

The expressive power of matter

NEUTRA bathroom collections create a new interaction between design and architecture through the sensuality of the material

Veronica Orsi | 25 September 2024

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Palma by Neutra, design Foster + Partners

Shaping natural stone into works of expressive value. This is the mission of **NEUTRA** which, drawing on its age-old expertise, creates not simple furnishings but elements capable of generating harmony between space and the person through the naturalness of the raw material. On the strength of more than 140 years of history, since 2022 the brand has been led by **Emanuele Chicco Busnelli** – son of Piero Ambrogio Busnelli, the historical founder of B&B Italia – who has defined a design path with a strong identity for NEUTRA, aimed at pushing the boundaries of marble production towards unprecedented experimentation on form. Marble and natural stone reflect a combination of technological innovation and craftsmanship.

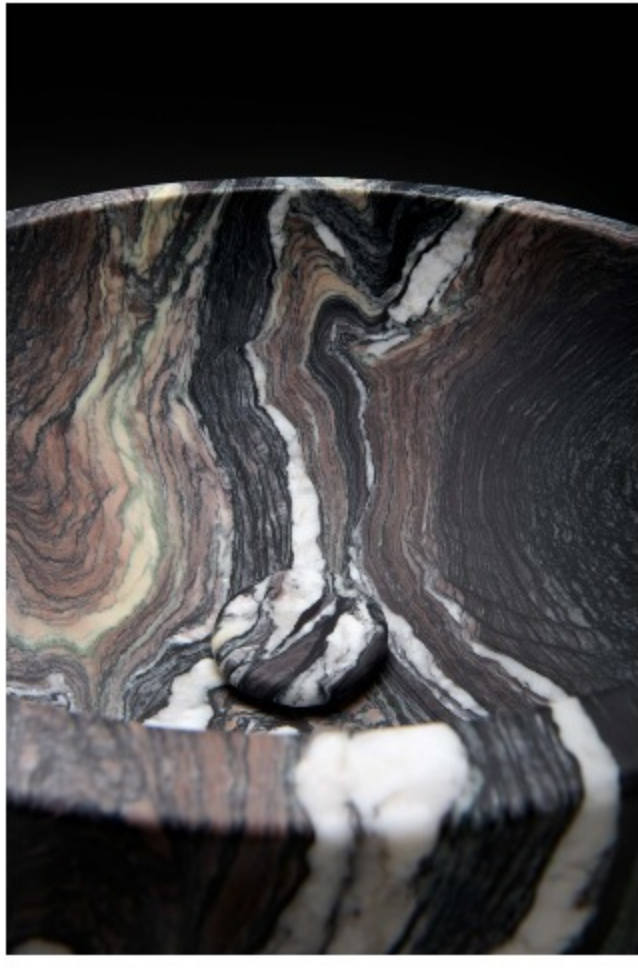


Minimal M6 by NEUTRA, design Nespoli e Novara



NEUTRA's philosophy is fully expressed in the proposals for the bathroom, the space of well-being and sensoriality. Here, natural stone vibrates in all its tactile potential, recalling the power of nature and its inexhaustible energy. NEUTRA therefore looks to a contemporary design emphasised by coverings with refined textures: thus washbasins, bathtubs, shower trays and shelves are born, the result of a dialogue between natural materials and advanced technologies.

A concept that is perfectly interpreted by **Minimal M6**, a new addition to the 2024 collection: a monolithic washbasin characterised by handmade processes are presented through a dual material proposal: in the version in Verde Antigua marble, it uses a special split processing (Random) that gives life to a ribbed and highly textured surface by enhancing the qualities of the material; the second version sees the monolithic washbasin made of mixed Cipollino marble, with a high quality polished finish combined with the purity of the shape of the volume.



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Palm Flower, Palma Jumeirah, Dubai

Aesthetics therefore go hand in hand with versatility, so NEUTRA's expertise is declined on different scales, as much in the product as in the project. This is why the brand was chosen by the renowned **Foster + Partners** studio to execute the bathroom space designs for the 11 flats of the 'Palm Flower' luxury residential building that will rise on the 'trunk' of the Palm Jumeirah in Dubai.



Palma by NEUTRA, design Foster + Partners

A four-handed job to create a series of furnishings, including a bathtub, washbasin and suspended shelf in an elegant Bianco Covelano, directly inspired by the architectural form of the Palm Flower. The absolute star is the bathtub, carved from a single block of marble and integrated into the architecture: it resembles a petal floating on the water, with its fluid lines and smooth contours, on the borderline between work of art and functional object.



Palma by NEUTRA, design Foster + Partners