

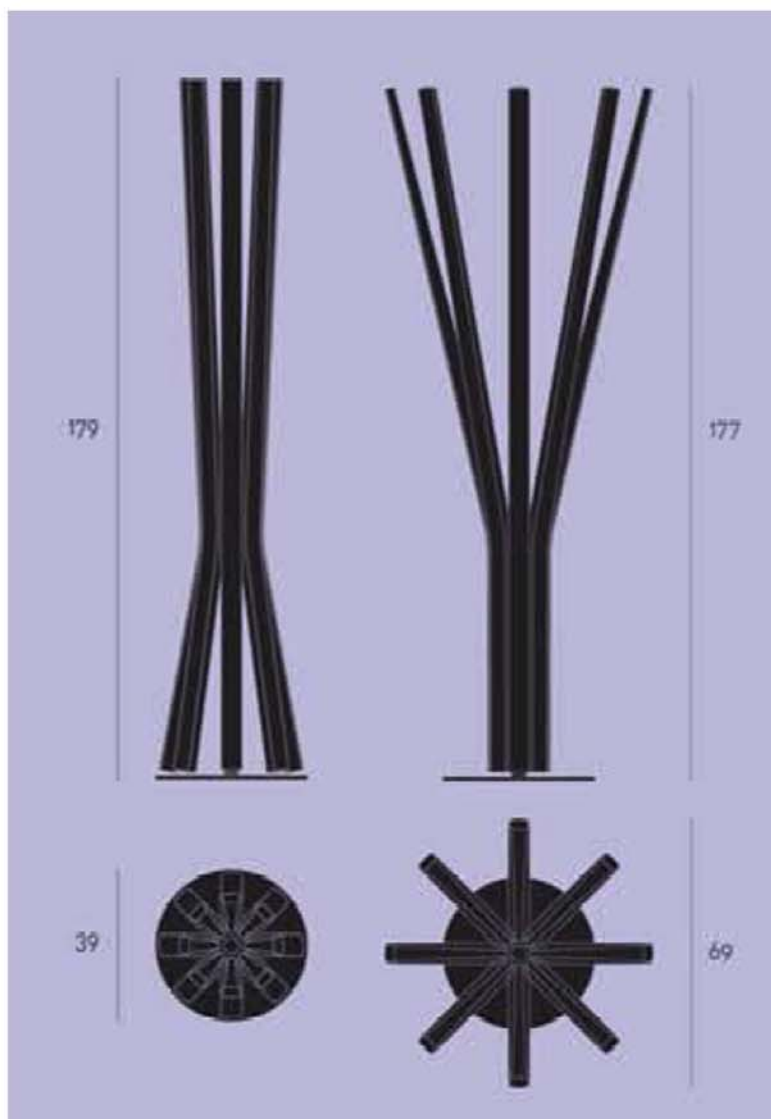
# Bloom

Cerruti Baleri



BLOOM IS AN ORIGINAL COAT-HANGER THAT INTEGRATES EXCEPTIONAL AESTHETIC AND FUNCTIONAL INNOVATIONS. WHEN IT IS CLOSED, WHILE ITS EXTERNAL DIAMETER IS CONTAINED AND ITS PHYSICAL BULK REDUCED, IT REVEALS A FORM WITH GREAT VISUAL IMPACT: LIGHT, HARMONIOUS AND DYNAMIC, DEFINED BY EIGHT ARMS MADE OF SOLID WOOD AND A CHROMED METAL BASE. BLOOM ROTATES AROUND A CENTRAL STEM THUS ALLOWING UNIMPEDED ACCESS TO EACH OF THE ARMS EVEN WHEN IT IS POSITIONED IN A CORNER OR NEAR A WALL. LIKE PETALS THE ARMS OPEN INDIVIDUALLY WHEN WEIGHTED WITH A COAT AND CLOSE WHEN THIS IS REMOVED. THE ANGLE OF THE OPEN ARM MAKES THE HANGING COAT LOOK AS IF IT IS SUSPENDED IN SPACE, PREVENTING A "HEAPED-UPON" LOOK. BLOOM IS STABLE, FUNCTIONAL, ELEGANT AND ABOVE ALL SURPRISING.

COAT-HANGER WITH CHROMED STEEL STRUCTURE AND EIGHT ARMS MADE OF SOLID NATURAL OR MOKA ASH WOOD. BLOOM CAN ROTATE AROUND THE CENTRAL STEM THUS ALLOWING AN EASY ACCESS TO EACH OF THE ARMS WHICH OPEN INDIVIDUALLY WHEN WEIGHTED WITH A COAT AND CLOSE WHEN THIS IS REMOVED.



## Materials

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