

BEAUTIFUL. INSIDE AND OUTSIDE.

Designing objects is not only
aesthetically pleasing but also functional,
it is an applied art form.

Craftsmanship becomes a source of
inspiration and support for manufacturing
processes by linking workmanships and
combining purposes.

MINA#DESIGNTHINKING#2



Something to say.
The need and will to tell Mina’s point of view
translates into the drafting of a company magazine
that is useful
to be recognised and reminded.

MINA#DESIGNTHINKING comes from here.



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BEYOND BORDERS OF DISCIPLINES: BETWEEN INDUSTRY AND CRAFTS.

Contamination between applied arts, photography and illustration interests industry world as well as Italian panorama of small and medium-sized enterprises. The rediscovery and re-enhancement of manual work and craftsman: a creative and resourceful artist who is always able to match tradition with technology and in step with the times.

That takes the overlap of different production methods which find a common place of living together. Quality and exclusivity of products in small series is adapted into quantitative corporate needs: border of both disciplines merges. The result translates into exclusive products which tell us unique stories made by people. The pursuit of accessory and beauty merges with functional search: this is one of the most visible results of the trend. It is like to wear a personal and sensitive soul on industrial product that comes from a rational and scientific way.

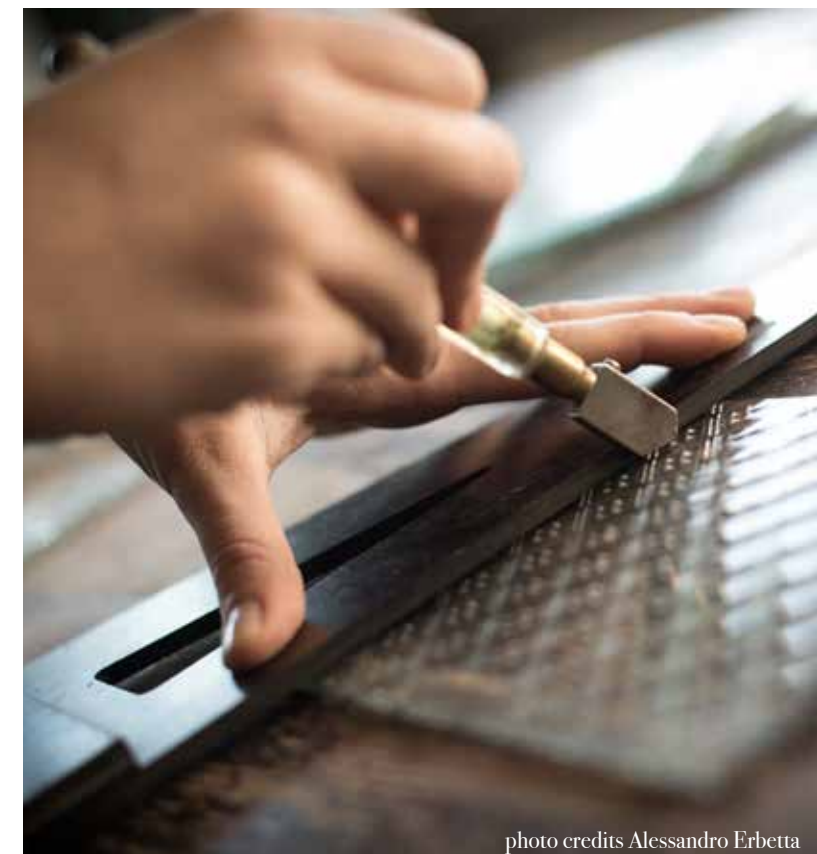


photo credits Alessandro Erbetta



BEAUTIFUL. INSIDE AND OUTSIDE.

Just like it is difficult to find an absolute distinction between craftsmanship and industry, sometimes there is not distinction between inside and outside. When internal processes are perfect like they were aesthetic qualities, every detail is manufactured with extreme care and precision; it does not matter if detail is visible or not.

If we cut in half a Mina mixer, we realize that turning, drilling and milling results on stainless steel have no defects inside and outside the finished product. This is the result of a production method which arises from willpower and proud to make everything better. It is a comforting pleasure being aware to have completed an outstanding work in all its parts.



A STRONG SOUL LIKE STAINLESS STEEL.

Stainless steel is a valuable and pure material for wall mounted built-in parts as well. This choice influences mixer performance in a very quiet and invisible manner.

There is no doubt for Mina: every item, even if it is a wall mounted built-in item, is made of stainless steel AISI 316L bars and it ensures high level of utilisation and features over time.

Safe elements installation made according to high-quality standard production that are not subject to wear and tear, ensures stability and it does not require further maintenance.

Moreover, the aim to choose mechanical systems is to make a long-lasting product easy to use in special conditions and places for example marine areas, spa and outdoors.



WISDOMS MEET TO SHAPE THE MATTER.

Getting across the border between industry and crafts arises from opportunity for people, abilities, techniques and different wisdoms to meet. From dialogue between Mina and Tuscan master craftsmen of ceramic is born Innesto Project.

With Innesto, stainless steel has been covered by cocchiopesto that is a resistant, durable and incredibly versatile coating. The technique has been inherited from the ancient Romans. Mixers surface by Mina have original finish with an ancient flavour, but at the same time it meets contemporary trend.

Nevertheless, curiosity and desire to research

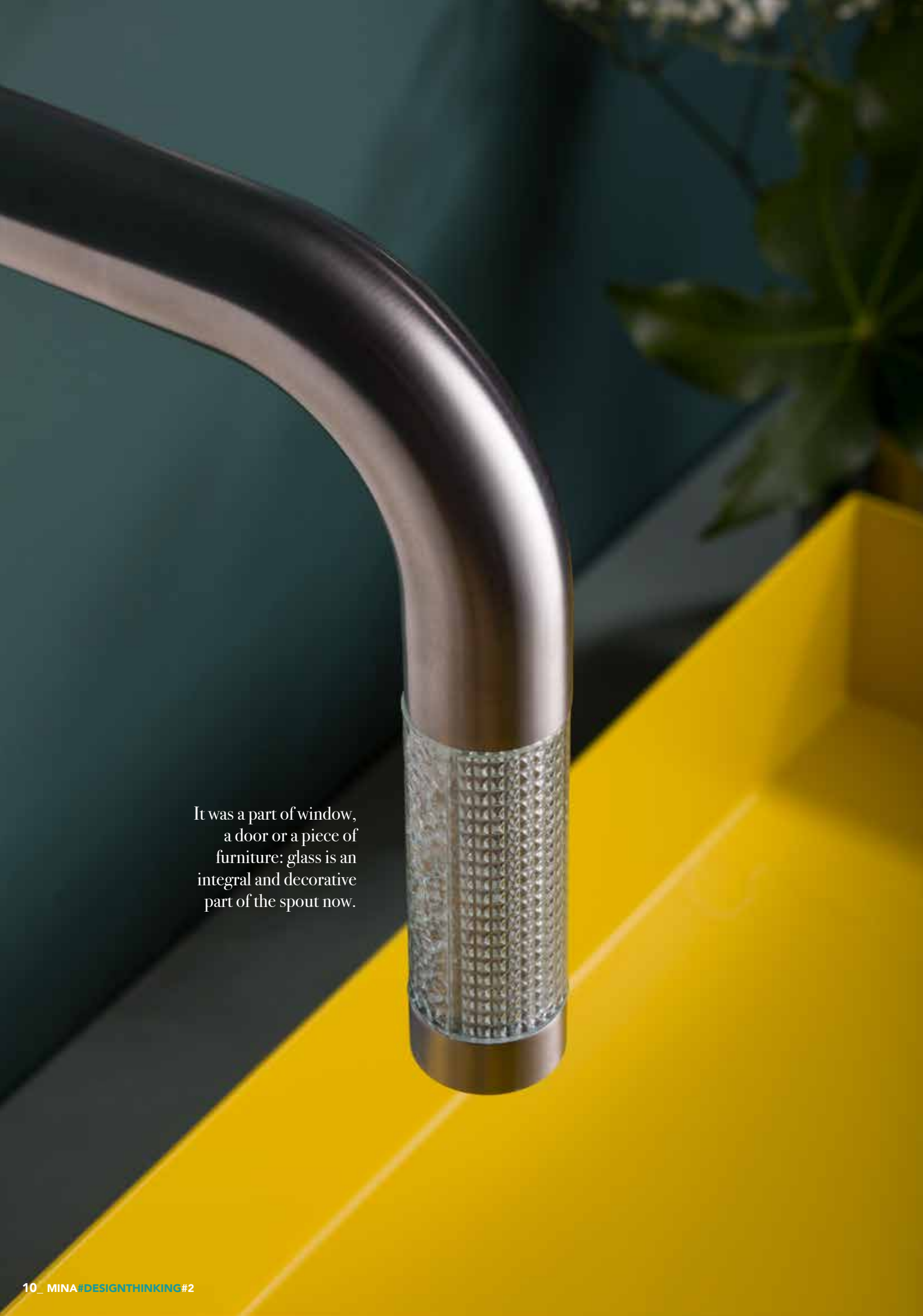
eccentric solutions lead the company through new proposals and encounters such as the one between Mina, Controcorrente's artisan workshop and manual artisanal nature of Maria Scarognina's laboratory. Now charm of glass has fascinated the company moreover it can be shaped and reused several times, but glass always keeps its clearness and resistant feature.

From this encounter of knowledges was born REvitrum.



REVITRUM DRESSING STAINLESS STEEL WITH REUSED GLASS DETAILS.





It was a part of window,
a door or a piece of
furniture: glass is an
integral and decorative
part of the spout now.



A second life with a second chance.

The chance is given to reused molded glass slabs which have been restored by an artisanal manufacturing process, this process modifies them in order to support all shapes of stainless steel spouts offered by Mina.

Glass and stainless steel collide becoming matter which starts to take shape: a custom-made production meant to enrich space with vintage details of industrial taste, always keeping elegance and accuracy of Mina mood. Those stories deal with raw materials which meet and do not elude traces of the past, but they recover creating exclusive products. It is one of a kind like everybody's story.

A document tells a little bit where glasses come from.

The fascinating idea to match materials and stories is becoming the chance for MINA to say something more: the artisanal experience combined with the manufacturing process strenght can have an eco-friendly soul.

The practice of recycled design is not a disadvantage but an asset, in fact eco-friendly beauty is worth more. That is why linking stainless steel, 100% ricyclable, to reused material as the molded glass: that may come from glassmakers, slabs out of production, but also a broken glass of a door with a vintage taste.

A way to point out the company responsibility with environment one more time and all of us we can contribute to a circular economy.



photo credits Marco Del Comune

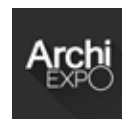
THE ATTENTION TO THE PROJECT BEGINS FROM THE SINGLE DETAIL

What happens when you ask to the CEO of a stainless steel tapware company to explain how product beauty can be represented, thought, designed then realised? It happens that we talk about minimal design, formal simplicity as well as the desire to choose durable and high-quality raw materials like stainless steel. We keep on talking about harmonious proportions and perfection of items at the same time. It ends up talking about details, new productive and technological solutions that most of the time remain inside the product.

We learn the emotion of telling that detail, during a coffee break around the table where you can find mixers body sections, disassembled components and fixing elements. That detail seems meaningless, but it is the result of thoughts, proposals, alternative arrangements which make product better. It does not matter if we speak about a wall spout, a mixer handle otherwise a fixing bracket: it is always a great satisfaction when we improve our technological, aesthetic solutions or technical refinements to the production process. This inspires the desire to create.

That is the topic of discussion.
That is what is beauty for Mina Company, what makes the product special, the purpose of our work.

Design means sharing your ideas.
Mina's partners:



archiproducts®

graphic & design

Zu.Ba.Lu

photo

Andrea Avolio - Studio Neroluce

Thank you

Wilson & Morris

Moab 80

Ceramica Flaminia

Mina is a family business that brings together experience, craftsmanship and taste for design with natural authenticity. It emphasises the certified industrial quality with the raw material.

The company was established in the early 1950s, the choice to manufacture a whole product range made of stainless steel was born in the 1998s.

The AISI 316L has always been the backbone of business development.

The best material to offer collections of high-quality taps for kitchen and bathroom according to Mina that include bathroom complements and accessories.

A STORY OF PASSION AND STAINLESS STEEL

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