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RUNTAL ARTEPLANO RAKU: RADIATORS AS WORKS OF ART – UNIQUE ARTISTRY RESULTS FROM FIRING TECHNIQUE WITH CULT STATUS

DESIGN: GIUSEPPE LORENZI

Gränichen, March 2011: Runtal, the premium brand of Zehnder Group, is continuing with its adopted strategy of combining the best quality with the highest design objectives in RUNTAL ARTEPLANO RAKU. For Runtal, the radiator is an important element in room design: its design helps to define the room, triggers emotions and can now also be used as a vividly sculptural artwork.

In collaboration with ceramic artist Giuseppe Lorenzi, Runtal has developed radiators that also function as works of art. They are based on RUNTAL ARTEPLANO, a radiator characterised by its smooth surface, and which is used as the mounting for the ceramic objects manufactured by Giuseppe Lorenzi. These are manufactured using the raku firing technique developed in Japan in the 16th century. Italian artist and designer Giuseppe Lorenzi is an unparalleled master of this technology, which combines elements of nature with the craftsmanship of the highest quality.

As part of a spiritual dialogue between the artist and the elements of fire, water and air, the ceramic object becomes a unique *objet d'art* during a smoke firing that can only be controlled to a certain extent. The object is heated to 1000° and placed in an air-tight container with organic fuel such as leaves, straw or hay to cool. The considerable quantities of smoke, deoxygenation and various minerals have a significant effect on the colour. It might appear puzzling that an artist no longer has any influence over the final process. And yet this is precisely what produces the results to which raku ceramics owe their cult status as the crowning glory in craftsmanship, as is familiar from the tea ceremony.

Three motifs are available in all, the common element of which is that they turn the radiator into an expressive relief in front of the wall. They differ in terms of tone as well as in the three-dimensional aspects of the relief. One, with its artistic incisions, appears to be made of paper, the second is like a hand-crafted Mikado and the third conjures up a multi-piece soundscape which can only be explained in the interplay between art and tradition. All three versions are panels that are placed on or integrated in the radiator, and are framed like a picture by the radiator. The powder-coated surface in White Quartz or Volcanic is adapted to the colour of the particular motif.

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GIUSEPPE LORENZI

Designer and ceramic artist Giuseppe Lorenzi (b. 1962) lives and works in the Italian province of Bergamo. It is here that he designs ceramic sculptures for his international customers, which "in addition to representing a new form of artistic expression also serve a functional purpose within the home. When people come into physical contact with my art, it releases emotions in them and the work becomes a living part of their daily lives." Artist Giuseppe Lorenzi has ceramic sculptures on display at various galleries. His work can also be seen at group and individual exhibitions.

ABOUT RUNTAL

Runtal, the premium brand of Zehnder Group, stands for high-quality design, ground-breaking technology, a high standard of service quality as well as a product range in which design-driven fastidiousness forms the foundation stone for success.

ABOUT ZEHNDER GROUP

Zehnder Group develops, produces and sells radiators and ventilation systems, and is a market leader in the sectors in which it is active. The products are marketed under various well-established brands. Zehnder Group has some 2900 employees worldwide. The bearer shares (valor 235 293) are listed on the SIX Swiss Exchange. The non-listed registered shares are owned by the Zehnder family or persons closely associated with them.

Zehnder Group – a synonym for a healthy and energy-efficient indoor climate©

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RUNTAL ARTEPLANO RAKU (high resolution images available to journalists upon request)