

I Ching by Tubes Radiatori selected for the 2022 ADI Design Index

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I Ching by Tubes Radiatori, designed by Elisa Ossino, has been **selected by the Permanent Observatory of ADI Design to be included within the 2022 ADI Design Index**, an annual publication that brings together the very best Italian designs currently in production.

The first volume of the two-year cycle is a collection of the products selected by a panel of ADI experts to **contend for the 2024 ADI Compasso d'Oro Award**.

This is **a significant step towards the most prestigious award in the world of design**, the Compasso d'Oro, which Tubes had already won in 2018 with Origami designed by Alberto Meda, now on exhibit at the Compasso d'Oro Museum in Milan.

I Ching is a **stainless steel electric heated towel rail module** resulting from the **radical simplification of the shape** and devised to be **installed in multiple configurations**. Each module can be arranged horizontally or vertically, in various finishes and sizes, so as to create **different graphic compositions on the wall** and transform the heating element into a kind of **artwork**.

Light, minimal and essential, **I Ching** conveys **elegance and pureness**, owing to the absence of any visible joints, connoting the space and making one forget the functional aspect for which it is intended.

I Ching by Tubes Radiatori will also be on show as part of a **travelling exhibition** which will make its design care and innovation features known to a wider audience of design enthusiasts.

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Tubes Radiatori stands for design, know-how, cutting-edge technology and excellence Made in Italy in the "heat" production segment. Pioneers of its industry, the company was set up thanks to the passion and experience of the Crosetta family, who have always stood out for their courage and their ability to innovate, expressing the art of "savoir-faire" and painstaking care for detail in every single product. Starting with the simple and genial intuition of "releasing" the heating body from the constraints of valves, in over twenty years, Tubes has travelled a journey to grow its business through listening, research, experimentation, both technological and styling-related, which have enabled the brand to revolutionise the concept of the radiator, turning it into a design item, capable of defining the architectural space. The encounter with Ludovica+Roberto Palomba gave rise to Elements, a collection that boasts partnerships with leading names in international design, and that includes heating objects with a high sculptural value. In 2018 Tubes launches the Plug&Play collection, unique on the market, which presents electric design heating objects that don't require installation. Tubes won several prestigious international awards over the years, including in 2018 the Compasso d'Oro ADI.

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