



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



## Acknowledgement is the starting point of change.





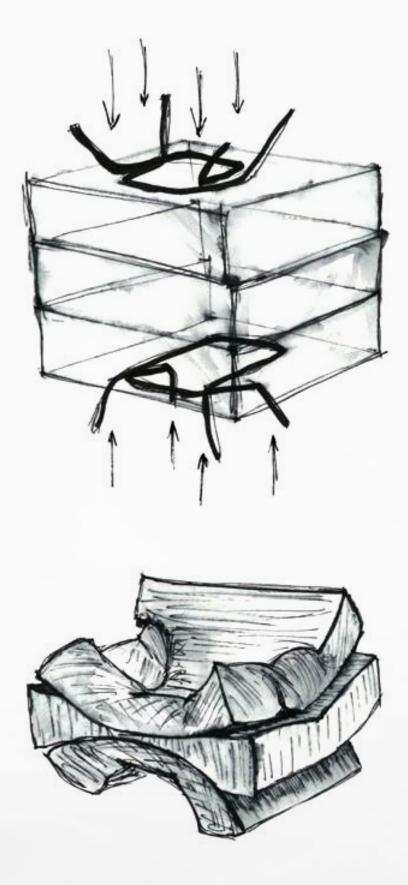






Each Mass Pressure is an original and unique piece of art.



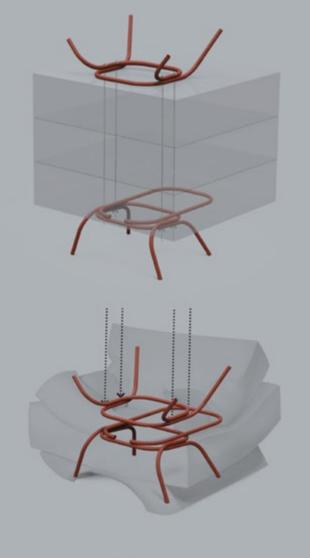


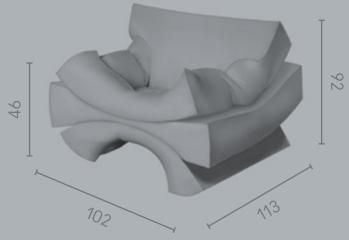
## DESIGNER

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.



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 materic and three-dimensional.





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