

Nello

Magnetic bike bell

Design: Odo Fioravanti

Graphics: www.alvvino.org



Nello is a magnetic bike bell, its simple and friendly shape recalls the shape of a little ball.

A “sounding” little ball that fastens easily to the bike’s handlebar by means of a simple support – supplied with the bell.

Once arrived at destination, Nello may be pulled off and slipped into a pocket.

To ring Nello all you need to do is touch the bell’s “head”.

But there’s a surprise: the sound changes every time Nello is attached and pulled off its support! This way you can select your favourite among three different sounds.

The ‘formal’ challenge was to finally create a bike bell which, like its older sister Lucetta, is well designed and is small enough to be detached and carried in a pocket to keep it from being stolen.

Odo Fioravanti

Components

Nello + magnetic base +
2 rubber supports

Sound intensity

>90 dB

Type of sound

3 different sounds

Power supply

2 x CR2032 batteries
(included)

Weather-resistant



Awards

ADI Index/ Gold Winner German Design Award

The little ball won't bounce, it rings.

Snap it on and pull it off, the sound effect will change. The pedestrian on the bike-path might jump at the ring, but he'll surely step out of the way. The smiling cyclist will thank and ride away.



click to play Nello's video!