

## Tubes radiators among art and design in "The House", London's newest concept store, curated by M.A.H

The curator of the prestigious **M.A.H Gallery in London, Laura Fulmine**, has chosen Tubes radiators to furnish **The House**. Located in the Bethnal Green area of East London, The House is a place of carefully considered interior objects and details skilfully curated by Laura Fulmine. Serving as an expansion of the M.A.H vision, The House offers consultation, sourcing, design, styling and product services.

The informal and original style of the space has as its common thread the link between the craftsmanship and energy of independent artists, the timeless charm of vintage and the vision of the most established design brands. In its variety, the collection combines timeless charm with unmistakable aesthetics.

The Tubes products selected to furnish The House are **Origami**, a design by Alberto Meda, **Milano Free-standing**, by Antonia Astori and Nicola De Ponti and **Eve** by Ludovica+Roberto Palomba, all pertaining to the **Plug&Play collection**, which offers heating items that can be easily positioned in any room without needing to be installed due to their electrical operation.

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As well as being a radiator, **Origami** is a flexible furnishing element with an important but discreet presence. In The House the double wall version has been chosen, where the movement of the two modules recreates the fluttering of butterfly wings. Origami protects, heats and outlines the environment with lightness and sinuosity and its changeable shapes and excellent thermal capacity make it an eclectic and functional radiator. The red colour contrasts with the wall on which it is installed but recalls the original furnishing of the dining hall, for an almost theatrical result.

**Milano**, which is sculptural especially in the Freestanding version chosen by Laura Fulmine, is set in a very arty space. Thanks to its aesthetic value, which comes from the sinuous and singular profile, it stands out vertically like the works of art surrounding it, providing a colour contrast for the environment.



**Eve**, on the other hand, is an object with a multiple function, as it brings warmth, light and well-being: an attractively designed sphere that is both a heating element and a lamp has been chosen to illuminate and warm the kitchen in its matt gold version.

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Like all the products in the Tubes range, Origami, Milano and Eve have a strong personality and furnishing value, which fulfil the design requirements of any space. Although they are objects whose technological and functional aspects are key, thanks to their design they also blend perfectly into environments devoted to art. The aesthetic qualities of Tubes products have always enabled the heating object to become much more than that: a furnishing element with both architectural and artistic value, which is well suited to environments with character where art and design communicate to create a space in perfect harmony.

## Laura Fulmine

Laura Fulmine is a London based Interior Stylist and Creative Director, regularly working with private clients, highly respected magazines and leading brands worldwide. Laura is also Director and Founder of M.A.H, a gallery and prop hire company offering licensed art works by contemporary artists to the world of Interiors.

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## M.A.H

Building community through collaboration and consultancy, M.A.H Gallery nurtures the talents of over 100 emerging and established creators; fostering a more experimental approach to interiors installations and exhibitions. Offering a collection of fine art and furniture to purchase or hire, the gallery also specialises in art consultancy, vintage curation, and bespoke commissions.

### The House by M.A.H

2B Vyner Street, E2 9DG

Open by appointment

December 2022

**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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