

DAMAST COLLECTION 026/027:
The art of silence and the architecture of water.

The new Collection Catalogue of #doccetteria evolves into a choral authorial narrative. Four narrative viewpoints, the direction of the Damast Style Center, and the “Festina Lente” philosophy define the new paradigm of everyday wellbeing.

Inorio (NO), March – Damast, the first Italian #doccetteria specialized in solutions for everyday wellbeing, presents the new Collection Catalogue 026/027: **210 pages** that recount an evolution in the way of designing the shower. More than a simple commercial tool, the volume marks the transition from the narration of the single product to the concept of a complete shower system, placed within a universe of meanings linked to architecture and the culture of design.

An iconic cover: the invitation to silence and the chromatic identity

Welcoming those **who leaf through the volume** is a project with an editorial breadth that reflects the full maturity of Damast. The cover, characterized by shades of burgundy, peach, and powder pink, hosts the portrait of Concetta Mastrolia, CEO of Damast, captured in the gesture of silence. This homage to the iconography of Fornasetti invites **a slow fruition** of the contents, transforming the catalogue into a manifesto of emotional wellbeing guided by the Latin oxymoron **“Festina Lente”** (Hurry slowly).

The mark of the Damast Style Center: the creative direction

Guiding and harmonizing this path is the Damast Style Center, a true creative direction that interprets trends and listens to the market to translate them into coherent collections. It coordinates materials, finishes, colors, and details, guaranteeing a recognizable common thread and offering concrete tools to designers, retailers, and installers. Alongside the technical vision, it also signs disruptive settings such as “Mare,” homage to Oliviero Toscani, “Frattura,” tribute to the primordial force of Mother Nature, and the “Yellow Bathroom,” a chromatic study conceived to enhance the character of more compact spaces.

Four projects, one single passion

For the first time, Damast lets the signatures of architecture and design interpret the soul of its products through four narrative viewpoints:

- **Marco Pisati for Damast:** explores the boundary between the sacred and purification through a powerful symbolic black/white contrast between “earthly” atriums and “candid” spaces.
- **Alessandra Bertini for Damast:** interprets the bathroom as a luxury of intimacy and protected reflection, where water is a reinvigorating and sometimes purifying element.
- **Francesco Lucchese for Damast:** focuses on biophilia and pure geometries, where architecture welcomes nature as a structuring element of space.
- **Studio Del Monaco Lorenzoni for Damast:** proposes an atmospheric setting inspired by the world of experimental theatre and contemporary dance.

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Continuous research on materials and finishes

At the base of the catalogue there is a constant evolution of materials: **tactile surfaces**, sophisticated colors, and advanced treatments dialogue with the new collections to offer customizable combinations. Each page thus becomes a stage between tactile sensations and aesthetic choices in continuous evolution.

“Choosing a brand means identifying oneself with its values and the messages it transmits. With the Collection Catalogue 026/027 we wanted to make a declaration of method: an invitation to design with intention and measure, enhancing time and the quality of thought. This volume represents our maturity; we are a dynamic and modern company, but deeply aware of our roots,” declares **Concetta Mastrolia**, CEO Damast. *“Through the encounter with authoritative designers, we have transformed #doccetteria into a collector of sensations, demonstrating that wellbeing is a universal right to be protected with ethics and beauty.”*

DAMAST, the #doccetteria

For twenty years Damast has been specialized in showers, shower heads, and slide rails. The company promotes a new way of living the bathroom space, placing at the center **the culture of the shower**, through the neologism #doccetteria. Damast nourishes its objectives daily with passion for its work and through products with taste, style and know-how strictly Italian, conceived and realized with care.

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