

panchina

# LETTERA

design marco zagaria

This bench titled "letter" comes from two apparently opposite but actually complementary needs: one of a formal nature, the other purely conceptual. The first is expressed by the sheet which, by bending, creates a shape to sit and lean on; the second expresses the atavistic desire to communicate through the graphic sign, writing or drawing.

In this object the meaning (concept manifested by means of signs) and the signifier (the sign in relation to the thing it signifies) find full unity and expressive balance.

The simplicity of its concept, a "sheet" of folded white metal sheet, responds to the need to propose a highly flexible and customizable product in which the urban design manufacturer proposes itself as a "service provider" by which the client has his agreed media project implemented. A sheet, again, on which to impress one's own sign, express one's idea, sell one's product.

This absolute versatility is clearly evident in the applications of ambient advertising. The examples shown demonstrate maximum expressive freedom for the customer; the possibility of reporting writings, drawings, logos, slogans and advertising images allow to freely exploit the entire media spectrum of writing, sign, image, but also the senses (touch, smell and hearing). So much so that it is possible to engrave the sheet, cut it by laser, screen it and apply a scotch-print type adhesive or a protective varnish to clean it easily from sprays but also to cover it with synthetic material in addition to the infinite possibility of coloring.

The peculiarities of a brand can be enhanced through the evocative chiaroscuro of punched sheet metal, a contemporary reference to stone inscriptions of the past; the use of scotch-print can be very useful for advertising campaigns that are ephemeral and have the need to rotate; a public administration can reproduce its coat of arms or its social spots, a museum, images of its best-known artists or their strongest quotes, ad infinitum. The desire, for example, to write something about public affairs, widespread since ancient times, gives rise to the idea of the hand that writes, like filling out a form, which provocatively invites to "dirty" the bench, to express oneself freely on this blank page, as if an authentic public object. Furthermore, the possibility of being able to apply on the seat and back any material in relief, from latex to synthetic fur or from rubber to expanded PVC, completes the range of its possible uses, for now.

Finally, this "Letter" playfully winks to the interference between static users and dynamic users, between those who are sitting and those who would like to move them to read or see what is behind them; it wants to be a real urban media role, a vehicle for the most diverse contemporary needs.

## Technical specifications

Above-ground height: 79 cm

Depth: 49 cm

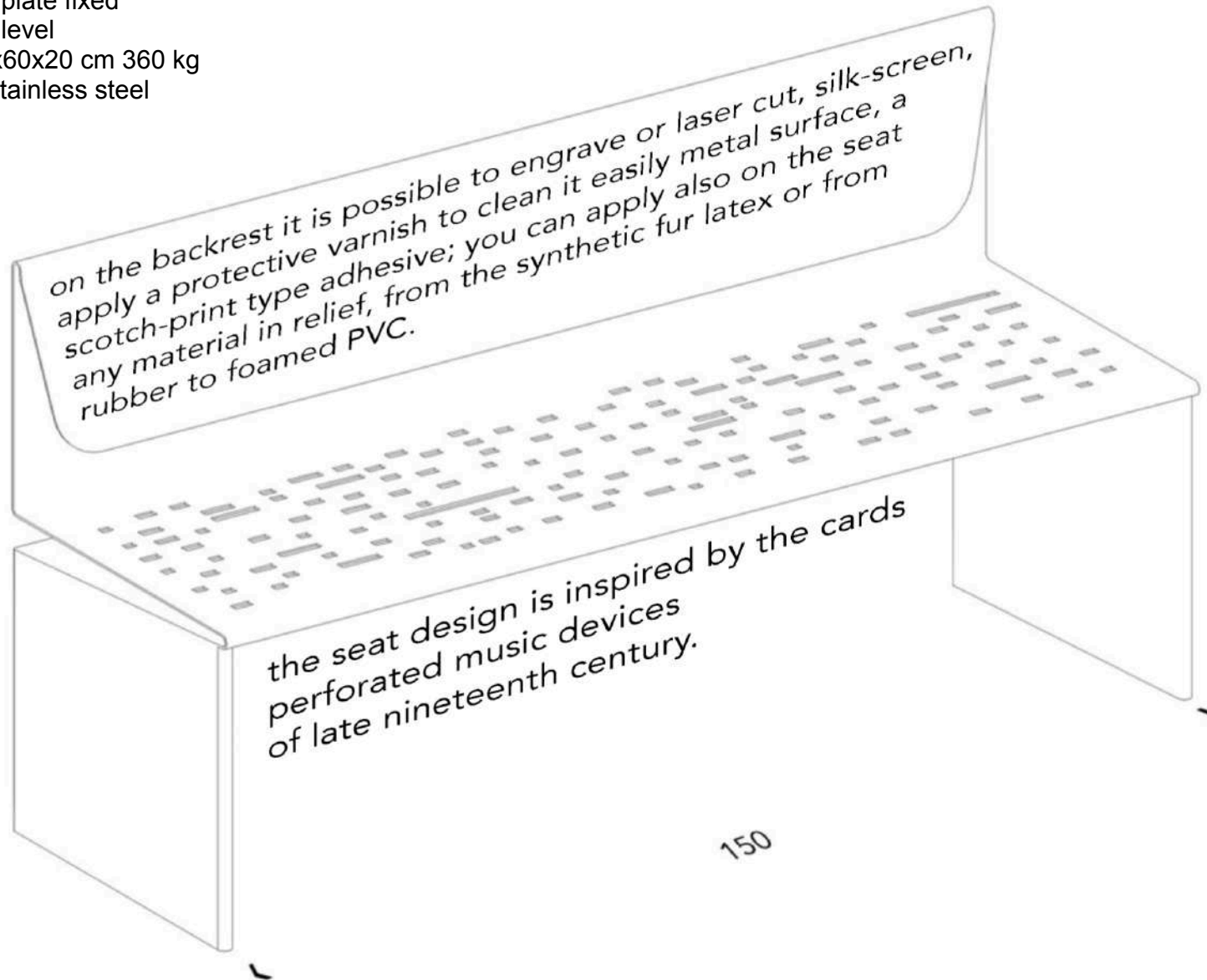
Length: 149 cm

Weight: 75 kg


Fixing system: Base plate fixed  
with plugs at ground level

Plinth: n. 2 plinth 60x60x20 cm 360 kg


Materials: AISI 304 stainless steel




**some benches realized at  
miglio d'oro urban park in ercolano**

A white, modern-style bench is positioned on a paved area in a park. The bench has a white sign attached to its backrest. The sign contains a quote in Italian. To the left of the bench is a small, leafy tree with several ripe oranges hanging from its branches. In the background, there is a large, classical-style building with a dome and arched windows, set against a clear blue sky. The park area includes green grass, other trees, and some outdoor furniture like tables and chairs.

La rivoluzione umana di un singolo individuo contribuirà al cambiamento nel destino di una nazione e condurrà infine a un cambiamento nel destino di tutta l'umanità." (D. Ikeda)



“Cerca di scoprire il disegno che sei chiamato ad essere, poi mettiti con passione a realizzarlo nella vita.” (M.L. King)




"Il vero valore di un uomo si determina esaminando in quale misura e in che senso egli è giunto a liberarsi dall'io." (A. Einstein)

**“Vivi come se dovessi morire domani.  
Impara come se dovessi vivere per sempre.”**

**(Mahatma Gandhi)**

(Mahatma Gandhi)



**n singolo individuo  
nel destino di una  
un cambiamento nel  
” (D. Ikeda)**

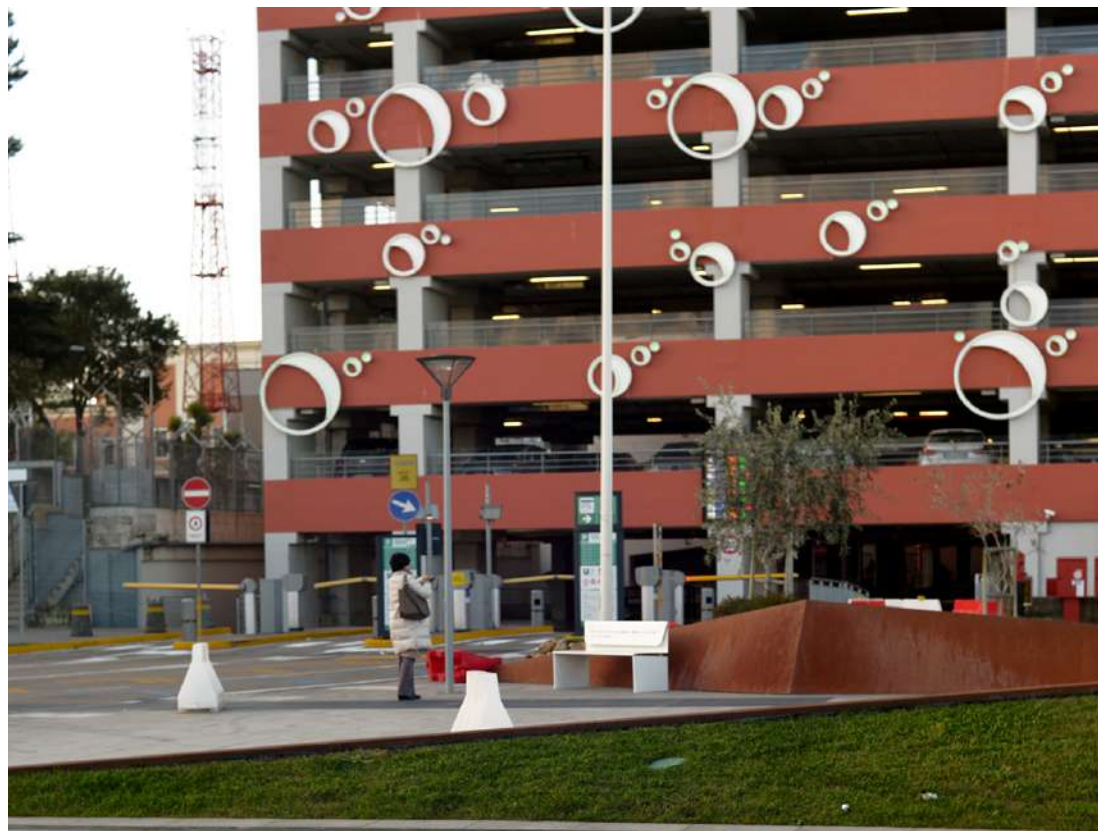




un singolo individuo  
to nel destino di una  
a un cambiamento nel  
" (D. Ikeda)

di un uomo si determin  
e misura e in che senso egli  
si dall'io.” (A. Einstein)

**some benches realized at  
capodichino airport in naples**



"Il viaggio più bello è quello che devi ancora fare..."  
(E. Merante)



"Man reist ja nicht um anzukommen, sondern um zu reisen."  
(J. W. von Goethe)







**some benches realized at  
the entrance to the Aragonese  
Castle in Reggio Calabria**





A white bench with a backrest and a perforated seat, set against a background of a complex geometric pattern. The backrest features a quote by Antonio Gramsci.

"Credo che vivere voglia dire essere partigiani. Chi vive veramente non può non essere cittadino e partigiano." A. Gramsci

A red metal bench is positioned on a grey, patterned metal grate. The backrest of the bench features a quote in Italian. The seat of the bench is perforated with a grid of small rectangular holes. The bench has a simple, modern design with a flat top and a slightly angled backrest.


"La violenza è l'ultimo rifugio degli incapaci "  
Isaac Asimov

"La violenza è l'ultimo rifugio degli incapaci "

Isaac Asimov



**some benches realized at  
the entrance to the Aragonese  
Castle in Reggio Calabria**



*"La paura è qualche cosa che tutti abbiamo...  
è la vigliaccheria che non si capisce e non deve  
rientrare nell'ottica umana!" (Antonio Montinaro)*

**some possible realization ideas**



unisci i puntini.....









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“Un cane è la sola cosa su questa  
terra che vi ami più di quanto non  
ami se stesso” (Laurence Lindsay)



L'OROLOGIO È IL CARCERE DEL TEMPO  
RIVOLUZIONE





# some webgraphy

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