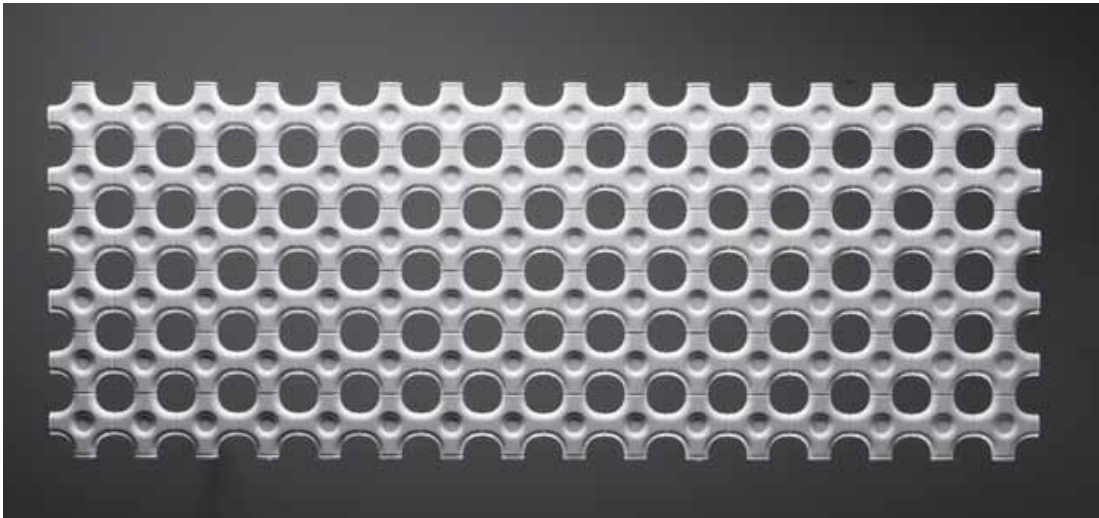




Add-On Radiator designed by Satyendra Pakhalé goes into Permanent Collection of Centre Pompidou, Paris, France.



We are delighted to announce that the Add-On Radiator designed by Satyendra Pakhalé for TUBES went into the permanent collection of Centre Pompidou, Paris. After winning the red dot award in 2008, it was also selected for the industrial design collection of the museum.

From 6th of April 2011, the Musée national d'art moderne, Paris will present a new chronologic hanging of contemporary collections to the public. Throughout the whole level 4 of the Centre Pompidou, this presentation reviews the history of art from 60's to today, covering all fields from painting, sculpture, video, film, drawing, photography, design, graphic design and architecture. The Add-On Radiator will be shown in this new collection.

With the Add-On Radiator the museum Centre Pompidou acquires another project of Satyendra Pakhalé.

How it all started

The Add-On Radiator is the first product of the collaboration between TUBES Radiatori and Satyendra Pakhalé Design Studio, Amsterdam. In 2003 TUBES approached Satyendra Pakhalé with the open brief to think about a new radiator without compromising the utility of the product. The radiator being a technically complex product was the perfect challenge for the designer. The design proposed by Satyendra Pakhalé was not only a typological innovation but also fulfilled more utilitarian needs than the conventional radiators. The design was prototyped and presented first at the Milan Furniture Fair in 2004. After its successful introduction, it took another three years of rigorous product development and engineering work in collaboration with Satyendra Pakhalé Design Studio to complete the entire range of the Add-On Radiator collection consisting of a hydraulic and electric version and architectural setting possibilities like on or recessed in the wall or simply as a space divider.

The real challenge in this project was to make the hydraulic version of the radiator work in a most effective way. The special joint between the two modules had to be designed and engineered in a way which allows to pass hot water under pressure through it while fulfilling all international safety requirements. Besides that a new standard system solution had to be worked out which will fit into all types of wall constructions all over the world.

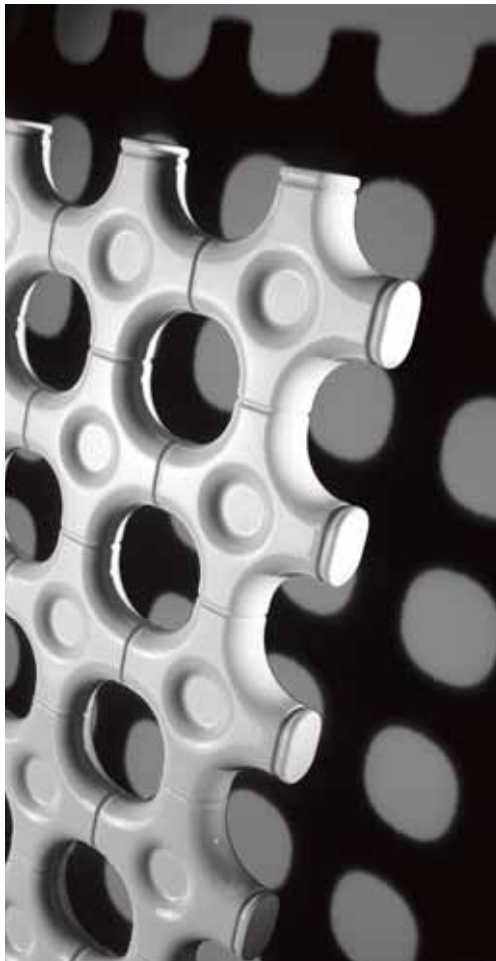
The Add-On Radiator designed by Satyendra Pakhalé for TUBES is indeed the only radiator that can be recessed in the wall creating a new architectural possibility.



“In architecture radiators are present as technical looking components and as such, are usually neglected from aesthetic point of view, even though they are amongst the most utilitarian products in the architectural system.

The first idea that came to our mind was to create a radiator with a very wide surface in order to spread more heat. Furthermore, we wanted to create a radiator that would have the personality of an object and that would fit into the furnishings as an eloquent but with discreet presence. We created a system based on a module connectable in two directions. Thanks to the four sided form that allows further modules to be added on (“add-On”) thus creating an infinite modular radiator”

Satyendra Pakhalé



Product innovation

Due to the basic developed module with a patented special joint the Add-On Radiator can be easily configured in rectangular or free form. These possibilities allow to create a collection of radiators for various architectural settings. The Add-On Radiator can be used as a space divider or as an integral architectural element. Besides it takes lot less power to heat the space by allowing air to pass through the whole surface of the object hence faster to regulate the temperature in the room.

Sensorial product

Satyendra Pakhalé works in a wide range of disciplines and is aware of the lack of sensorial qualities in industrial design. Tactility is often missing in mass-produced design, which has become divorced from the senses and thus lost its cultural and symbolic meaning. By going back to basics and working with different materials and techniques, he aims to harness this absent quality to modern technological objects. With Add-On Radiator he brings the sensorial quality to a conventional industrial product. Its design invites to touch and feel the warm surface. Add-On Radiator demonstrates the material sensitivity of its designer, where the sensorial form is executed in state of art technology with utmost elegance.

Architectural settings

The main attribute of the Add-On Radiator allows to build a radiator to any architectural setting. The Add-On Radiator collection is available in industry defined range of dimensions and configurations. However, based on the requirements of the architects a site specific Add-On Radiator can be built. TUBES invested into a flexible manufacturing system which allows to produce customized solutions to any architectural setting. For such contract projects the entire Add-On Radiator wall can be built in accordance with the architects requirements.

The Add-On Radiator is an innovative radiator which shows the designer’s technical competence along with his poetic design vision. Resolving all the technical issues of this project demanded a long and intensive development process to fulfill all international safety regulations.

The Add-On Radiator is the only radiator that can be recessed in the wall.

“I really enjoyed working on this project, particularly the intense collaboration with TUBES, their openness to take all my ideas on board and make it work. I like working on technically complex products and look forward to new projects in this direction”



Satyendra Pakhalé

サティエンドラ・パクハレ

Press Release 2011/March 3/4

Satyendra Pakhalé Design Studio

Industrial designer Satyendra Pakhalé was born in India and works now from Amsterdam. He completed his degree in Engineering and a Masters in Design in India and studied Advanced Product Design in Switzerland. Later he worked at Philips Design - creating innovative products in the areas of digital communication and transportation. In 1998 he set up his own design practice in Amsterdam. Renowned companies and organizations such as Cappellini, Colombo Design, Magis, TUBES and OFFECCT rank among his clients.

Pakhalé works in a wide range of disciplines, bringing to his design a set of fresh perspectives and a diversity of innovative cultural connections. His design emanates from cultural dialogue, synthesizing new applications of material and technologies with great ingenuity. His works are in several public collections, among others in Stedelijk Museum, Amsterdam; Montreal Museum of Fine Arts, Montreal, Canada and Centre Pompidou, Paris.

TUBES Radiatori

TUBES Radiatori was set up in 1994 in the north of Venice, Italy based on a thirty-years experience that it's founder had acquired in the field of plumbing and heating systems. The company soon became renowned for its radiators and towel warmers that created an outstanding value in terms of design and technology.

Heavy investments in human resources and constant research on alternative materials and new technologies were taken by the company, keeping in view to achieve a perfect balance in terms of utmost energy efficiency and aesthetics by introducing radiators that look more like architectural elements than system components. TUBES has revolutionized the conventional concept of heaters, making them play a leading role in interior design and thus no longer restricted to satisfying only heating requirements.

TUBES Radiatori has been collaborating with Satyendra Pakhalé since 2003. The Add-On Radiator is the first industrial product of this collaboration.





Satyendra Pakhalé

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