



## Jacuzzi and Pininfarina: Harmony and technology: Morphosis



Jacuzzi, world leader of the hydro-massage system, and the eminent designer Pininfarina, create the new baths Alpha, Gamma and Sigma.

The fluid shapes embrace body and mind, the suggestion of the lights offer new emotions, giving the sensation of cherishing in the maternal womb: all the details studied by Pininfarina make rediscover old pleasures and sensations, through a long emotional return to the unconscious.



The relation between man and bath were studied in order to obtain an effect of maternal, welcoming security as inside a shell, in an emotional global involvement.

With this idea Alpha, Gamma and Sigma, realized with rounded and winded design, consent to re-birth evoking when, protected in the maternal womb, it was warm and safe. Entering the water becomes an experience of trusting intimacy: the synthesis of the ideal condition

