

**Damast Anniversary: 25 Years Told at Cersaie
with the PUNTOEVIRGOLA shower system
and the YUTORI Collection by Artist Antonio Spanedda**

In 2025, Damast celebrates its 25th anniversary — an important milestone for a company that has turned the shower from a simple daily gesture into an authentic well-being experience, shaping a new vision of contemporary living.

Founded in 2000 in Inverorio, in the heart of Piedmont, Damast set out with an ambitious project: to offer shower solutions designed around people, capable of fulfilling their desire for comfort, practicality, and beauty. This is how **#doccetteria** was born — a product category with a storytelling approach, encompassing shower heads, slide rails, hand showers, panels, and columns that put water, the shower culture, and the pleasure of self-care at the center.

Over the past twenty-five years, the company has built a wide and versatile range with more than 1,000 items designed to enhance every shower solution in the bathroom. Each product stems from solid technical expertise and an in-house supply chain that ensures meticulous attention to every detail, from material selection to packaging.

To mark this milestone, the **PUNTOEVIRGOLA** shower system stands as a manifesto celebrating 25 years: a reinterpretation of the hand shower, transformed into a **sculptural, essential shower head** that becomes the protagonist of the shower space. A built-in body integrates mixer, diverter, and a single-jet hand shower with anti-twist hose and magnetic support, offering maximum ease of use and a versatile, high-performance water experience.

Completing the Damast experience at Cersaie 2025 is the **Yutori collection**, created by artist **Antonio Spanedda** using the company's production waste. The project transforms an artwork into a functional object, telling the story of recovery as a creative and symbolic act. The collection blends aesthetics, design, and the Yutori philosophy — a space for calm, ease, and inner balance — in unique, numbered, and out-of-catalogue pieces.

Even the new stand at Cersaie, conceived to celebrate the 25th anniversary, reflects the company's values and achievements through collaborations with design and innovation leaders. **Designer Marta Ferri** curated the stand's layout following Cersaie's guiding themes; **Aruba** contributes with the Ducati Panigale V4R Superbike, digital infrastructure, and cloud services; **Alice Ceramica** provides Made in Italy washbasins and sanitaryware; **Inkiostro Bianco** offers artistic wallcoverings and wallpapers; and **Allegrini** brings its professional cleaning and hospitality cosmetic products.

These key partnerships strengthen the dialogue between functionality and aesthetics, between well-being culture and the environment — turning the exhibition space into a place of both rigor and playfulness, under the sign of Damast.

25 years as a moment of celebration — but also a leap toward what lies ahead.

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DAMAST #doccetteria

Damast has specialized in showers, shower heads and sliding rails for more than twenty years. The company promotes a new way of experiencing the bathroom, which focuses on **the culture of the shower**, through the neologism **#doccetteria**. Damast feeds its goals every day with the passion for its work and through products with strictly Italian taste, style and know-how, conceived and manufactured with care.

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