

Archetun TVS



The Mediterranean diet in general and Italian cuisine in particular are arguably two of Italy's most important contributions to a healthy, sustainable lifestyle for present and future generations. Fresh ingredients are subjected to relatively short, carefully timed cooking, whose aim is to seal in the flavour and the nourishment, so that it will blossom when the food is served.

The Archetun collection of skillets, pans and saucepans was designed by Matteo Thun to cater for the simple, elegant Mediterranean diet, with a combination of **simple Italian elegance** and a host of eminently **sensible functional properties**. Made of cast aluminium, the best material for a fast, precise control of the effect of heat on the ingredients being cooked, the pans are designed to be **durable**: extremely resistant to wear, tear and abrasion, featuring a thick structure, a continuous profile, clean lines and comfortable, heatproof handles. All in shapes so simple and minimalist as to be expressive icons of their purpose: **back to beautiful basics** in the kitchen.

Back to basics in the kitchen: simple, durable, functional and attractive.

Client
TVS

Intervention Type
Product Design

Typology
Food & beverage

Project Manager
Antonio Rodriguez

Team
Simone Cagnazzo

Start Date
2003

End Date
2004

Phase
In production

Material
Cast aluminium

Awards
2007 Designpreis Gold
2006 Designplus