

10 11

Milan,  
October 2012

Press:  
Silvia Perfetti  
press@dieciundici.com

## 10 11. Just two numbers, apparently.

10 11 stand for 2010 and 2011, when the idea of this project blossomed and became a reality.

10 11 also stand for November 10th, the birthday of Iolanda Rotiroti, a Sicilian graphic designer who now lives in Milan, her adopted city.

With her first ring collection, Iolanda nourishes her intimate passion for disordered geometries, pure and harmonious lines, essential volumes and subtle balances in motion.

Materials are the core of this project: different materials are shaped by clean and harmonious lines, with subtle balances and proportions, carefully studied to look unexpected.

The concrete levity of the design and the uniqueness of handwork, make these contemporary and vintage rings miniature sculptures, created to last forever in everyday life.

### **Silver: the first ring collection designed by 10 11.**

How is it possible to transform a simple fragment into a poetic jewel, precious for its uniqueness, for its formal purity and for its artisanal craftsmanship?

Silver, the material used to make the rings with pure lines and a harmonious and studied thickness, now becomes a pedestal, a real architecture, or a small bowl that holds, keeps, sustains and enhances these new everyday life stories. Each of these creations, is designed around a small preexistent object, around a fragment of everyday life made in mother-of-pearl, in fabric, in plastic or even around coloured stones or little wood pieces.

All these lost fragments now carry new meanings.

With a contemporary character and a retro taste, the Silver collection is made by hand by the silver craftsman Alfonso Esposito, with extreme accuracy and passion.

### **Materials:**

The rings are made from resistant and durable 800 silver, with inlays of mother-of-pearl, fabric, plastic, colored stones or wood.

### **Manufacture:**

The handcrafted rings are hand hammered and the various pieces are welded together.

### **Finishing:**

The rings are smoothed with thin sandpaper and polished with a special polishing machine.



[dieciundici.com](http://dieciundici.com)

