

GESSI THE PRIVATE WELLNESS COMPANY®

The Designer
of Water PRESENTS **INCISO**
BY **DAVID ROCKWELL**

RETTANGOLO
NEW FINISHINGS

Gessi 316
WOVEN
STAINLESS STEEL

Gessi Inspirational Collections
EXPLORE THE STYLE

SPECIAL EDITION

GESSI
DIGEST 2017

dauidrockwell



ON THE RIGHT: Nobu Downtown
Photo Credit: Eric Laignel

BELOW: Gato
Photo Credit: Eric Laignel



NeueHouse
Photo Credit: Eric Laignel



Chefs Club
Photo Credit: Emily Andrews

Based in New York with a satellite office in Madrid, Rockwell Group is an interdisciplinary architecture and design firm that emphasizes innovation and thought leadership in every project. Founded by David Rockwell, FAIA, the 250-person firm uses theater, technology, and finely-wrought craft to create extraordinary expe-

riences and built environments across the globe. Its roster includes Nobu hotels and restaurants worldwide, including the new Nobu Downtown in New York; Union Square Cafe (New York); NeueHouse (New York and Los Angeles); TED Theater (Vancouver); the New York EDITION; 15 Hudson Yards and the Shed in New York

in collaboration with Diller Scofidio + Renfro; W Hotels worldwide; and set designs for *Falsettos*, *She Loves Me*, and *Kinky Boots*. From surface and floor coverings for Maya Romanoff, The Rug Company, and Jim Thompson, to lighting for Rich Brilliant Willing and furniture for Stellar Works and

Knoll, the firm celebrates product design as a natural extension of its immersive environments. Honors and recognition include 2016 Tony and Drama Desk Awards for Best Scenic Design for *She Loves Me*; the AIAA President's Award; the Cooper Hewitt National Design Award; and the Presidential Design Award.

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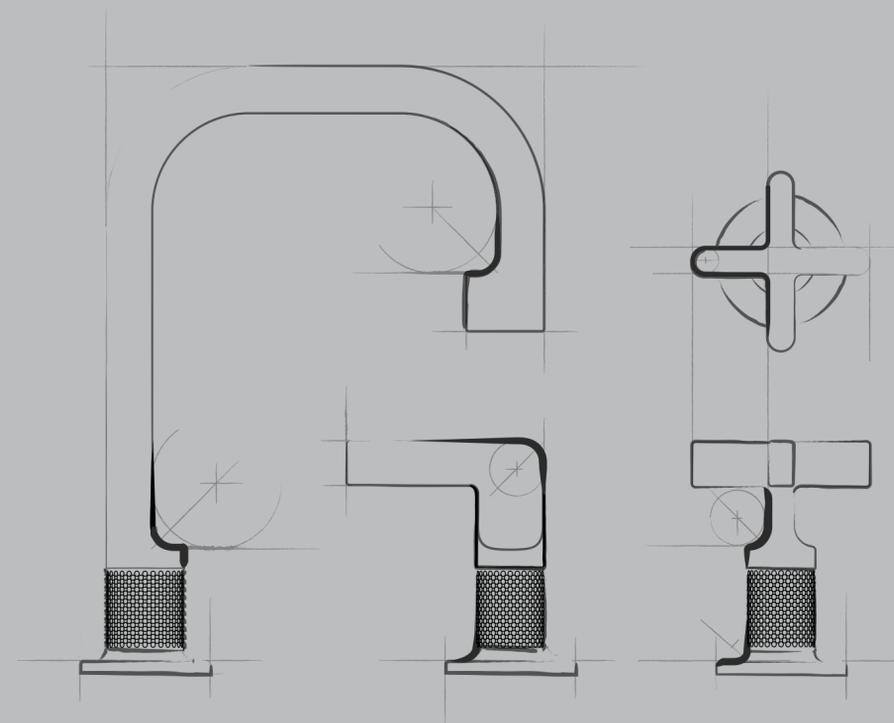
“It’s about observing a situation – a process, object or place – and believing it can be better.”



David is inspired not only by theater and public space, but also technology and finely wrought craft, to create a unique narrative for every project.

“We’re driven by a deep curiosity about the world. This keeps us open to possibilities – for our clients and ourselves.”

David Rockwell



David Rockwell, FAIA, has long harbored a fascination with immersive environments. He grew up in the theater—his mother, a vaudeville dancer and choreographer, often cast him in community repertory productions.

But when he was 12, David’s family had a dramatic scene change, moving from Deal, New Jersey to Guadalajara, Mexico. There he discovered a whole new world of vibrant marketplaces, street life, and public spaces.

David founded Rockwell Group in 1984. The 250-person award winning, cross-disciplinary architecture and design practice is based in New York City, with satellite offices in Madrid and Shanghai.



INCISO

The most perceptive consumers are expressing the need for a return to **authenticity**, and a desire to surround themselves with products that exude a feeling of **reliability**, **true depth**, and **quality**. They want products perfected **over a long time** with a **purposeful aesthetic** that arouses **emotions**.

In this quest for newfound values in consumption, people are turning their focus to eras when objects were manufactured with **intention**, infused with **expertise** and an **attention to detail** that goes from overall **firmness** to micro details.

Gessi's goal was to conceive a unique line of products that could fully embody the emotions of the skillful specifics of old era brassware manufacturers while making it fresh and contemporary by infusing it with modern architectural taste and the most advanced metal processing technology.

To leave an impressive mark, typical of a global style leader, Gessi looked to the designers that had attained the most outstanding achievements in the application of warm-modern and elegantly industrial aesthetics in the design of interiors and objects, establishing a collaboration with architect David Rockwell and his award-winning firm Rockwell Group. The result of the creative collaboration between Gessi and David Rockwell is the amazing **Inciso Collection** of bath fittings and accessories.

davidrockwell for
GESI®

DESIGN: DAVID ROCKWELL FOR GESI
GESI PATENT



INCISO

Bringing a new visual language to the contemporary bath-scape, **Inciso** channels the honesty of traditional craftsmanship and the American spirit.

The collection of faucets and accessories designed by David Rockwell for Gessi creates a new design language for the contemporary bathroom.

The line's clean modern forms is consistent with the tradition of Gessi, and is highly customizable, fully flexible, suitable for many environments—both residential and hospitality.

The formal gestures of early plumbing fixtures and the refined, architectural sensibility of modern metalwork inspired the distinguished profile.

With sculpted contours paired with smooth surfaces and textured patterns, the collection achieves captivating allure in alignment with Gessi's philosophy, which is to enrich intimate living spaces with beautiful, well-made objects that remain reliably functional.



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DESIGN: DAVID ROCKWELL FOR GESSI
GESSI PATENT

INCISO



DESIGN DAVID ROCKWELL FOR GESSI
GESSI PATENT

The collection is made of solid brass, available in a large number of finishes, including black, nickel and bronze.

Inciso can be easily customized by mixing different texture inserts and finishes, providing a wide variety of combinations suitable for any bath environment.



Whether in a residential or a commercial setting, **Inciso** line of bath fixtures coordinates well with sinks, bathtubs, and showers, and complements the accessory pieces such as towel bars and soap dispensers.

Through the creativity and innovation of both companies, the David Rockwell for Gessi suite of products interprets a uniquely American ethos for today's bath.



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GESSI

**The Inciso
Collection is
a warm, modern
line with subtle
and elegant
industrial details,
it marks Gessi's
first collection
by an American
designer.**



INCISO
davidrockwell for
GESSI

"The philosophy of our company is expressed by the Private Wellness concept.

It consists in designing and communicating products, concepts and values which create a wellness culture in enjoying in the most private areas of the home, transforming utilitarian spaces in special places, capable to regenerate us every day; just as private spas.

The **Inciso** line inaugurates the commitment of Gessi to bring this wellness culture into the North American Bathroom, and to redesign it with american style and italian flair and know how."

Gian Luca Gessi



DESIGN DAVID ROCKWELL FOR GESSI
GESSI PATENT



"We are thrilled to be collaborating with Gessi on our first-ever line of fittings and accessories," said David Rockwell, founder and President of Rockwell Group.

"Defined by simplicity and possibility, the **Inciso Collection** weds modern style with heritage details and finishes that invite touch and discovery."

David Rockwell



INCISO

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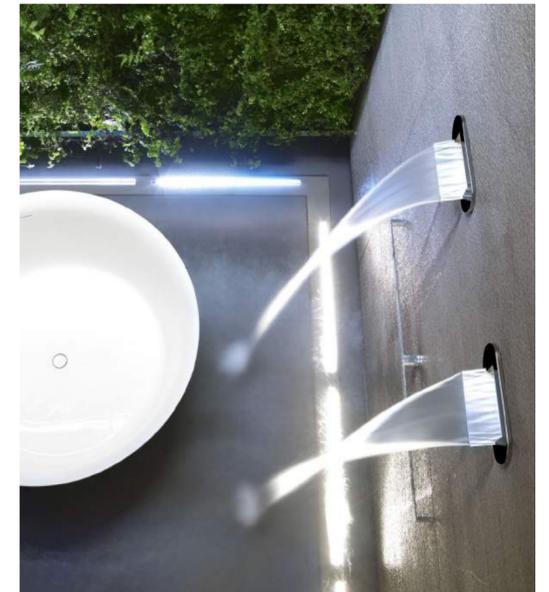
GESSI THE PRIVATE WELLNESS COMPANY

**THE DESIGNER OF WATER
PRESENTS PRIVATE WELLNESS®
THE LUXURY AND WELL-BEING OF
A PERSONAL SPA IN ONE'S OWN
HOME**

Gessi is globally recognized as the "designer of water"; this appellation has been gained through products that supply water differently, illuminate it, or furnish the surroundings of water, making this precious element, the object of a totally customizable pleasure. Refreshing cascades or delicate rainfalls, bracing hydro-massage or beautiful atomization, and amazing chromo-



rapy all provide for a pleasant multi-sense stimulation, which is the aim of the manifold solutions that Gessi offers for the private and public wellness. These products make aesthetic, functional and technical perfection come together: it's A-grade technology, embedded in objects of absolute beauty. The Gessi collections are inspired from a well-being idea that moves from objects able to have an emphatic presence, for creating authentic quality in the time and the spaces dedicated to oneself. This product philosophy goes beyond end-to-themselves aesthetics in the name of a refined and cultivated concept of luxury. With their outstanding designs, sculpture-like shapes and pleasant surfaces, the systems Gessi proposes for the wellness contribute with visual character to the atmospheres of the most exclusive resorts of the world, as well as of private residences, making these places thrilling and amazing.



Gessi's mission is to create and communicate products, concepts and values that create a culture of wellbeing in living the most private environments of the home and to transform utilitarian spaces into special regenerating places, just like personal SPAs.

PRIVATE WELLNESS® PROGRAM

Personal needs today exceed cleansing, to embrace restoring the spirit as well as the body. Gessi embraces this new vision of the bathroom with the Gessi Private Wellness® collection, inventing exclusive, personal living spaces that nourish both mind and body. With the hydro massage system, jets of soothing warmth melt away stress. Fixed or changing chromotherapy

lights enhance the tranquil haven. Gessi Private Wellness creates a personal, private spa, a serene space for body and spirit. The Gessi Private Wellness lines is made of the world widest range of shower units to compose freely for a totally personalized shower.

The program includes multifunction shower systems, various types of lateral body jets including

water atomizers, Kneipp therapy designer tubes, several models of sensational waterfall spouts.

The multifunction showerheads can be easily installed to the ceiling or wall mounted; the line encompasses steel head showers of different size such as 80x80cm, 50x50cm, 35x35cm in the square model

and 50x50cm, 35x35cm in the round model. Spray selections include rainfall, waterblades, and atomization. Chromotherapy options include fixed or changing colored light. The head showers can be coupled with wall mounted spouts and adjustable wall mounted mini showers for hydro massage. The Private Wellness® collection encom-

passes the ceiling mounted and wall mounted head showers called "Segni" (signs): the square, the oval, the rectangle, the archetypical signs of the design by Gessi shape a collection of refined head showers that turn the shower into a piece of art. The "Segni" stand as functional jewels for the bathroom.

DESIGN_GESSI STYLE STUDIO

RETTANGOLO

The world famous design icon Celebrates its 15th birthday with a stylish new look and 7 striking new finishes

The basic and pure beauty of the rigorous rectangular forms entitle Rettangolo to be an icon of design. This Collection by Gessi has opened the way to the essential elegance of the squared and minimalist forms for bathroom furnishings; forms nobody had dared or even imagined before.



DESIGN: PROSPERO RASULO
GESSI PATENT

THE ELEGANT LESSON OF MINIMALISM

Gessi has the merit to have reinterpreted in a completely peculiar way the traditional image of the tap. In so doing, Gessi has anticipated and stimulated a revolution in the vision of the bathroom from utility room to an environment to live and enjoy, to furnish and to personalize.

The unprecedented minimalistic rectangular shape Gessi introduced in tap ware in 2002, transformed a daily use object into a small furnishing sculpture. Rettangolo is a design icon, it has the evocative and

communicative power of those designs that have become eternal; it has the strength of those well designed, instantly recognizable, innovative, functional, intelligent, discreet, honest, self-explanatory products that are capable of seducing even after decades.

The public can recognize in Rettangolo a meaning, a part of their own personality, an experience they want to add to their own house and life.

"From where do I want water to be distributed?" From the floor, the counter, the wall, the ceiling?

Gessi, with Rettangolo, created this pleasant dilemma in interior designers.

The unedited floor standing, wall mounted and ceiling-mounted Rettangolo taps with their multitude of models, versions, and coordinated modular elements opened the way to complete freedom in the design of the bathroom.

Every homeowner could finally tune the furnishings to his peculiar taste, becoming the true creator of his living space.



STEEL BRUSHED

BLACK METAL BRUSHED

COPPER BRUSHED

WARM STEEL BRUSHED

GESI 316
DESIGN_GESI STYLE STUDIO
GESI PATENT

CHARMING PATTERNS

The charming patterns of Trame and Intrecci, through the exclusive manufacturing of the stainless steel, create pieces of special taste, perfect for who loves the essentiality, but wants to give to the bathroom a refinement touch, high-tech but decorative but warm.



GESI 316: THE HIGH-TECH THAT AROUSES EMOTIONS

The creativity and the style Gessi has known instill in the steel a perceptibility totally new, giving to a material usually technical and "cold", an inedited warmth, a furniture capability special. Gessi in fact has made rich the body

of tap with esthetic and decorative particulars, as texture and pattern with different themes for different taste, handles and differentiable bar, charme finishes and a contemporaneous and innovative system of modular sink.



STEEL BRUSHED

BLACK METAL BRUSHED

COPPER BRUSHED

WARM STEEL BRUSHED

GESI 316



THE NEW STAINLESS STEEL TAPS AND FITTINGS BY GESI

A precious and noble material, durable, resistant and that could be beautiful to see. An element that underline, with simplicity, the creations of Gessi, from taps to the accessories, into a cylindrical design of really important visual immediacy and essential refinement: It's born the Gessi 316 Sistem, protagonist, the exclusive inox steel AISI 316.



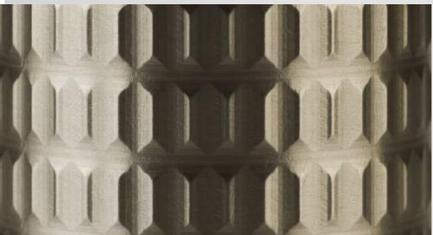
STEEL BRUSHED



BLACK METAL BRUSHED



COPPER B.



WARM STEEL BRUSHED

GESI 316
DESIGN_GESSI STYLE STUDIO
GESI PATENT



INDUSTRIAL-CHIC GLARE

Thanks to a rich and captivating superficial consistency, motives and finishing, the Gessi 316 Sistem gives to the interior designer of Bathroom, the most various and surprising opportunities of furniture: from the lighting shining of the pure metal to the more smooth and easy tones, to superficial consistence more accentuated and brave, as the pattern tasting industrial-chic of represented by Meccanica and Cesello.

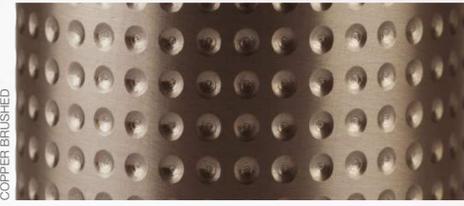
STEEL BRUSHED



BLACK METAL BRUSHED



COPPER BRUSHED



WARM S. B.



GESI 316
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GESI PATENT



GESI 316

STYLE AND PERSONALIZATION

The round of Gessi 316 Sistem becomes a classic modern, totally reinterpreted, of important elegance and newness. A collection rich of variety, open to stylistic interpretations and possibility interpretations.



GESI 316

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FLESSA

STEEL BRUSHED

BLACK METAL BRUSHED

COPPER BRUSHED

WARM STEEL BRUSHED

GESI 316
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THE GRACE AND THE HARMONY OF ROUND SHAPE

The "circle" is not only a style, but a design that belongs to the most typical stylistic mood of Gessi, we are talking about "Segni" and about the story of creation. Perfect shape as excellence, absolutely transcendent style and fashion, the round gives a special grace and contemporaneous harmony to the bathroom.

Gessi was able to write for this shape of story all new, imprinting a huge freshness of concept to make it totally inedited and actual.



Gessi 316 is the perfect summary of advanced technology, artisan touch and high design. The complete collection is made in stainless steel AISI 316 and AISI 316L.

AN EXTRAORDINARY MATERIAL FOR AN EXTRAORDINARY DESIGN

Not many materials can praise a resistant similar to the stainless steel, that never, in every environmental condition, lose the proper shining, perfect elegance, the rich color, asking also a really minimum maintenance. The stainless steel of the Gessi 316 Sistem, confirms the concept really important for the company: "Design for nature": recyclable 100%, steel can be regenerated and reused forever, permitting to reduce the consumption of natural resource.

Not only high performance, Gessi has made this precious and noble material, that from always, uses for his shower program Private Wellness®, an element very versatility and beauty.





SPAZIO GESSI MILANO

Gessi Milano boasts a surface of over 1500 square meters on several levels in a historical building sitting in the famous Milan "fashion quarter". This Space embodies the philosophy of wellness, the flair and uniqueness of the brand, with a display of fine materials, furniture and rare items, an international design studio, a multipurpose space for events open to the life of the city.

CASA GESSI SINGAPORE

Casa Gessi in Singapore is an extraordinary gallery of concepts for the interior design of the bathroom and the Private Wellness. The amazing set up is presented in the charming frame of a historical building from the Victorian era: a unique place of great emotion in the modern heart of Singapore.



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GESI NORTH AMERICA, INC.
704 NORTH VALLEY STREET, SUITE E
ANAHEIM, CALIFORNIA 92801 USA
VOICE 714.808.0099
FAX 714.808.0973

GESI.COM

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