



MELOGRANOBLU

The pomegranate it's a legendary tree of ancient tradition, since thousand of years symbol of fertility for all culture that have been fascinated by its fruits, rich in catchy red seeds. An atypical fruit of fascinating and multicultural symbology: expression of divine perfection and vital energy, representation of exuberance of life, expression of fervent love, wealth, femininity and good wishes.

The blue it's the colour of calm, silence, harmony, sky and sea, infinite space and infinite around us. Blue is intense, relaxing, introspective.

Blue is the invisible that become visible, the truth, the wisdom, the peace, the contemplation, the union between the sky and the sea.

Two metaphors of pure beauty, unified in a keynote name. As the blue pomegranate it's not existing in nature, so Massimo Crema and Ermanno Rocchi desire and create what still doesn't exist.

Melogranoblu become – and sooner, since 1997 – an intense expression of deep and cross meaning, the invention of an expressive and original language, of pure decoration.

The imagination of Crema and Rocchi – set designer, not just designer – comes to life through bright shapes in hand-blown glass; important shapes able to characterize an environment with personality and magic.

That of Melogranoblu is a continuous research hanging halfway between memory and oblivion in an endless exercise of dissection and composition, as a kaleidoscope in which immaterial elements such as light, clearness and vibrations which become decoration, design, architecture. A landscape of sensation that interact with space shape, without being similar to itself. In the light and transparency, in the work on light and on shadow, there is a logic e poetic continuity in which the scenic element is the protagonist. Above everything, bright shapes that comes to life from the glass, in a play of refractions and perspectives.

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