



DEFECTS

We observe errors made in order to create an original Design Communication.

Defacts is the conjunction of DESIGN + FACTS.

It has the same sound as DEFECTS.

We (defacters) believe that solutions are born from the contemplation of the error.

Ours inventions are born from the observation of a "misguided" scintilla that leads us to think about the possible solution and the final object.

Defacts srl, founded in 2012, was established by **Fabio Dodesini** and **Roberto Marini** in order to:

- Design: communication, applications for tablets and smartphones, design, web;
- Share: network with other designers;
- Synergize the production chain

But above all **REALIZE**.

Because there is only what is realized: everything else is theory.

Fabio Dodesini

Call him Pollock or 0012: he believes to be a secret agent!

Art Director & Dreamer can not describe himself preferring to speak well of others.

With a good sense of self-irony, hates to appear as a serious person and loves to invent, from time to time, something peculiar and original.

In the nineties, with his brother, invented the "Superfantasmino": the authentic invisible sock.

Fabio is a founding partner of Ops3.com and from 2012 active partner in DEFECTS.

Among his recent projects:

MyKollektion: The first App in the world to catalog own art collection.

Pollock: a funny strain for scissors shears.

GOØD: a revolutionary Christian cross.

Callander: a colander with the "a".

TAT'OK: a system to protect children on the beaches.

Roberto Marini

Silently, very quietly, loves doing the best...

Graduated in "Theories and Methods of Industrial Design" at the Politecnico of Milan.

Theoretical fine tuning of good design application to the network (usage of interface and experience are his real field of excellence) has the characteristic of always finding the defect, he doesn't like the trimmings but goes straight to the point.

He is a founding member of DEFECTS and Myk Tailor of the innovative app MyKollektion.

Active in the field of volunteering, he founded, together with other friends, the Association for Cultural Synergies: ASC in 2011.

Among his recent projects:

MyKollektion: The first App in the world to catalog own art collection.

GOØD: a revolutionary Christian cross.

Bubble book: modular bookcase with a dynamic layout.

We believe in dEffects
because they do as priming to solutions



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Designers: **Roberto Marini e Fabio Dodesini**

The cross is revealed to those who believe

What is faith? To believe without seeing. GOOD is the memory of the crucifixion.

Designing using a subject as important as the Christian Cross is one of the biggest challenges for a designer: the risk is to fall completely into the commercialisation of a religious symbol, the art is to seduce with mere aesthetics, satisfy the artistic versatility without nominating historical and religious iconography of this symbol, using for example materials without a reason... This was our challenge.

GOOD or GOD?

If God is Love then even the word Good manifests the Lord (God).

Giotto, Duccio From Buoninsegna, Simone Martini, Donatello ... many Masters have in the past presented representations of the Cross in a sublime and communicative way.

We see a cross... Turn your gaze believing that we have discovered all about it. Today in this fast-paced and some what superficial society the crucifix has become an object less and less with meaning and memory.

God is everywhere

The cross is a reminder while God is the present, past and future.

Discussing about the image of the cross we asked ourselves questions: by examination sometimes you reach surprising discoveries.

The Cross is an historical artefact, a memory, here is our innovation!

Just say the word "cross" and an image comes to the eyes of those who believe.

We have not created a cross but given an approach that honours its memory.

It is an image of a cross that cannot be removed from the wall because it doesn't exist (made up of four strange discs).

Perhaps in its creation we have brought a questions to mind: where is God now?

This crucifix asks us to think, asks questions... so many questions!

A respectful Cross

Must we show our faith or is it not be imposed on others?

Do we still exhibit the crucifix in our living room?

For reasons of modern aesthetics, personal and furnishing... the absence of "nice, modern and significant" crosses, and often unreachable costs of a fine antique crucifix...

Have led all of us to hide this symbol increasingly, a symbol of peace and hope.

It can also be for a certain form of "education" to the neighbor: as if we do not want to impose our beliefs to visitor.

Or because we believe it to be a form of "education" for our neighbour: as if we do not want to impose our beliefs on a visitor.

Grant us the poetic license, GOOD is a respectful cross that shows itself to those who want to see it.

Hung on the wall can be unreadable for some, but very readable for those who have understood our project.

Born for the cult

This crucifix has been designed for devotion.

Shape, size, colors, materials, everything has been thought to have a matching set of meanings and linked to the history of the Christian religion.

But we don't want to say more: it will be a your personal joy that will rise by your own curiosity and interpretation.

We had a gift: we want return the benefits of this gift...

Logo "La Nostra Famiglia" We are so in love with our Cross that we believe that we are not the creators but to have had it as a gift. The idea came to us during a work experience at La Nostra Famiglia of Bosisio Parini, an ONLUS, consisting of well being activities and social care, education and training aimed for the care of children with disabilities and disadvantages, present in more than 30 locations in the Italian Territory.

The Blue cross (colour of La Nostra Famiglia) can be purchased through our website or directly from the association (www.lanostrafamiglia.it): 50% of the proceeds will be donated to them!

For further infos: www.defacts.it/en

It is possible to download images in high definition on the web site. The use of this images and texts are allowed only for press news or not authorised use.

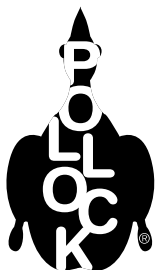
**By removing the Crucifix we actually
discovered to have him placed in the center...**

Year production: **2012**

The Production chain: **Rigoni srl, Ceramic's masters in Nove (Vi)**

+ packaging and print 100% Made in Italy

Patent: **Patent pending**



Designer: **Fabio Dodesini**



POLLOCK: a leading Poultry Shears that is both useful and ironic to bring lightheartedness.

A mould in the form of a chicken where scissors can be inserted everywhere?

A bad joke?

A little bit contemptuous, cynical but not an end in itself.

The scissor when they are inserted at the rear of the bird in fact form the tail and therefore akin with its logical representation.

Pollock mix Design with Art.

In Italian "Pollock" recalls the word "Pollo = chicken" but also, for lovers of modern art, the famous American artist Jackson Pollock.

Created by the designer Fabio Dodesini, Pollock becomes a "canvas" for artist who want to give their personal interpretation, making it an object to collect and not just "to use".

Design in limited edition

Each version, manufactured in ceramic, will never exceed the maximum production of 50 pieces: a true limited edition!

Made 100% in Italy

We have identified a range of beautiful and high quality poultry shears produced by the Masters cutlers from Maniago - Italy.

Ceramists Masters of Nove (Vi) realize the Pollock.

Box and pocket are handmade by artisans in Lecco (LC).

For further infos: **www.defacts.it/en**

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Art in the kitchen?

Let's put on the wall a true Pollock!

Year production: **2012**

The Production chain: **Rigoni srl, Ceramic's masters in Nove (Vi)**

SIFF poultry-shears maker in Maniago (Pu)

Prototecnica prototyper

+ packaging and print 100% Made in Italy

Patent: **international patent**