

W&A
DESIGN

C+C+C= CREATIVITA' / COLORE / CONTEMPORANEITA'

Queste le caratteristiche dei prodotti MEMEDESIGN, utili ma mai banali, arredano con allegria e funzionalità ogni area della casa, comunità, negozi o altro.

Ogni prodotto garantisce 3 requisiti: design creativo, qualità eccellente, prezzo competitivo.

Nata dalla sinergia fra Cinzia Olivieri, Michele Sartini e Enrico Cesana, Meme oggi vuole rappresentare quella novità fresca e propositiva che manca nel panorama del design.

Già nel nome si scopre un proposito ambizioso: Meme trae il suo nome dalla memetica, moderna scienza che studia i memi, cioè l'unità di misura della forza delle idee. L'idea nuova è quella di creare oggetti colorati e sinuosi con un materiale che normalmente viene utilizzato per ben altri scopi.

La lamiera curvata ad arte viene poi a completarsi con materiali ecologici e trendy.

L'azienda si vanta di essere 100% MADE IN ITALY, creatività italiana, proprietà italiana, produzione certificata totalmente italiana. Aperta al dialogo con i propri clienti, nazionali ed internazionali, MEMEDESIGN ha accolto la sfida di questi tempi con coraggio e passione, valori e doti della miglior imprenditoria italiana.

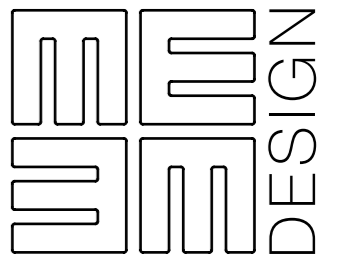
C+C+C= CREATIVITY / COLOR / CONTEMPORARY

These characteristics by MEMEDESIGN products, helpful but never dull, decorate with fun and functionality every area of the home, community, shops or other. Each product provides three requirements: creative design, excellent quality, competitive price. Born from the synergy between Cinzia Olivieri, Michele Sartini and Enrico Cesana, in this moment Meme wants to represent the new fresh and proactive missing in design overview.

Already in the meaning of the name we discover an ambitious intention: 'Meme' is from memetics, modern science of memes, that is the unit of measure of the strength of the ideas. Our new idea is to create colored and sinuous objects with a material that is generally used for other applications. The metal sheet and wire are bent on purpose, and then they are completed with ecological and trendy materials.

The company prides is being 100% MADE IN ITALY, Italian creativity, Italian-owned, entirely Italian certified production.

Open to dialogue with their customers, nationals and internationals, MEMEDESIGN has accepted the challenge of these times with courage and passion, values and skills of the best Italian enterprises.

The logo for MEMEDESIGN is a stylized, geometric representation of the brand name. It consists of the letters 'M', 'E', 'M', 'E', 'D', 'E', 'S', 'I', 'G', 'N' arranged in a grid. The letters are formed by thick, black outlines, creating a modern and industrial aesthetic. The word 'DESIGN' is written vertically to the right of the main grid.

coffee table

04_Round

10_Bobino

16_Finity

20_Offset

24_Freeline

30_Twin

bookcase

34_Spread

40_Innesto

magazine rack

46_Libris

50_Form

object

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04

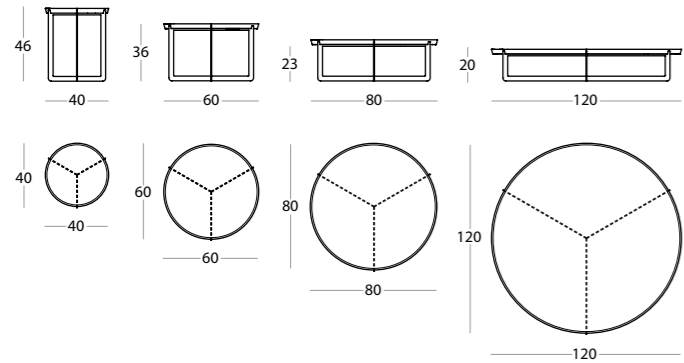
Round

design Meme Lab

Eleganti tavolini rotondi in quattro dimensioni. Vassoio con bordo rialzato di cm 1,5.

Elegant round tables in four sizes. Tray with raised edge 1,5 cm.







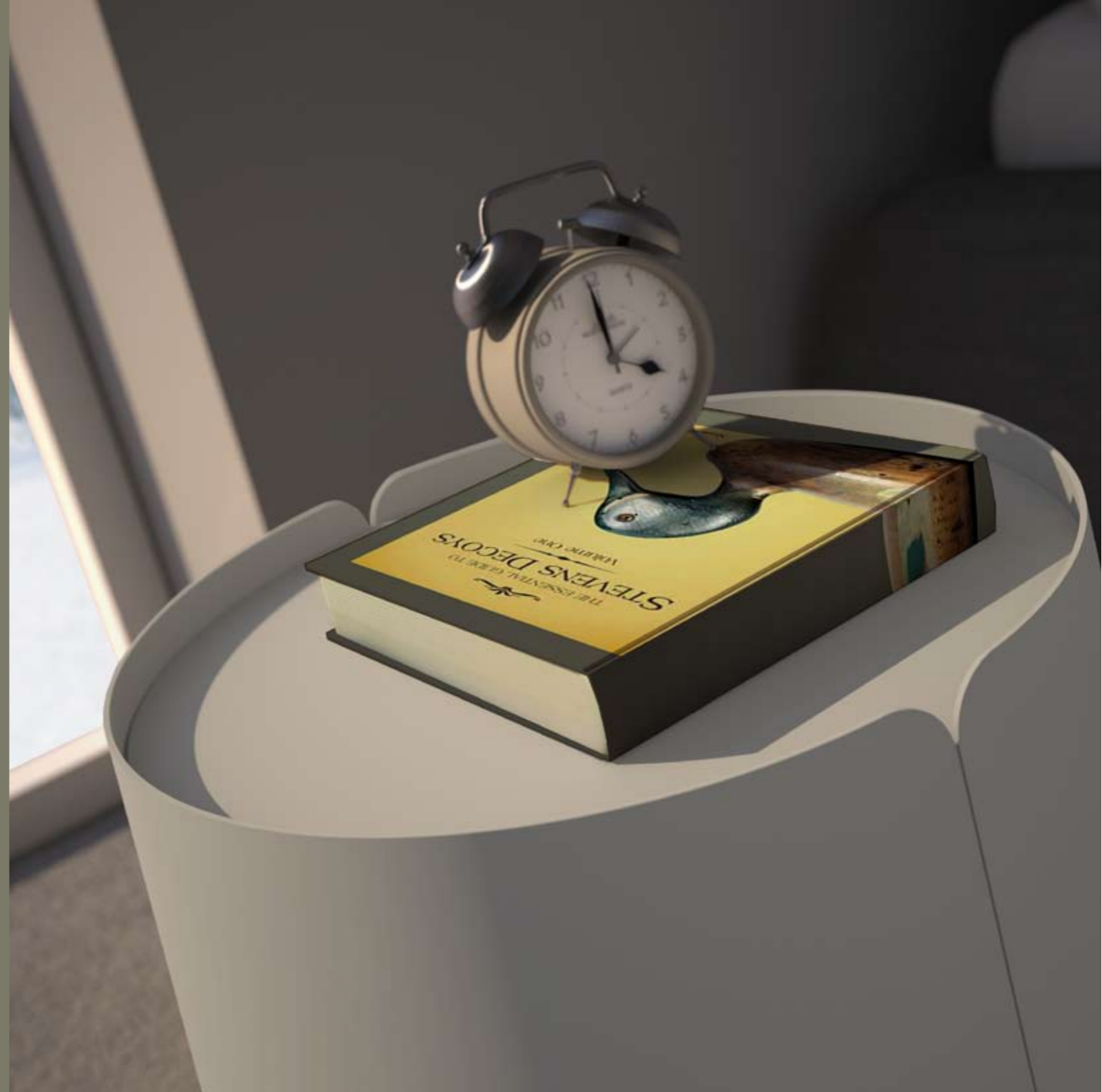
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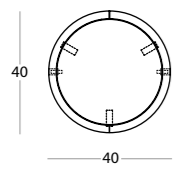
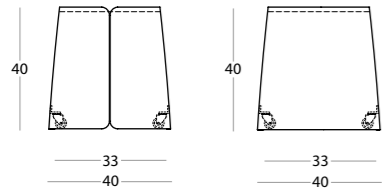
Bobino

design Enrico Cesana + Meme Lab

Pratico tavolino conico con ruote. Top in metallo oppure in eco-legno abete.

Practical tapered small table with little idden wheels. Metal or eco-wood top.







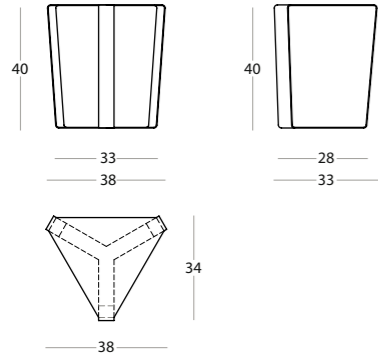
Finity

design Enrico Cesana

Simpatico tavolino triangolare dalle linee essenziali, utilizzabile da solo oppure assieme a suoi simili per altre nuove ed insolite forme.

Smart triangular table with clean lines that can be used alone or together with his fellow to creat new and unusual forms.





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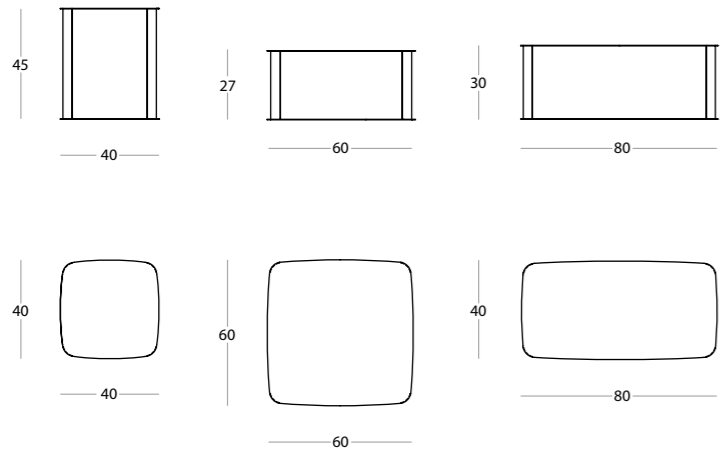
Offset

design Enrico Cesana + Meme Lab

Set di tavolini quadrati o rettangolare con angoli arrotondati. Disponibili in tre misure diverse.

Set of square or rectangular tables with rounded corners. Available in three different sizes.



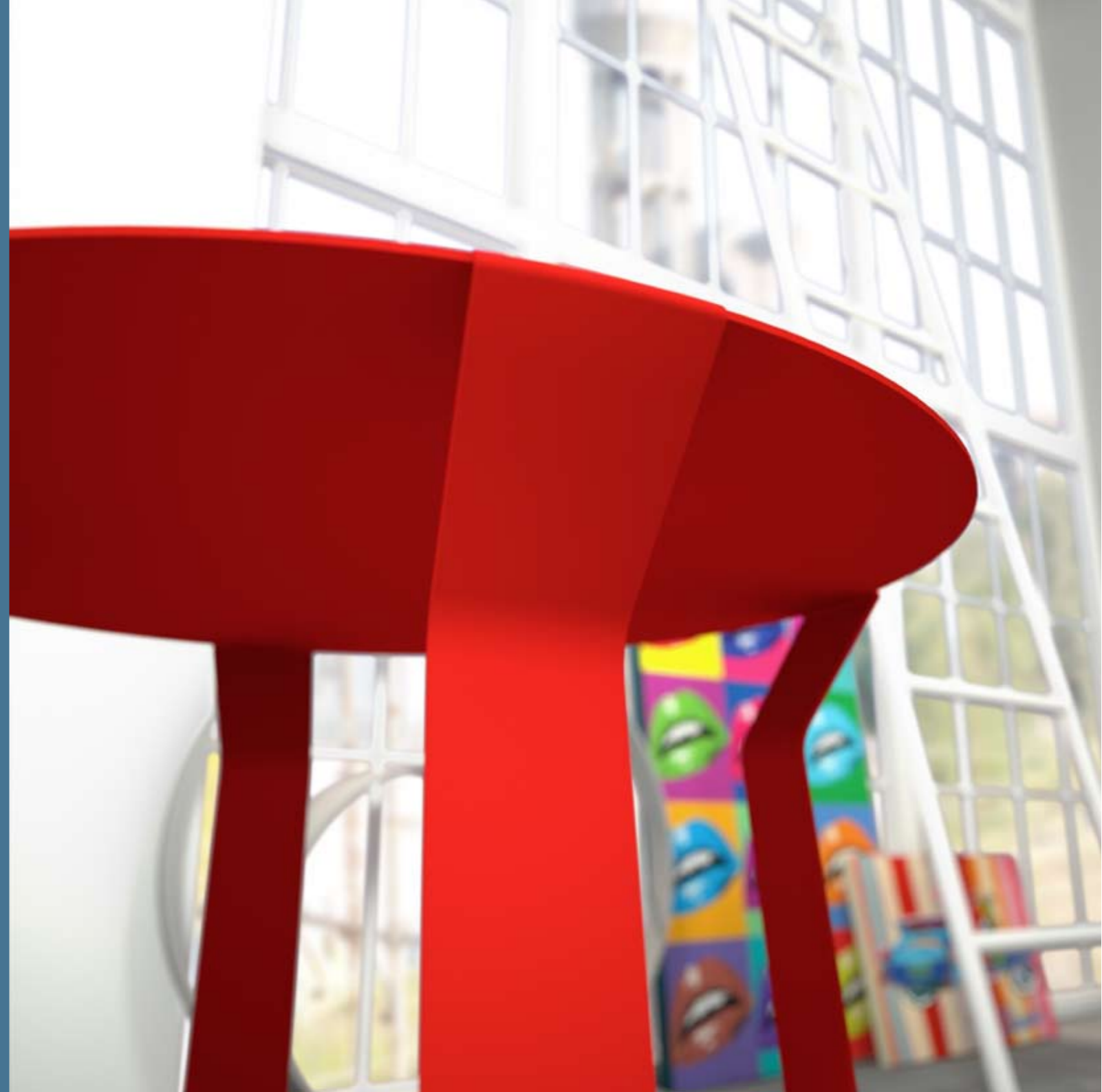


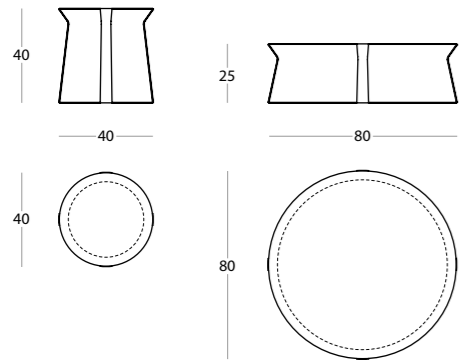
Freeline

design Meme Lab

Due misure per un tavolo affascinante. La forma rotonda è sorretta da quattro gambe, attaccate al piano con una morbida piega.

Two different sizes for a charming table. The round shape is supported by four legs, attached to the base with a soft fold.







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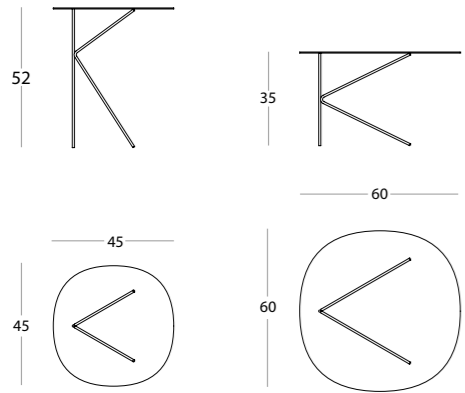
Twin

design Busetti_Garuti_Redaeli

Sempre in coppia , ma non solo, con design minimale ed aereo.
Tavolini rotondi a due differenti altezze e con due misure diverse di piano.

*In a pair, or alone, with minimal and airy design.
Small round tables with two different heights and with two different sizes of flat surface.*





Spread

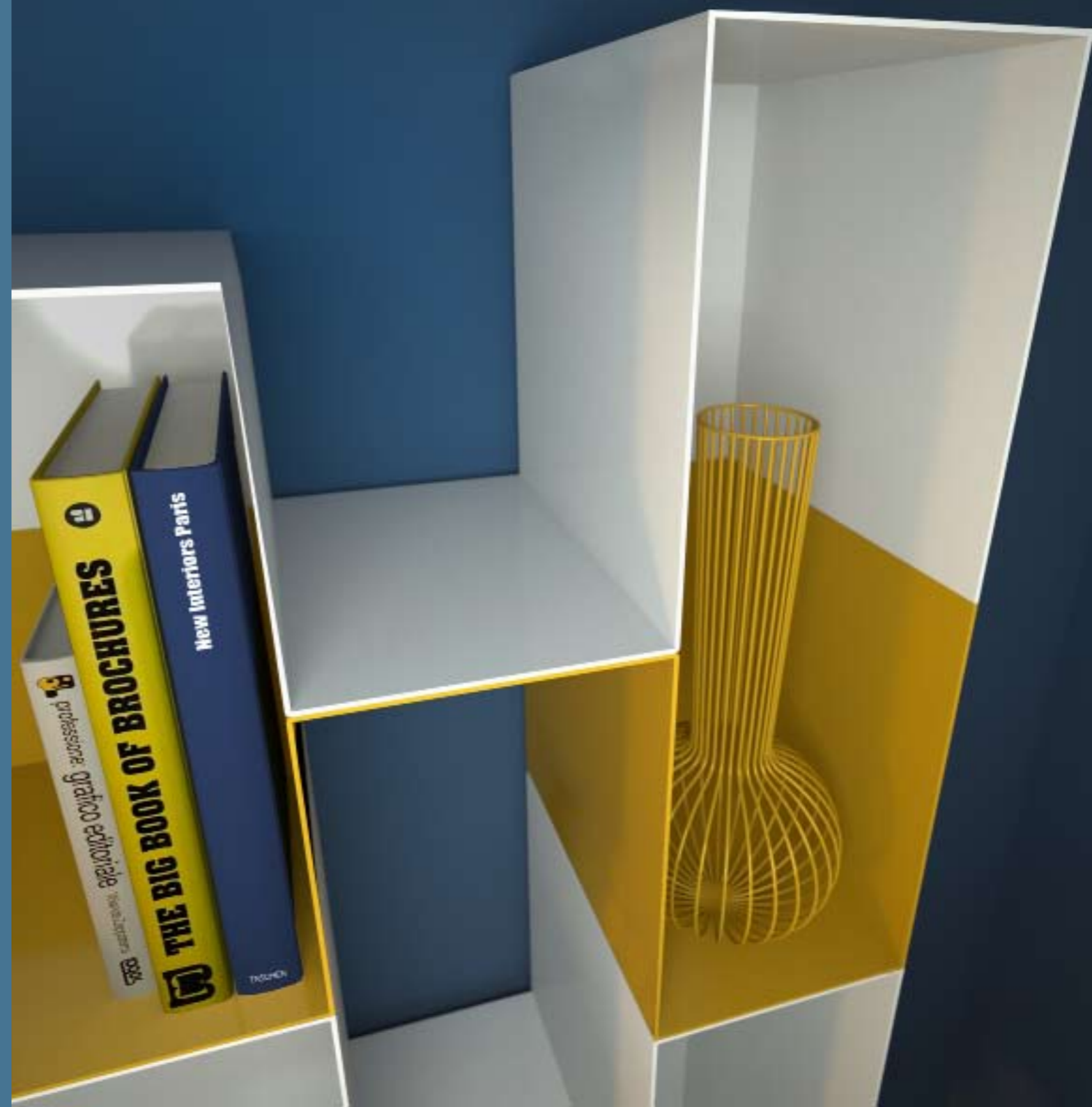
design Enrico Cesana

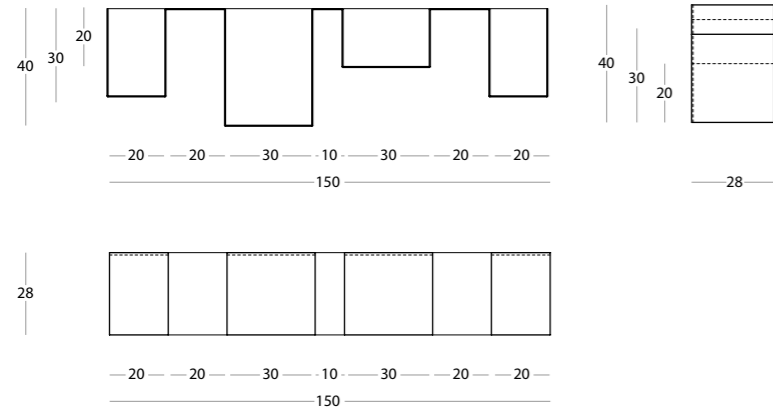
Mensola modulare per contenere i libri e gli oggetti di casa più amati.
Componendo Spread 1 e Spread 2 si ottengono eleganti librerie appese, che giocano con differenti cromatismi.
Montaggio verticale o orizzontale, facilitato da una dima per il posizionamento dei fisher.

Modular shelf to hold books and your most loved household items .

Composing Spread 1 and Spread 2 it can obtained an elegant hanging bookcases, playing with different colors .

Vertical or horizontal mounting, facilitated by a support for the positioning of the fisher.







Innesto

design Enrico Cesana

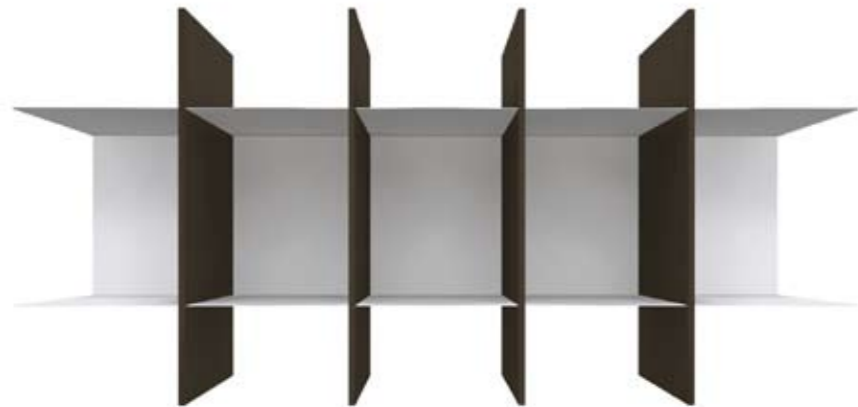
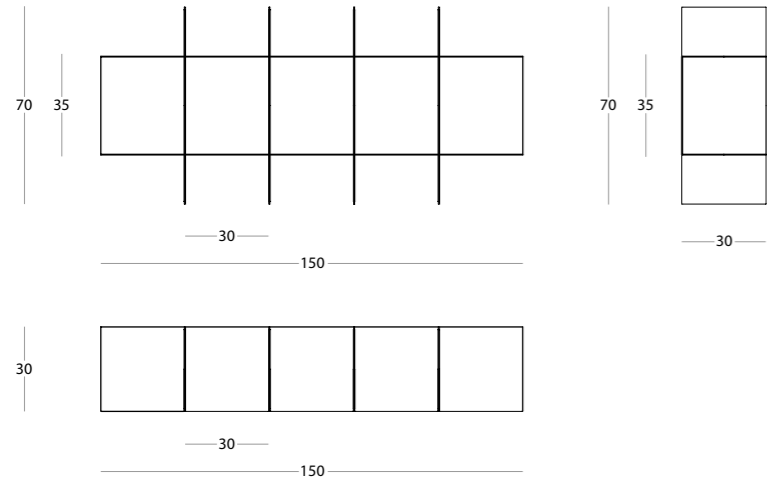
Un mini sistema componibile che associa il metallo all'eco-legno delle mensole, oppure completamente in metallo verniciato di colori diversi.

Tante le misure e le combinazioni. Montaggio orizzontale o verticale facilitato da una dima per i fisher.

A mini modular system that binds the metal to eco-wood shelves, or completely painted metal in different colors.

Many measures and combinations. Horizontal or vertical mounting facilitated by a support for the fisher.







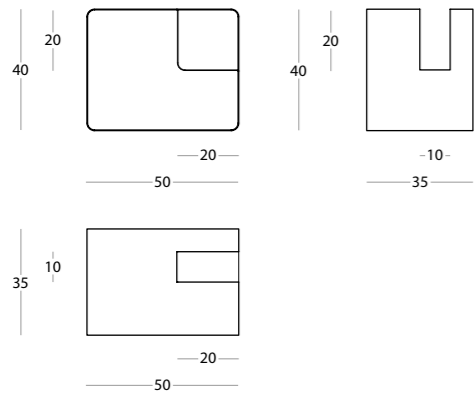
Libris

design Enrico Cesana + Meme Lab

Comodino, tavolino, porta riviste. Ogni uso è possibile per Libris, raffinato nelle sue dimensioni.

Bedside table, coffee table, magazine rack. Any use is possible for Libris, elegant in its sizes.





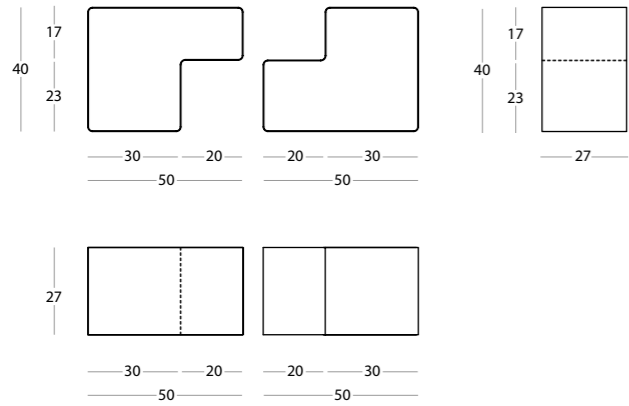
Form

design Enrico Cesana + Meme Lab

La coppia vincente. Orizzontale o verticale, sempre complementari per ottenere composizioni cromatiche ogni volta diverse.

The winning couple. Horizontal or vertical, always complementary to get different color combinations everytime.





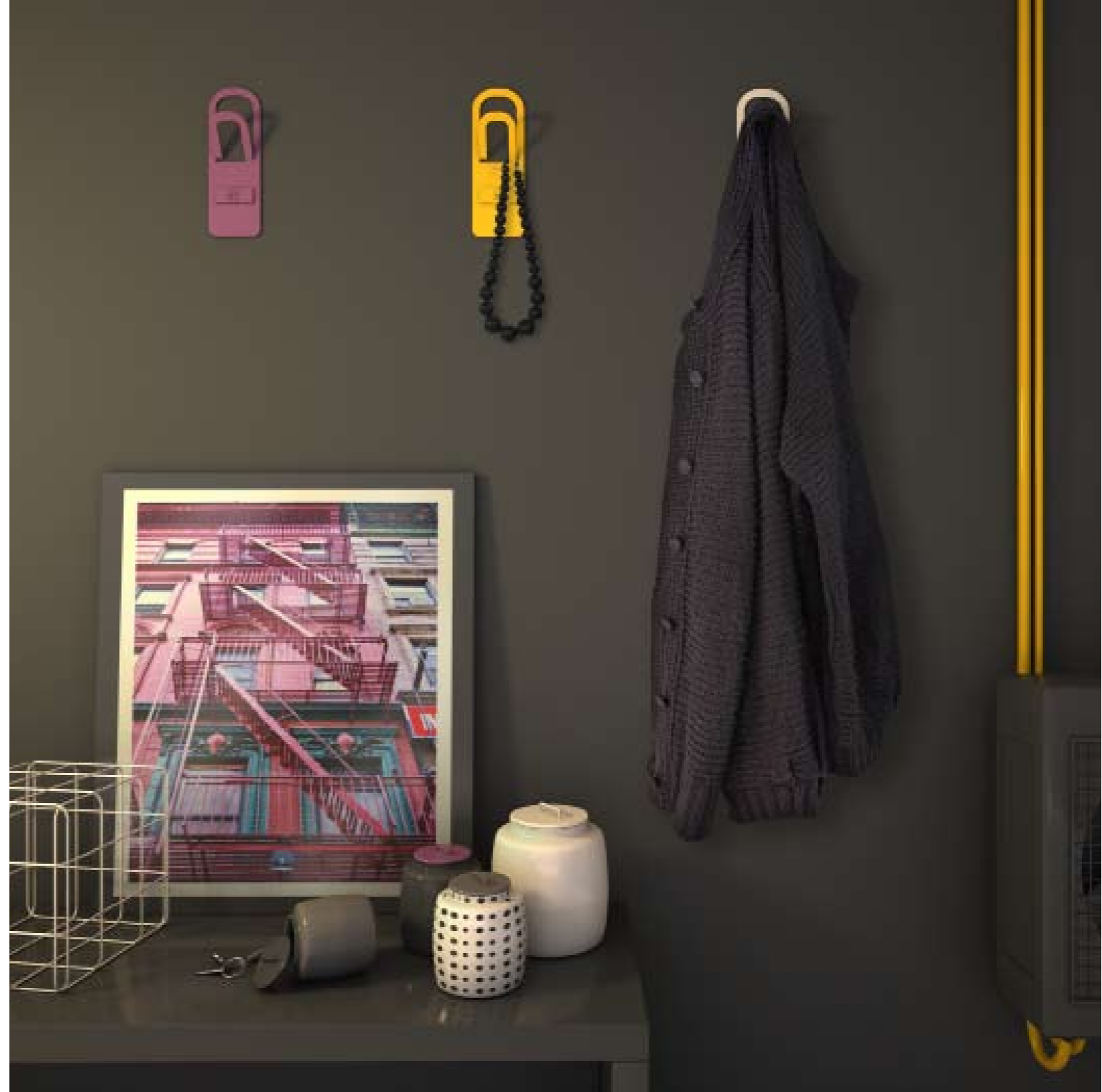
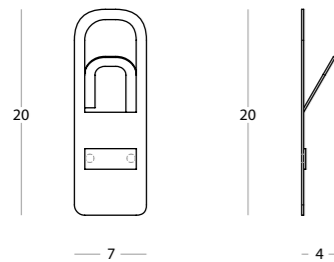
Graffetta

design Enrico Cesana + Meme Lab

Una Graffetta per ogni casa, disponibile in undici colori diversi, forte e resistente attaccapanni da arredo.

A Graffetta for every home, available in eleven different colors, strong and resistant coat rack.





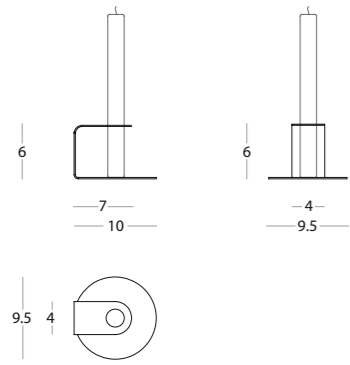
Bugia

design Meme Lab

Le nostre Bugie dicono sempre la verità. Un oggetto simpatico, un portacandele che ricorda quello delle nostre nonne, ma rivalutato nelle forme minimali. Utile in momenti di black-out.

Our Bugia always tell the truth. A smart object, a candlestick that reminds ones of our grandmothers, but re-visit in minimal forms. Very useful in case of black-out.





62

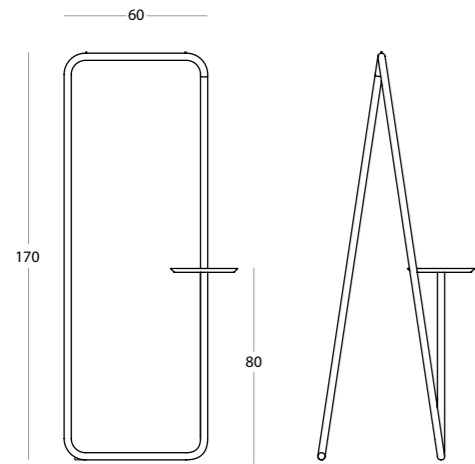
Clip

design Busetti_Garuti_Redelli

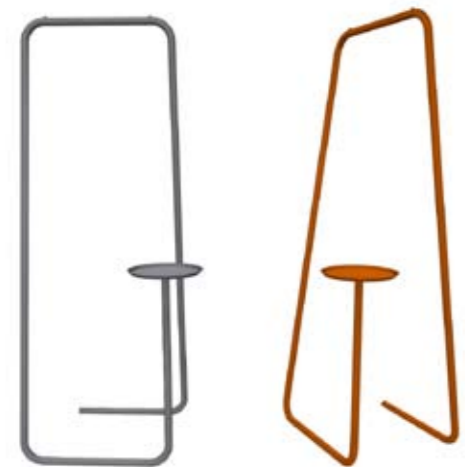
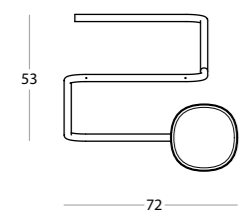
Utile sia come attaccapanni che come "servo-muto", robusto e colorato, una presenza discreta nel tuo habitat.

Useful both as a coat rack or as a "servant", rugged and colorful, a discreet presence in your habitat.





65



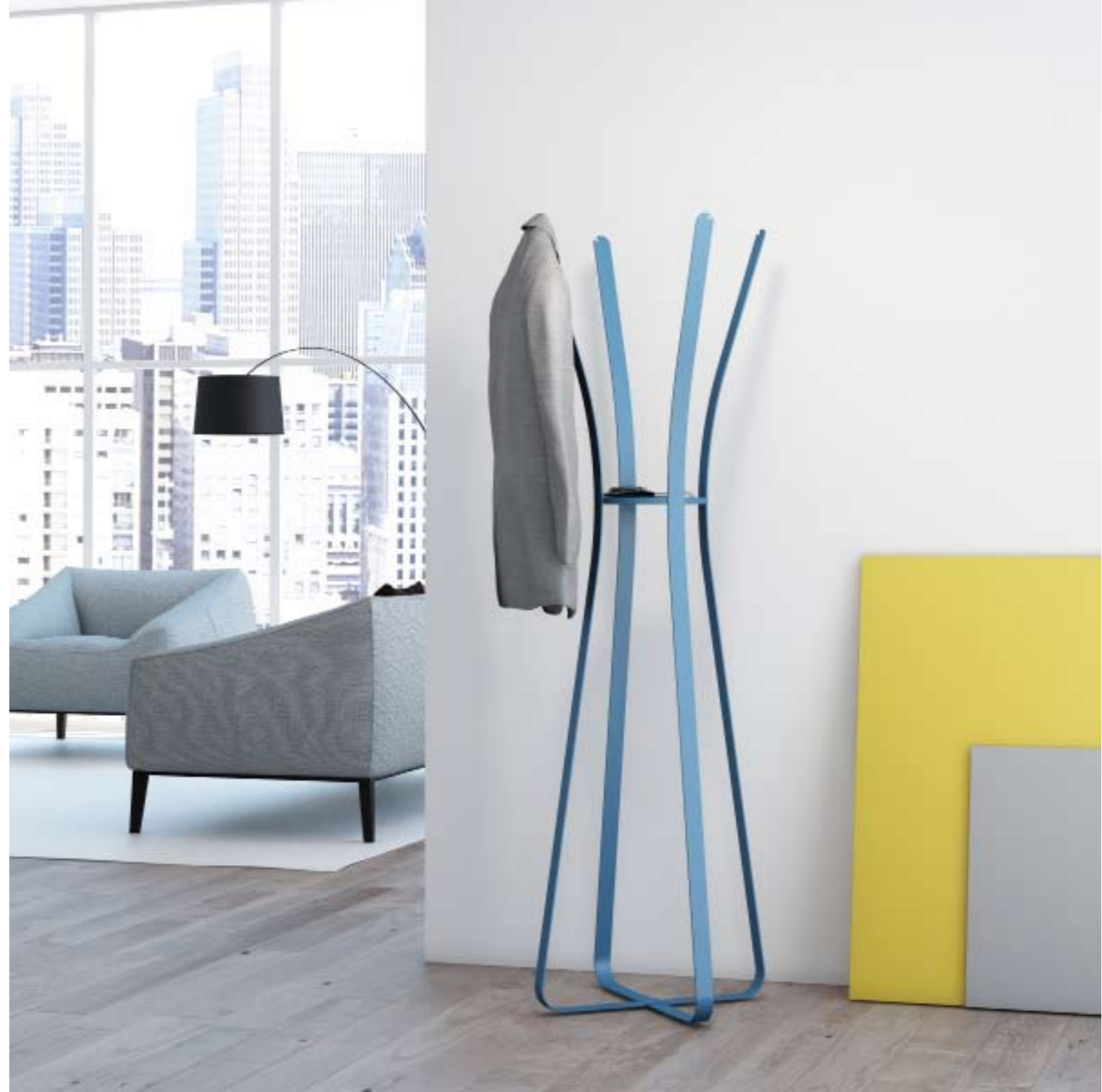
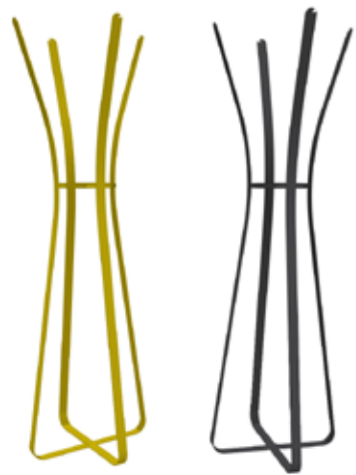
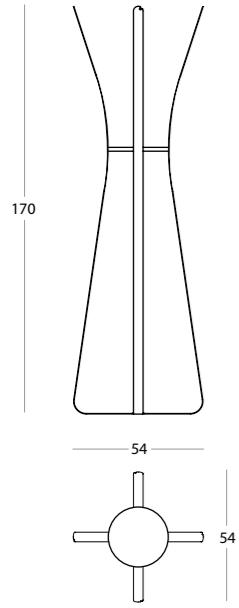
Nest

design Busetti_Garuti_Redelli

Sinuoso, morbido, forte. Adatto ad ogni ambiente di casa od ufficio. Una comoda sagomatura in cima ne favorisce l'uso anche per oggetti diversi dagli abiti.

Sinuous, soft and strong. Suitable for any home or office space. An handy shape at the top facilitate also the use for items different from clothing.







13 LIMONE / RAL 1005



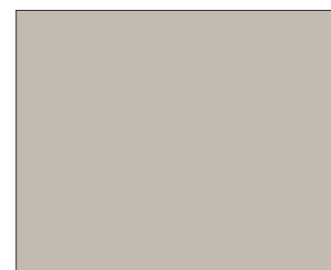
14 ZUCCA / RAL 2004



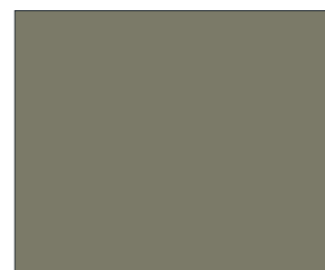
15 PAPAVERO / RAL 3000



16 LILLA / RAL 4001



06 CANAPA / RAL 7044



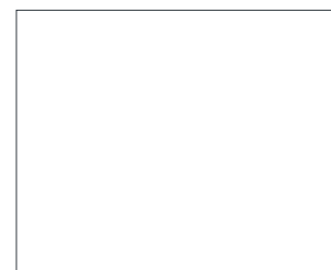
07 FANGO / RAL 7002



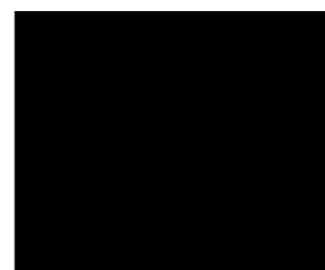
10 PETROLIO / RAL 5009



04 GRAFITE / RAL 7024



01 BIANCO / RAL 9010



12 NERO / RAL 9005



03 PIOGGIA / RAL 7042

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