

MATTEO THUN MILANO ABOUT "ZERO DESIGN"



We reject design as an issue of taste! We follow a different strategy: Simplicity. We always search for the iconic form and create things that people can understand intuitively. We, Matteo Thun and Antonio Rodriguez, call this design approach ZERO Design.

ZERO Design is common sense; it's part of our subconscious perception of beauty and elegance. It's our memory of everyday life! ZERO Design is „Hausverstand“. It's a familiar, yet inexperienced attraction. It reconfirms what we already know. It's the result of a long tradition of evolutionary advancement in the shape of everyday things, it's about simplicity, it's formal clarity, it's easy to use, it's emotional relationship with your fingers, it's visual balance, it's deepening our relationship with the object.