

ROCK 'N ROLL  
WITH  
ANDREA ROSSO



In a creative mind, it is not a great leap from fashion to furniture design even though it is harder than most people think.

Many have shined like fireworks for one season then disappeared.

That is why it is pleasing to see DIESEL Living again and again, delivering a 360 degree lifestyle with poetry and universe in mind.

OBJEKT International sat down with Andrea Rosso, the creative director of the famous brand at Salone del Mobile, Milano.

text: Feng Hui  
photos: Hans Fonk

**Left: the presentation of Diesel Living during the Salone del Mobile 2015 in Milan. A new item was the wooden flooring from Berti, with military camouflage or canvas print.**

**Right: Andrea Rosso, son of DIESEL founder Renzo Rosso, and creative director of the brand.**

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The encounter with Andrea took place on a big comfy couch at the presentation of 'DIESEL Living' during Salone del Mobile in Milan. He is the son of Renzo Rosso, the founder of this remarkable brand. It is little known to the public that all style advice for the Diesel Living come from the same creative team of Diesel fashion.

And, again, for their interior creations, they went all the way as they do in fashion. It is not a matter of putting a new fabric on existing Moroso furniture, creating an extra pattern on Foscarini lamps or an extra curve on Seletti cutlery. It is all about creating ground breaking new pieces from scratch and throughout the entire process of design, prototyping, and manufacturing.

And they combine that with their normal fashion-design job.

After 20 something years of giving the world the most Rock 'n Roll all-around design in fashion and interior, they never seem to get tired. The brand Diesel remains synonymous for exploring new creative territories over and over again.

Diesel's is built on passion, creativity and strong personality. Using the brand's ironic and unexpected approach to design.

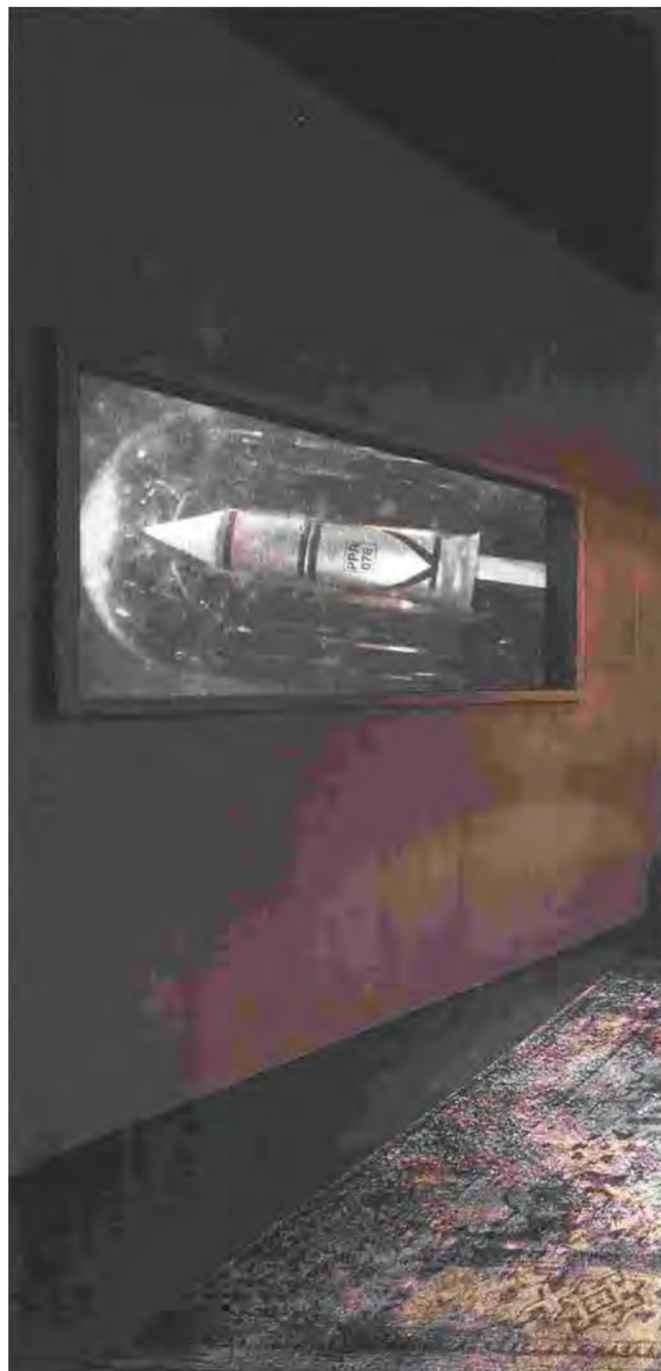
How does Diesel manage this interdisciplinary teamwork?

Andrea Rosso: "We work together very well. There is a very social and laid-back environment in our offices. To give an example: members of the fashion or graphic team casually meet in the coffee corner and have a chat, then walk together to a mood board, have a look at each other's work and exchange feedback."

"It is actually more of an understatement of how ground-breaking the creative team really is. We have always been in the forefront of the fashion world and that is what we pursue in the interior world." And in fact, 20 years ago, Diesel was the first fashion brand to embrace internet as part of global marketing strategy by launching their website. One year later Diesel opened their on-line store. They worked with the most untamable raw talents in creative fields as photography or film-making to produce controversial, yet award-winning advertising campaigns.

A good example amongst others, is the visual of two kissing sailors staged at the peace celebration of World War II, photographed by David LaChapell.

The bursting passion of the creative team for good quality products with an artistic and edgy design seems non-stoppable, no matter what. All their fashion ideas have been translated into interior design and all the things you can expect for the enjoyment of living with an authentic rock and pop attitude.



These pages: the new Diesel Living creations as shown at the Salone del Mobile in Milan in 2015. Rough materials, contrasting shapes and textural treatments are part of the brand heritage, all of it embedded in a bold denim spirit. The brand works closely together with Moroso, Seletti, Berti, Scavolini and Foscarini.

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