



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



Acknowledgement is the starting point of change.





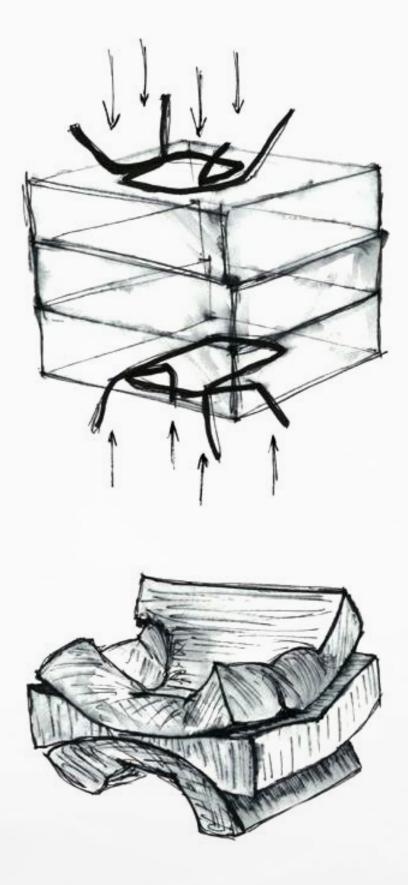






Each Mass Pressure is an original and unique piece of art.



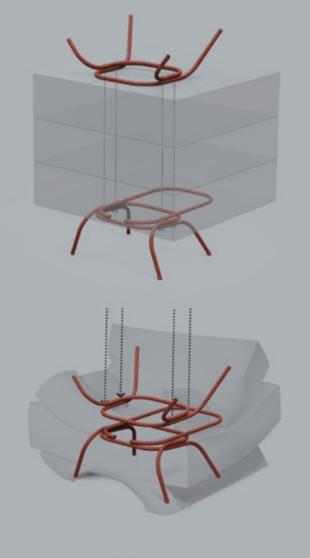


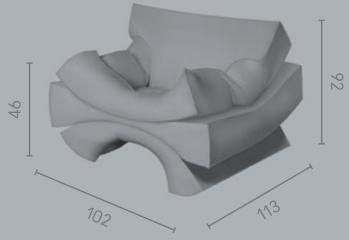
DESIGNER

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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