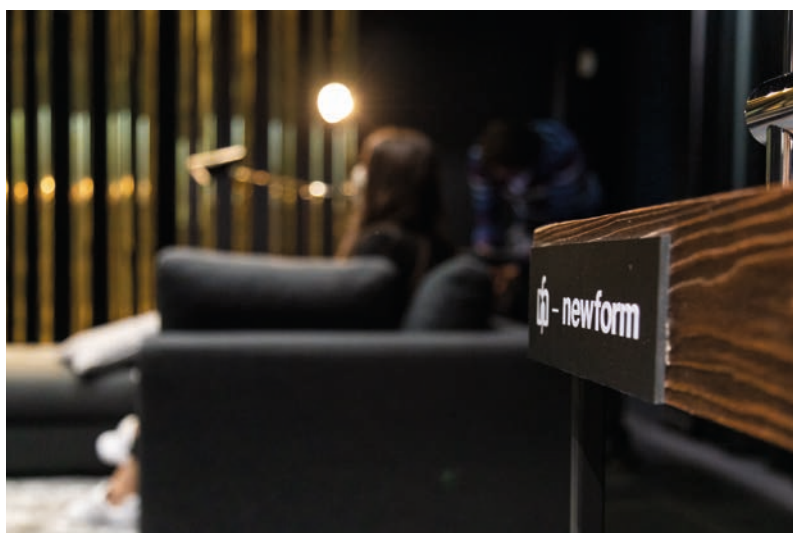


BACKSTAGE 322

DISCIPLINE AND CREATIVITY TO RESTART

HAKA IS THE LATEST PROJECT RELEASED BY NEWFORM, BUT THE FIRST THAT MARKS THE BEGINNING OF THE NEW PHASE OF THE PIEDMONTESE COMPANY. HAKA IS ALSO A TRIBUTE TO THE RESTART OF THE BRAND, WHICH IS READY TO FACE THE FUTURE WITH AN INCISIVE STYLE AND A NEW STRENGTH ON THE MARKET.

BY CRISTINA MANDRINI – FOTO DI CAMILLA ALBERTINI



It may be the name or the solidity of its shapes, or even the precious finish, but HAKA stands out on our cover, as the

Maori dance that helps to find the energy and security needed to face new challenges. Just like Newform is doing to face new market challenges. The new faucet HAKA, as the other Newform products, has been designed inside the company by those people who work every day to redefine the brand identity. Newform is currently looking for new references, as Alessandra Gessi told us in her previous interview.

In this elegant and important product, a straight and a curved line symbolize the new references of the brand. Discipline and creativity freedom: two concepts that are in contrast, which Newform is using in harmony both in the new collection and the new company phase. In HAKA, these two lines seem to follow the water up to the extremity of the faucet, whereas in the company, they seem to take a look at the future. "Newform wanted to give a vigorous and strong product to its clients, a faucet that can convey stability in this moment of uncertainty. The name represents a cry of encouragement to the market, the society and the brand so that it can help bring to completion the repositioning and reorganization actions started during this year" tells Linda Barbolan, Marketing Manager Newform.

It is an exclusive preview of the new year, an important year for the brand, full of new products and new strategies.

BATH, KITCHEN, WELLNESS

One brand, three souls. During 2021, Newform will specifically develop these three segments, with new interesting opportunities coming concerning design, quality and price, three very important elements for the brand.

"Our reference market is the world - highlights Linda Barbolan, referring to the several stores of the brand around the world - but, next year, Italy will have specific commercial attention. Our products can be found in every Italian region. We developed a widespread network, but we have to improve our approach. Every area in Italy has its own culture, style and trends and Newform wants to approach the different realities with its aesthetic and commercial offer differently. This will allow us to control new areas and fully express our style. We prefer differentiation over homologation. That is why we started a new project called Newform for You a couple of years ago. It is a tailor-made service for our products.

IDENTITY TO SEE WITH YOUR OWN EYES

Physic product exhibition will always be a strategic moment for our brand, a meeting point with our clients. Newform was one of the first Italian brands to open a showroom in Brera (Milan) near other very important design brands.

The company showroom is a dynamic place where you can start to see the new strategy of the brand. This showroom fully represents the three segments of the brand (bath, kitchen and wellness) and we cannot wait to see the new Newform design.

DETAILS MAKE THE DIFFERENCE

Haka new design plays with duality. The passage from the external shape to the internal one, the feeling of curved and edgy surfaces, the elegance around its vigorous body. Its harmony is repeated in every product of the new collection. Haka will have a complete product range, ready to meet every aesthetic need, thanks also to the finish range. The new collection is available in four finishes: chrome, matt white, matt black and the new Silky Gold, a colour with a minimal and simple design, which is never banal. ■



CONTENUTO AUMENTATO
SCARICA L'APP EXPERIENCE GATE
E INQUADRA LA PAGINA

Scarica la App EG, inquadra la copertina, guarda il video ed entra subito nel mondo NEWFORM grazie alla realtà aumentata.



La copertina del Bagno Oggi e Domani 322. Soggetto: HAKA Foto: Paolo Carlini Video: Igor Zilili



Linda Barbolan, marketing manager Newform, insieme a Cristina Mandrini.