

valdama

IL



franklins
european bathrooms



HANDMADE IN ITALY



**DESIGN FOCUSED
PRODUCT**



COLOURED OPTIONS

valdama

Valdama is a company located in Civita Castellana. It was created to respond to the needs of a big market offering only "Made in Italy" products under the highest standards of design, quality and innovation. Valdama is founded by Daniele Vitali and works with his sisters Valentina and Marta. Thus the Val-Da-Ma name.

Valdama's difference and strength is the ability to tailor the forms of the products to create special and unique pieces to satisfy customer's needs.



PROSPERO RALUSO

The company relies on the art direction of Prospero Rasulo, a designer and artist with a strong experience in the bathroom sector and a personal approach to the project that has guided the Valdama strategy and the development of an innovative catalog right from the start.

Technique and functionality are the basis of the product development philosophy together with the emotional and sensorial aspect of the material and its forms. Brightness and particular pleasantness to the touch are the salient material effects that characterize Valdama products. The goal is to stand out on the international bathroom scene with a personal stylistic code capable of giving objects of use, consolidated from a typological point of view, a more courtly breath, bringing them closer to becoming small masterpieces of quality and daily harmony.



10 DAY PRODUCTION PROCESS

Valdama's traditional, non-mechanized production makes them unique in their sector. Each piece is followed throughout its creation phase, from the modeling process to the choosing of the item, under the supervision of qualified and certified individuals.



DAY 1
Casting



DAY 2-3
Drying



DAY 4
Product Finishing



DAY 5
Testing & Engobbiatura



DAY 6
Drying



DAY 7
Enamelling



DAY 8
Enamel Drying



DAY 9
Cooking



DAY 10
Checking



GLOSS WHITE
00



MATT BLACK
03

IL

IL, the poetics of essential beauty, of concreteness.
A furnishing solution that successfully interprets essential shapes that are perfectly adaptable in every bathroom.



DESIGNED AND MANUFACTURED IN ITALY



BASIN PILLAR
Freestanding Floor
Gloss white
VILLO100



BASIN PILLAR
Freestanding Wall
Gloss white
VILLO200



WALL HUNG PAN
With Soft Close Toilet Seat
Gloss white
VILW0200



WALL HUNG PAN
With Soft Close Toilet Seat
Matt Black
VILW0203



WALL HUNG BIDET
Gloss white
VILB0200



WALL HUNG BIDET
Matt Black
VILB0203

valdama

x

franklins
european bathrooms

www.franklins.co.nz