

PRO 1|10 – The Gentle Beast

World is growing fast, too fast for us simple human beings.

Technologies are improving drastically our lives but each medal has two faces, always and unconditionally. Our story has evolved in thousand of years but we are actually facing out a so fast and so radical change in habits that simply we are not prepared to deal with, at least not in all aspects of our daily life.

Digital devices are literally invading everything: houses, cars, biomedics, toys, communication, photography and hundreds of other fields.

Without any doubt this produces a lot of benefits to our life stile but...

Unfortunately there is always a "but".

We are slowly drying our souls, we don't speak anymore, we don't interact anymore, we are inexorably dying inside.

We are human beings, we need emotions to fulfill and enjoy our lives.

Emotions are simple things, but so powerful. Emotions are not digital.

This sentence seems to be anachronistic but it isn't.

If only we were able to focus our attention on what makes feel us really fine, everything would be incredibly clear.

Human relationships spin around emotions, all that they produce in our minds, in our hearts, in our memories, in our subconsciouses, in our moods, in our motivations.

All the other things are merely nice gadgets.

Since I was very young I remember to have been music addicted.

I love music, I like to play almost any kind of music because it is unique.

Music is able to activate switches in brain that very few other things are able to do.

Probably this is the reason that moved me to become an audio designer.

I like to smile, I like to cry, I like to love, I like to feel so emotional when music makes its job! And I like to achieve the best result when I design my babies.

I'm even more convinced that who decides to use a product designed by me, chooses it to listen to the music at its best. That's the most important thing ever.

And it's a challenge that renews every time I think to a new product, because I try to push the limit even higher. Under certain points of view technology helps, even if the trend seems to pull in the opposite direction. I already faced up this argument when the ONE 1000.1D was born.

That product was the first one to sign a non return point in my design choices.

In those years I felt the need to bring technology to serve emotions and not the other way around.

ONE 1000.1D was a huge challenge but the result was incredibly so over any highest optimistic expectation that let me understood the route was traced.

A lot of people criticized my job, but today I can look them straight in the eyes without any regret because I was definitely right.

To make a long story short, PRO 1|10 is the highest "uncompromised compromise" my technical knowledge allows today.

PRO 1|10 overtakes all the limitations of his grandpa, projecting the D-class behaviour in a totally different perspective compared to the traditional ones.

Few words to describe a little masterpiece designed with the ambitious goal to warm up the listener's heart.

Trust a genuine fool and remember: emotions are the soul gasoline.

Technology is no evil, but should not serve itself.

"Emotions are just behind the door, PRO 1|10 is the key."

