



Federica Cammarota Design Studio

ROCK

Rock gives a new identity to a rarely addressed house element: the bin. Rock is the first recycling desk-bin, designed with two internal compartments to sort recyclable materials inside.

Rock makes it easier and quicker to recycle in all the rooms of the house, avoiding the waste of recyclable materials in rooms such as study, bedroom and all the living areas.

The name Rock comes from “rocking”, in fact it is a rocking bin and cannot be knocked over: when hit, the shell swings back to its neutral position keeping all its content inside.

Rock is a decorative element for the house where to host clean materials that will be given a new life.

Today

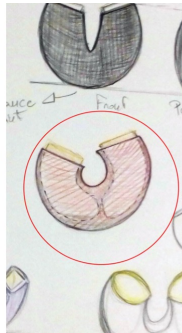


Tomorrow



Market Research.

About 70 people participated in interviews or/and tested a Rock prototype in their houses / offices.



100%

of people who tested the Rock prototypes at home & in offices declared that they would buy a double compartment bin if it was on the market, instead of a traditional one.

Most of the people welcomed Rock even before testing it. In fact, people who recycle regularly realise that recycling requires effort to endlessly sort out waste materials after that they were initially thrown in one unique compartment.

90%

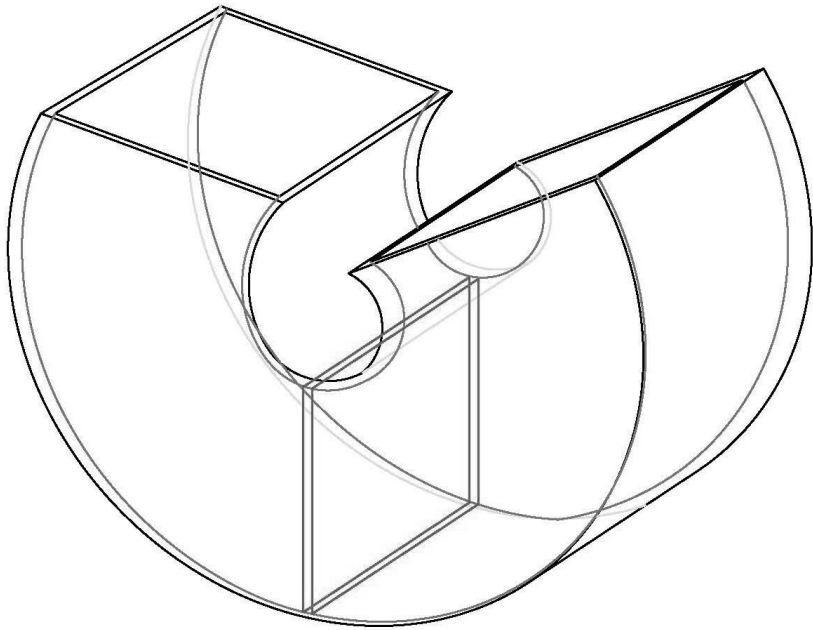
of testers and interviewees declared that the

fun shape of Rock makes recycling not only more pleasant to do but also nice to look at in rooms other than the kitchen (living, studio, bedroom etc).

The more testers love recycling, the more they love Rock.

Rock wants the bin object to become a proper element of furnishing, as per all the traditional objects of the house that, throughout history, have been valued and celebrated through design.



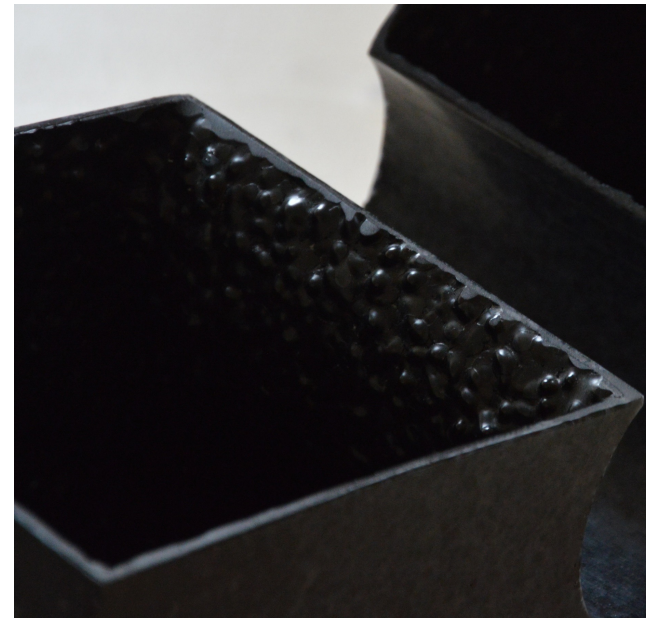


Dimensions 400(l) x 160(w) x 330(h) mm

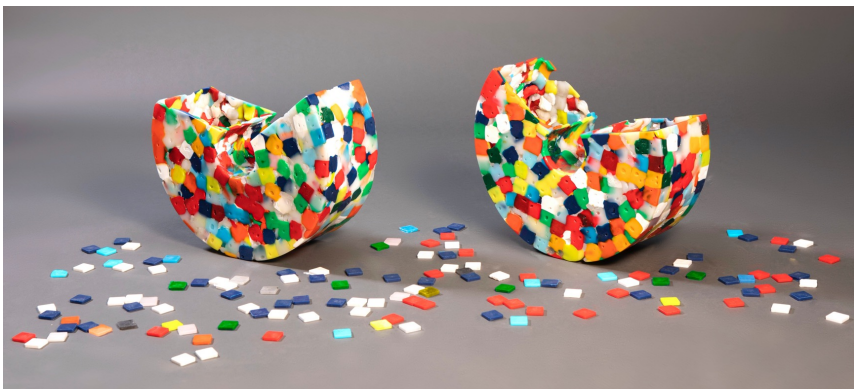
Weight 0.5Kg

Material Recycled PELD

Colours Black White







Rock Harlequin

Rock in its Harlequin version was developed by hand in only two non-replicable unique pieces.

For the two prototypes, a colour pattern called Maxi-pixel was used, which was originally imagined and developed by Alessandro Mendini by using square tesserae of about 3cm per side.

Rock Harlequin is made from recycled plastic.



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MIAMI - ROCK

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Roma - 28/04/2022 : 28/04/2022



NEL PERCORSO TRA LE SALE ESPOSITIVE, LA DESIGNER FEDERICA CAMMAROTA PRESENTA IL PROGETTO ROCK, RIVISITAZIONE DELL'ACCESSORIO PER LA CASA MENO DISEGNATO DELLA STORIA: IL CESTINO.



ARCHITECTURAL DIGEST THE MOST BEAUTIFUL HOMES IN THE WORLD 一家一世界



de zeen



Designs from Ro Plastic Prize to be exhibited during London Design Festival

