

LICENSED COLLABORATION

The result of licensed partnerships in tabletop with a brand, designer or artist

AND THE FINALISTS ARE...

**Manifattura di Venezia S.r.l. /
Geminiano Cozzi Venezia 1765**

Ethnics

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The Ethnics collection presents the Ice Cooler, an the iconic piece created by Geminiano Cozzi Venezia in 1765, now reinterpreted by young designer Gianpiero Mastro, who depicts ancient masks of world culture.

Starting with careful selection of colours and style according to the historic methods of Geminiano Cozzi, this collection creates a union between the ancient Venetian tradition of porcelain and the cultures and modernity of this increasingly global world, accompanying the Ice Cooler in a path that turns it into an object of desire and collectability.

The traditional Ice Cooler, a porcelain masterpiece, was born 250 years ago thanks to the Venetian master Geminiano Cozzi. The aristocrat's fruits was held above the upper lid and kept fresh thanks to the ice stored in the below container, while also acting as a table centrepiece.

Young designer Gianpiero Mastro has reinterpreted this iconic object. Represented are six different masks: Paha Sapa -Black Hills (USA); Quirigüe -Guatemala; Ulundu - South Africa; Pi-Atum -Egypt; Asuka-Kio -Japan and Quart-Hadast -Cartagena, Spain.

The mask represents a unique characteristic of the Venetian tradition, with its theatrical culture and Carnival transgressions. In the Ethnics collection, we wanted to expand our roots and reproduce a typical venetian object with a wider and international spirit, although always full of history and content. Designer Gianpiero Mastro, born in 1991, is a talented Italian product designer and artist, graduated at the Academy of Fine Arts of Brera, in Milan. His work is the fusion of street art and design, always looking for an expressive and creative language, to evoke emotions in people.

WHAT THE JUDGES SAY...

"A really creative reinterpretation."

