

Foof presents the Dog & People collection

Art Direction: Studio Irvine

Zone: Brera Design District

Giardino Segreto - WWF Italia headquarter - Via T. da Cazzaniga
Under the auspices of Zone Council 1

At spazio WWF via Tommaso da Cazzaniga, animal lovers will be able to live a unique experience during Design Week in Milan thanks to the Foof agility campus. For six days expert educators of the Foof Park Museum will assist the public in an educational path dedicated to the dog/master relationship (children are welcome). The Tunnel, obstacles and ramps will be made available for the enjoyment of our four-legged friends.

In addition to the agility campus masters will be able to test the Dog & People products, a collection of objects studied and designed by Studio Irvine (Marialaura Rossiello and Maddalena Casadei). In the design phase of the study, particular attention was given to forms and materials with the aim of facilitating habits and needs of both dogs and their masters so as to teach humans to learn to look through the eyes of their dog and strengthen respect for one another. The two designers also availed themselves of the fundamental support of educators from the Foof team who have tested the products inside the park museum.

The products accompany the daily activities of eating/drinking, sleep, walking and play.

Leitmotiv of the collection are 2 eyes. The eyes of the dog, the eyes of the people. Useful eyes. Useful for extracting the bag in the bag holder, to lift the bowls, etc.

The materials, the colours and the forms have technical specifications dictated by the functionality of the product; all the products are designed, studied, developed and produced in Italy.

The basic colours of the collection are yellow and grey.

The FOOF project, which besides being a breeding ground and a theme park is most importantly the first European museum dedicated to dogs. It was born from the love of animals of architect Vito Luigi Pellegrino who has dedicated his life and his work to the world of four-legged friends and repurposing the territory in which they live. Foof is in fact also an eco-sustainability and didactics project, and includes within its district also a resort dedicated to families and couples with dogs, offering special rooms furnished with Dog & People products and a large garden with kennels.



Foof Dog & People

ss Domitiana Km 20
81034 Mondragone (CE)
T +39 0823 181 1974
info@foof.it
foof.it

Luisa Bertoldo Press Office

Via Francesco Hayez 12/14
20129 Milano
T +39 02 266 88711
pressoffice@luisabertoldo.com
luisabertoldo.com



The products of the Dog & People line

Foof Dog & People is a start up under the artistic direction of Studio Irvine.

NINA

Based on the shape of a curled up dog, the Nina kennel is made to embrace. The inside is slightly raised from the ground so as to isolate it from the humidity of the soil. The slots allow recirculation of air. Nina is easy to grip thanks to the handle carved in the back of the backrest and is equipped with non-slip feet. The main body is made of polyethylene and weighs approximately 4,5kg.

MILLA

The Milla Bowls, in their classical circular form, have an upper inclined edge in order to facilitate the dog's approach. The two 'eyes' on the back allow the master an easy grip. Milla firmly adheres to the floor thanks to non-slip feet and can be washed in the dishwasher. Easy to use for dogs, convenient for their masters.

BOA

The Boa pillows are designed for maximum comfort of the dog and are easy to clean. Thanks to the internal foam material and the lined fabric coating, a technology used in the padded exterior, the pillows are insulated and completely water-repellent while maintaining high transpiration. The outer lining, in three-dimensional fabric, adds further softness and breathability. The fabric is removable and machine washable.

CICO

Cico is the game promoted by Foof. Cico is a game that entertains the dog and gratifies it by awarding it. It bounces and rolls in an unforeseeable way thanks to the material and to its conical shape. Cico can be filled with food (kibble, cheese...) through the opening at the bottom. Its eyes allow easy cleaning. In this way dogs playing and also chewing.