



HORM
LIMITED

MASS PRESSURE

in partnership with
novacolor®

MASS PRESSURE

Dror, 2021

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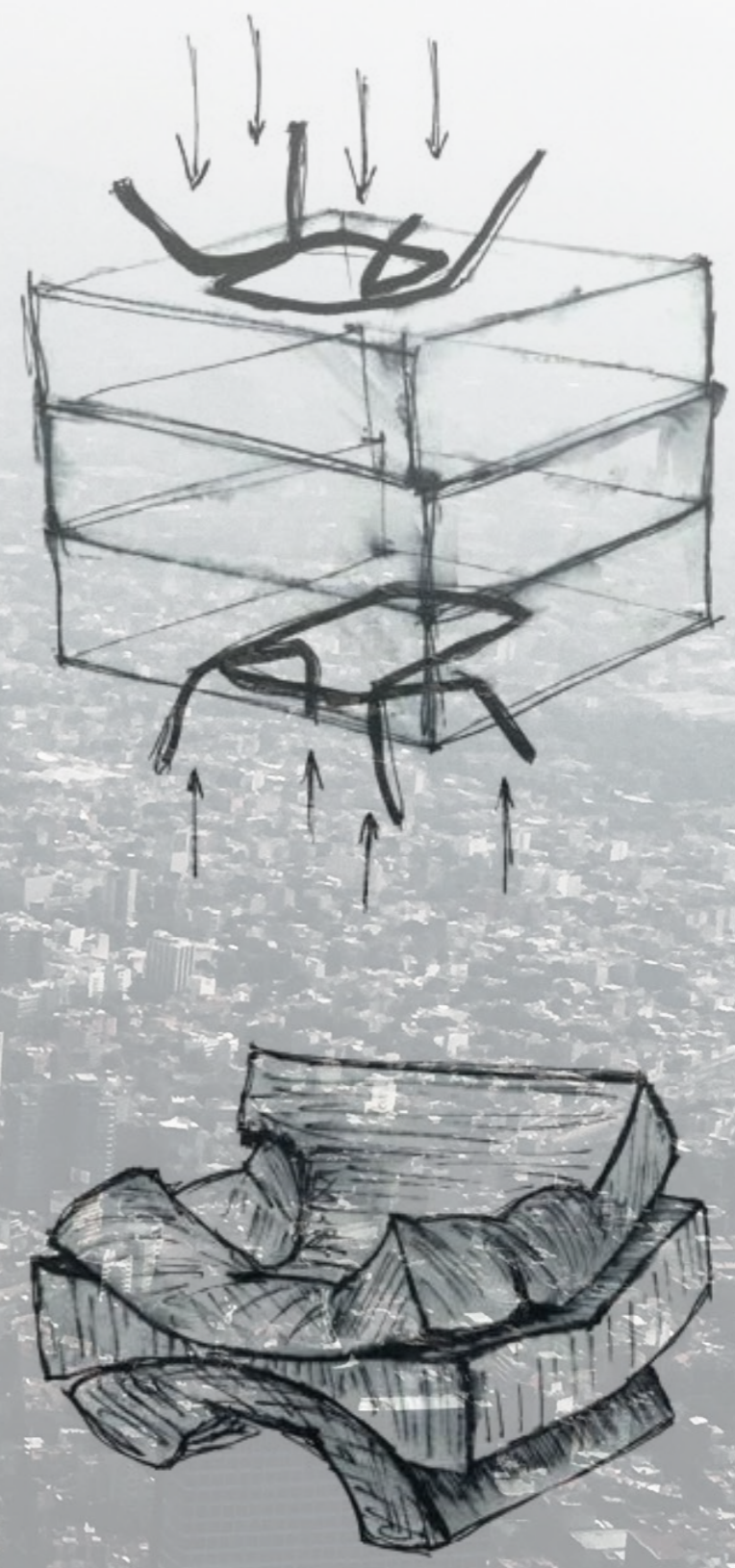
Designer



Dror

Dror Benshetrit is an artist, designer and inventor based in New York. He creates unexpected ideas and designs humanistic products, environments and architecture. Long involved in improving people's well-being, his current mission is to protect our planet.

We have created
a mass pressure
on the natural
world, natural
resources and
man kind.



Acknowledgement
is the starting point
of change.

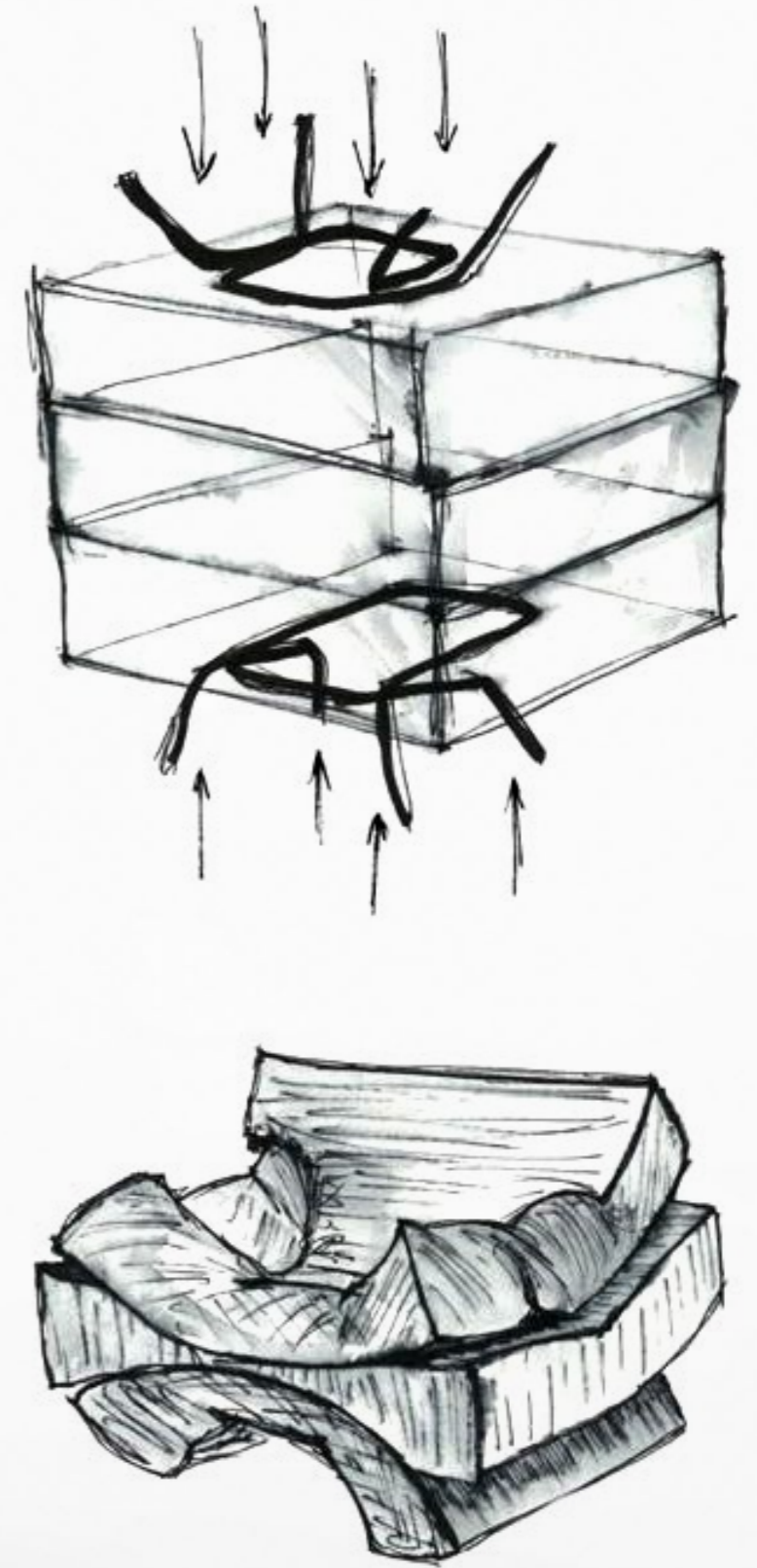








Each Mass
Pressure is an
original and
unique piece
of art.

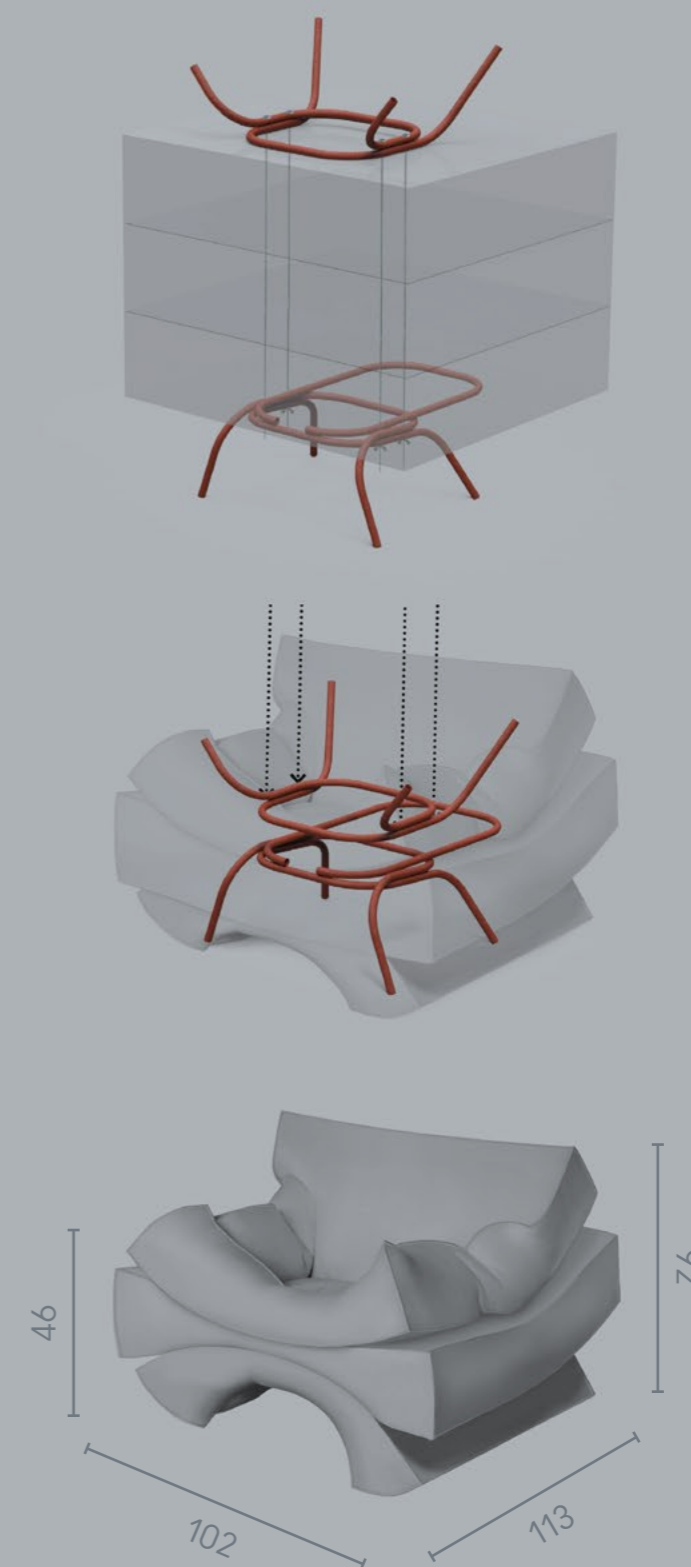


Every detail of Mass Pressure is hand painted with Novacolor[®] finishes, making the surface materic and three-dimensional.

TECHNICAL INFO

The structure, made of tubular metal, is composed of two separate elements that compress a monoblock of polyurethane foam cut into three elements.

The three polyurethane foam elements and the metal structure, are impregnated with an elastic resin and then hand-painted with Novacolor® finishes, making the surface matric and three-dimensional.



Art Director
Renato Zamberlan

Photos
Stēp Photography

except:
06 - 08

Partner
novacolor®
novacolor.it

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