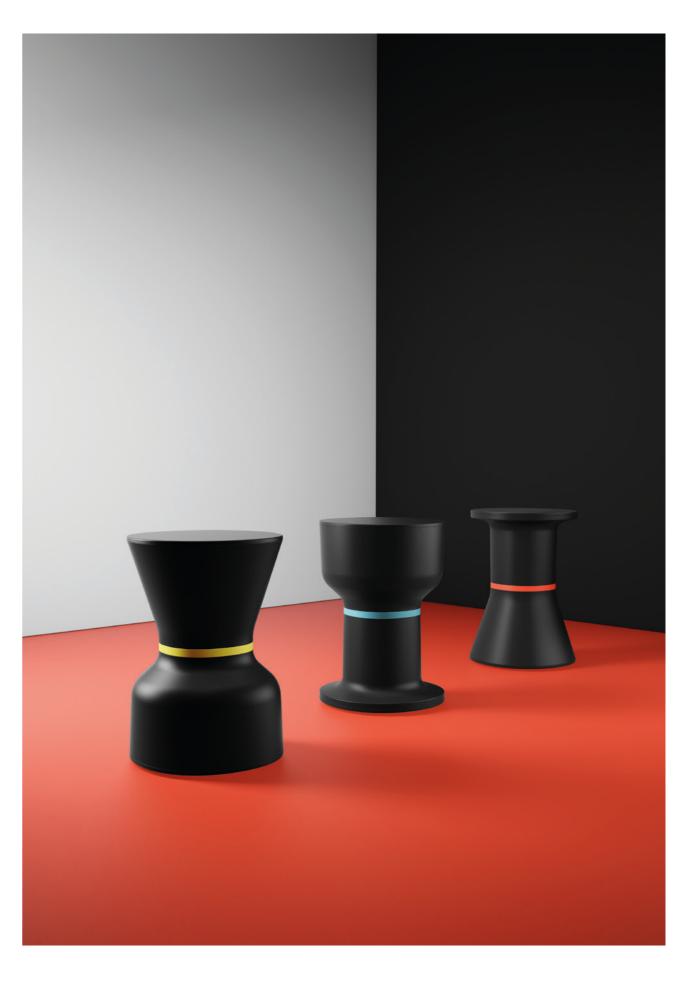


Paheko means "combination" in the Maori language. Essential yet non-simplified volumes, cross-references to well-known shapes, seen and recorded in our memories as archetypes of vases, columns and capitals.

These objects stand out almost undefined as for their usage, reinterpreted from time to time.

Put a book on it nearby a bed and it will become a nightstand; a cocktail by a pool will make it an outdoor table; inside the house or in a bathroom it could turn into a stool, while in a restaurant or

café it could serve as a bag holder. The shape changes, capsizes, blends with the environment. Its volumes offer the coordinated harmony of an object that is somehow out of trends, mixing the neoclassical 1980's style with the minimalistic design of the XXI century. Up and down are ready to be overturned reinventing therefore completely free to suggest different purposes the design, while the joint ring in five colours allows for up to thirty different combinations. Made of white or black polypropylene, lightweight yet extremely sturdy, it can be used both indoor and outdoor in several ways. Actually, in just about every way that fantasy or need will suggest.



SIMONE VIOLA Switzerland



Simone Viola was born in Mendrisio, Switzerland in 1985. After guided by historical and artistic references. This approach a rigorous training in industrial design in Milan and through his produces the most natural connection to contemporary design, collaboration during various architectural and design studios, he where the object is not the expression of a trend, but a long-lasting began to gain experience in Switzerland and abroad. In 2011, he fusion of form and the intended use. founded the Simone Viola Design Studio, focusing on industrial Soft, natural elegant shapes and an elevated attention to details projects for furniture and accessories. characterizes his work and a continuous optimization of the His philosophy leans toward research on the materials and technical development phase allows the realization of high quality and aspects related to the development of the project, conceptually generously accommodating products.



TECHNICAL SPECIFICATIONS

PA.HE.KOMaterialTO-1677
PAImage: Constraint of the second second

Weight**	Colors
	Structure
	white
	black
3.5	
	Ring
	white
	mustard
	red
	ocean blue
3.5	black
	In and outdoor use
	UV resistant
3.5	
0.0	
	3.5

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