

Cellularline launches design wireless chargers Lotus and Domus

The new charging bases, born from the collaboration with the award-winning designer Matteo Ragni, integrate into domestic spaces as elements of furniture

Smartphone chargers are now essential accessories for our daily life, present in every domestic environment and essential to keep our tech devices in operation. So why not transform these objects, whose purpose is purely practical, into **furnishing elements** capable of enriching the spaces in which we live? From this intuition came **LOTUS** and **DOMUS**, the two new wireless chargers made by **Cellularline** in collaboration with **Matteo Ragni**, two-time winner of the Compasso d'Oro, the most prestigious industrial design award in the world.

Presented in Milan in the renowned setting of the **Fuorisalone 2021**, **LOTUS** and **DOMUS** has remained on display for the duration of the event in 6 showrooms scattered throughout the city, where it has been possible to test their charging capabilities and appreciate their essential style and timeless geometries.

"Today the smartphone represents for everyone the black box of actions, memories and emotions, basically the archive of our existence. For this reason, designing a place to recharge our beloved smartphone was a very exciting challenge." explains **Ragni**.

*"**LOTUS**"* continues the Milanese designer, *"evokes the poetic imagery of **water lilies**, welcoming the smartphone as a suspended flower that floats in its concave body"*. Available in green and ivory, its ethereal shape allows it to perform the double function of charging base and convenient support surface for small objects. With a maximum power of 10W, **LOTUS** is able to charge all smartphones compatible with Qi wireless technology.

Inspired by **altarpieces** is instead **DOMUS**, which thus wants to underline - with veiled irony - "the sacredness of our relational tool with the world around us". In addition to recharging the device, **DOMUS** also amplifies its sound diffusion thanks to the pleating of the base, and like **LOTUS** it is equipped with Qi wireless certification with a maximum output of 10W. The colors available in this case are bronze and silver.

"The original combination of design and cutting-edge technology of LOTUS and DOMUS best represents the innovative spirit that animates our company, and which leads us to renew a third of our product range every year", comments **Francesca Cucchi**, Cellularline Group Product Manager Charge & Utility. *"The path we have taken in recent years leads us to push more and more on the levers of innovation and sustainability, in addition to the values of reliability and practicality that are traditionally associated with the Cellularline brand".*

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Cellularline S.p.A.

Cellularline S.p.A., founded in Reggio Emilia in 1990, is, with the Cellularline, Ploos, AQL, Music Sound, Interphone, Nova and Skross brands, the leading company in the sector of accessories for smartphones and tablets. The Group is a technological and creative reference point in accessories for multimedia devices with the aim of offering users an accessory with excellent performance, ease of use and experiential uniqueness. The Group now employs about 240 employees and Cellularline brand products are marketed in over 60 countries.

