



## NATALIA GIANINAZZI

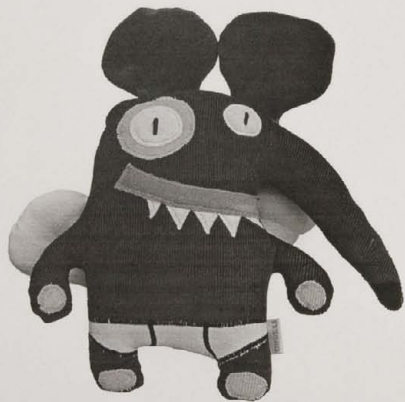
In a society of consumerism - where we need to produce and make money, and where ever-more we are treated as numbers, not as human beings - the Grusli collection was born. Born, to give everyone the opportunity to possess something very special and unique that reflects their personality.

Gruslis aren't mass-produced in China, but rather are one-of-a-kind handmade plushies. One-of-a-kind just like every one of us, with our special qualities and faults. Each one comes with a little ID card that is numbered, with date of birth, the name of the Grusli, and the artist's signature to guarantee its uniqueness.

In the 3-plus years since Natalia Gianinazzi started her project, more than 500 pieces have come to life, and have been adopted by people all around the world. Natalia's goal is to create an international family without borders or religion. A family that can get in touch through the official Grusli website, where you can find a "family album" featuring pictures of the adoptive parents with their Grusli, and their contact information.

«Mamma Grusli», Natalia Gianinazzi, is a 28-year-old graphic designer, born in the Italian-speaking sector of Switzerland, now living and working in Zurich. Besides giving life to the Gruslis, doing graphics and bags, she also likes to have friends over for dinner and dreams about a trip to Antarctica.

[www.grusli.com](http://www.grusli.com)





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