



BIDASOA

NEOBOTIJO

de diez+diez diseño



El NEOBOTIJO surge a partir de la idea de redefinir formal y conceptualmente una pieza tan tradicional en la imagineria popular como es la del botijo, para adaptarla a una estética y a unos usos actuales; para ello lo que hemos hecho ha sido fusionar dicho elemento con el conocido brik de leche; hemos tomado del primero su característico pitorro e integrado su tradicional asa, hasta convertirla en un orificio central, a una pieza prismática y limpia que aprovecha el espacio tanto a la hora de su utilización en la mesa como de su colocación en la nevera.

El NEOBOTIJO, al estar realizado en porcelana esmaltada, puede ser utilizado a la manera tradicional o como jarra a la hora de desayunos, comidas y cenas, pudiendo contener líquidos tanto fríos como calientes como leche, café, zumos, etc., etc., pudiéndose utilizar incluso en el microondas.

¿Es el NEOBOTIJO una pieza cool, minimal, fashion, in? Básicamente queremos que sea un objeto actual y útil.

*NEOBOTIJO arises from the idea conceptually to redefine formal and a so traditional piece in the Spanish popular culture as she is the one of the earthenware pitcher, in order to adapt it to an aesthetic one and present uses; for it what we have done it has been to fuse this element with the well-known brik of milk; we have taken from first its characteristic mouth and integrated its traditional handle, until turning it a central orifice, to a prismatic and clean piece that as much takes advantage of the space at the time of its use in the table like its positioning in the refrigerator.*

*NEOBOTIJO, when being made in enamelled porcelain, it can be used to the traditional way or like jar at the time of breakfasts, meals and suppers, being able to contain cold liquids as much as hot as milk, coffee, juices, etc., etc., being able to even use in the microwaves.*

*Is NEOBOTIJO a piece cool, minimal, fashion, in? Basically we want that it is a present and useful object.*

