

ZoomArt

Get the city closer

Design: Odo Fioravanti



In Olinda, if you go out with a magnifying glass and hunt carefully, you may find somewhere a point no bigger than the head of a pin which, if you look at it slightly enlarged, reveals within itself the roofs, the antennas, the skylights, the gardens, the pools, the streamers across the streets, the kiosks in the squares, the horse-racing track.

Italo Calvino

Quite often, it's the little things that spark great leaps of imagination. The city is a firmament constellated with tiny surprises, faint comet-trails there for the discovering; hidden points of "light" that often escape the naked eye. Infinite bashful details capable of revealing the most authentic beauties of the city and its life are everywhere, along the streets and on the buildings, in the paintings and frescoes in the museums and art sites. This was our inspiration for ZoomArt, the first optical instrument designed to aid in observation of the hidden details of the world's cities. Made up of a series of interlocking cylinders, ZoomArt reproduces the form of the telescope, in homage to Galileo's optical instruments.

The fine-quality lense magnify any subject to 6 times its size; focusing is manual. Original and innovative, ZoomArt has all the qualities of authentic Italian design: clean, essential lines, a propensity for conversing with art. A beautiful object, at the service of beauty.



There is more than one way to look at beautiful cities. My way, when I conceived ZoomArt, is an active visual exploration through a careful and curious eye with a propensity to linger.

Odo Fioravanti



Hi-quality optical lenses

Objective lens
Ø 18mm

Magnification
6x

Focus range
145 cm > infinite

Available colors
black / light blue



Awards: ADI Design Index / Honorable Mention ADI XXII Compasso d'Oro