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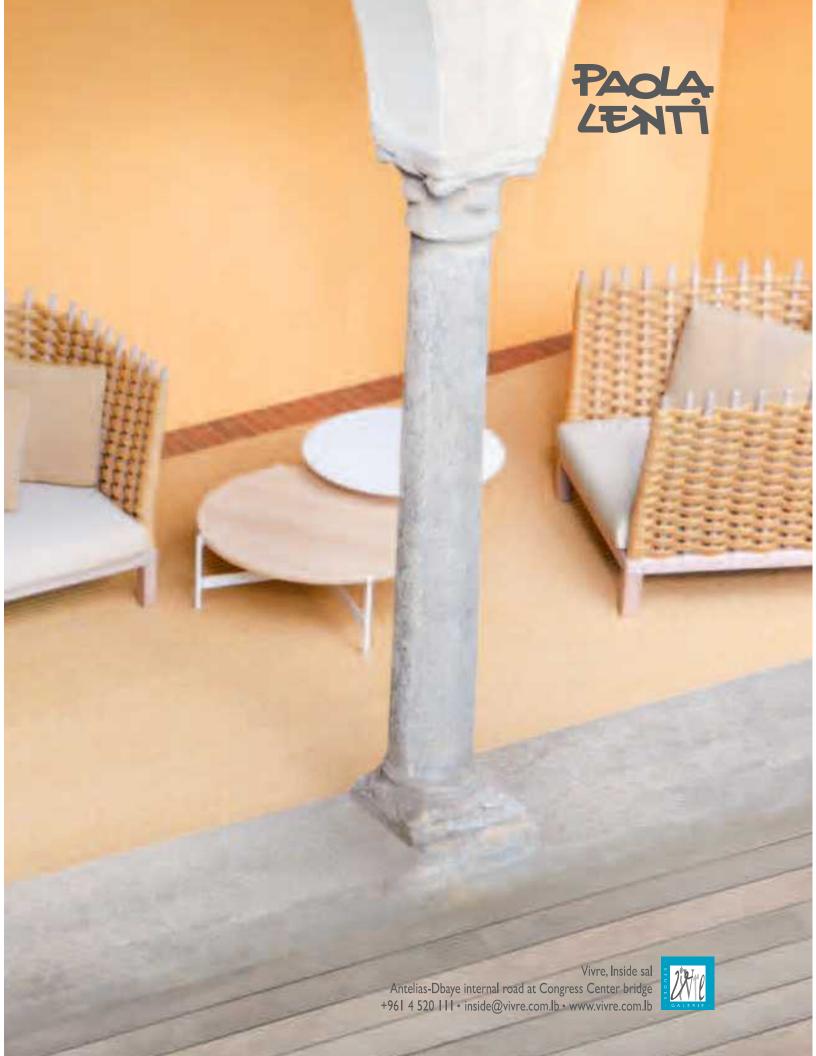














Zabuton design Nendo

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Artwork Prancesco Simeti Pragmonts from "Tumbleweed" art installation for Moroso, 2010





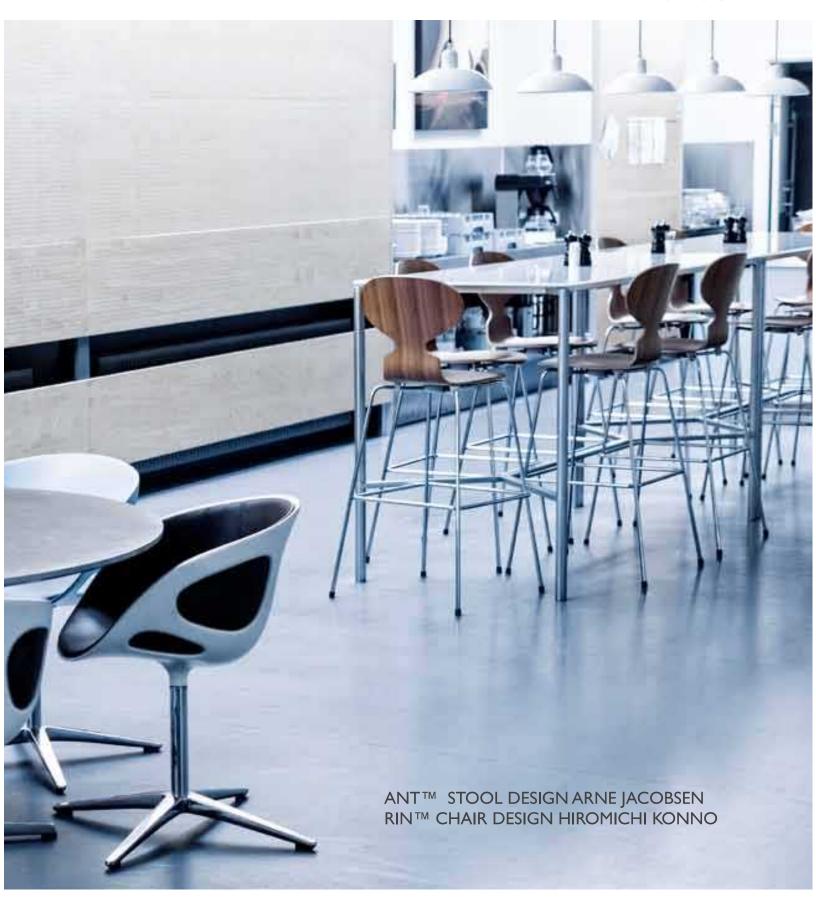




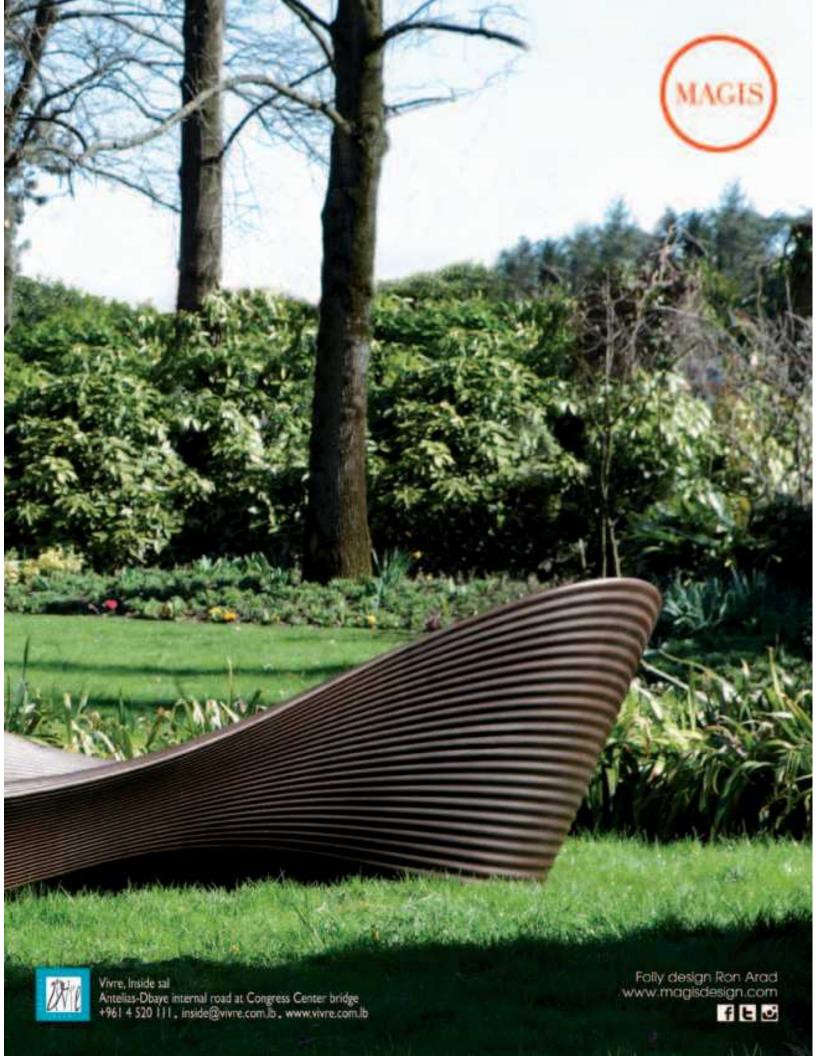
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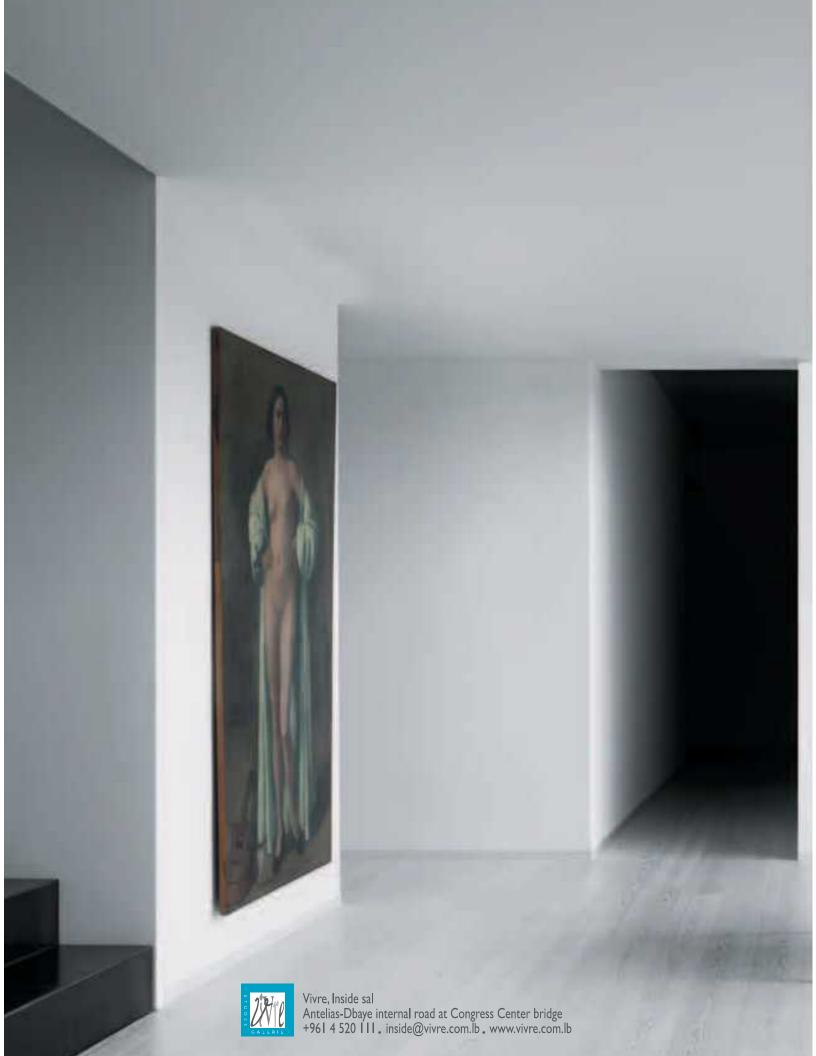


REPUBLIC OF Fritz Hansen®













EDITORIAL

Luxury. Why is it eternal?

Luxury is a great industry that uses dreams, it is a model of sustainable development and the way out for a society in crisis.

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Vivre – Inside sal Antelias-Dbayeh internal road and Congress Center intersection P.O.Box 60373 Lebanon Tel + 961 4 520111 Fax + 961 4 522014 inside@vivre.com.lb We live in a consumer world and products that surround us are mainly consumer products, attractive, ready to use and gotten rid of easily and quickly. These things go out of fashion and use so quickly and they deteriorate increasingly more.

Luxury products are designed with the opposite in mind, they resist time. This is why they take so long to produce.

It takes time to produce, first because of deep design work balancing roots and trends. Second, because of their physical materials like special fabrics, difficult and rare leathers, innovative chemicals. Third, because of the techniques involved like manual skilled work, perfection to the smallest detail, new technologies... But also each product and brand needs time to build itself as a symbolic image; celebrity and reputation must win over the world's most demanding elite requests.

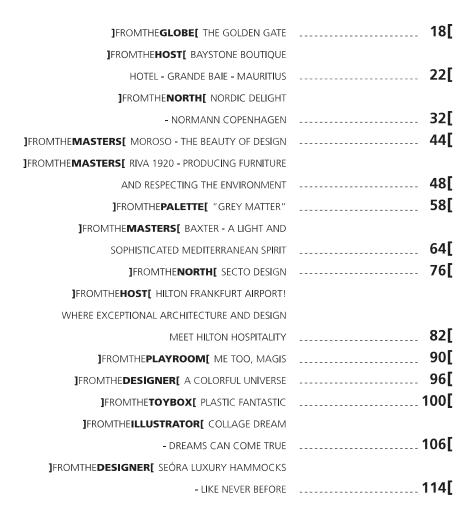
Luxury is based on long-term vision, tradition and history following the fine arts with which it is associated.

Luxury helps us to be selective and to make choices. Good ones!

Cover: Wiggle Miniature Chair by Frank Gehry, Vitra. Below: Swan Chair by Arne Jacobsen & Favn Sofa by Jaime Hayon, Fritz Hansen.













CONTENTS

The Golden Gate

The Golden Gate Bridge is a suspension bridge spanning the Golden Gate, the opening of the San Francisco Bay into the Pacific Ocean. As part of both U.S. Route 101 and California State Route 1, the structure links the city of San Francisco, on the northern tip of the San Francisco Peninsula, to Marin County. It is one of the most internationally recognized symbols of San Francisco, California, and the United States.



The Golden Ga fog. During the California Cent there to rise. Th

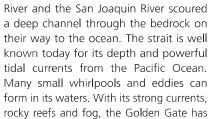
It has been declared one of the modern Wonders of the World by the American Society of Civil Engineers.

The Golden Gate is often shrouded in fog. During the summer, the heat in the California Central Valley causes the air there to rise. This can create strong winds

which pull cool moist air in from over the ocean through the break in the hills caused by the Golden Gate, commonly causing a stream of dense fog to enter the bay.

During the last Ice Age, when sea level was several hundred feet lower, the waters of the glacier-fed Sacramento









been the site of over 100 shipwrecks.

The name "Golden Gate" holds an important connotation in the Bay Area as a reference point for the region, and is attached to the bridge that spans the strait, a large park in San Francisco, and other local establishments.

E serie Design: Kurt Erni

An object halfway between architecture and art, linking the interior and the exterior with a light touch. Set up, display, view. The containers and display showcases of the e_series and Solitaire provide the form and the setting for their contents, and are themselves fabulous objects of desire. A glass shell lets you see the well-proportioned drawer elements within; the latter, however, keep their contents hidden from prying eyes. A wide selection of materials, shapes and formats is available. These cult objects may be found worldwide in private homes, businesses, banks and offices. Never have displays been so aesthetic.

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Baystone Boutique Hotel **Grande Baie - Mauritius**

Baystone Boutique Hotel & Spa is born out of a longtime friendship between Jean-Pierre Vissuzaine, an entrepreneur and Franco Salon, a wellknown local Mauritian chef. Both passionate about Mauritius, they decided to combine their energy and expertise to rethinking the island holidays, bringing contemporary design and boutique hotel experience to this sub-tropical destination of extraordinary beauty.



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]FROMTHEHOST[

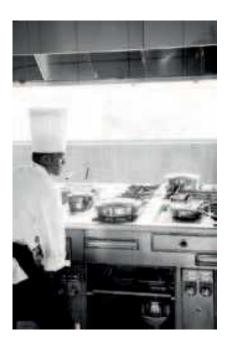




Whereas island resorts tend to look the same from one tropical destination to the next, the Baytone Boutique Hotel & Spa offers a dramatically different hotel experience on the shores of Grand Baie,

the most sought- after bay in Mauritius. The dings, with its walls and surfaces reflecting the unique setting of crystal clear water, white sand and pure sunlight. The New York based architect and designer











Albert Angel is the creative force behind this avant-garde concept for Mauritius, where nature translates into modern architecture and design. He drew his inspiration from the piscine waters facing the hotel,

turning them into a flowing, peaceful and immersive experience, where most of the furniture and objects have been uniquely designed and specially crafted for the hotel. Baystone has commissioned local fashion



designer Sweetie Ramalgun to design a unique collection of staff uniforms. Ramalgun has combined the wave motif with straight cuts to create an elegant tailored look seamlessly blending into the serene environment.

Located on one of the most beautiful bay of Mauritius, Grand Baie was originally a small fishermen's village. Thanks to its exceptional setting, Grand Baie has become a world-class resort destination, often compared to Saint-Tropez.

Grand Baie is well known for its white sand beaches, its breath-taking bay views and its pristine waters.... But this place has much more to offer, starting with a wide range of daily activities accessible to the whole family. Like the rest of the Mauritius, Grand Baie is a cultural melting pot, where one can discover the Salettes Church, a Tamul temple with its exquisite sculptures and a Mosque.

At night, bars, restaurants and nightclubs create a lively and festive atmosphere around the bay. Grand Baie is also the perfect starting point for a daily escapade to nearby paradise islands such as l'Ile Plate, l'Ile Ronde and l'Ile aux Serpents.

ABOUT ALBERT ANGEL

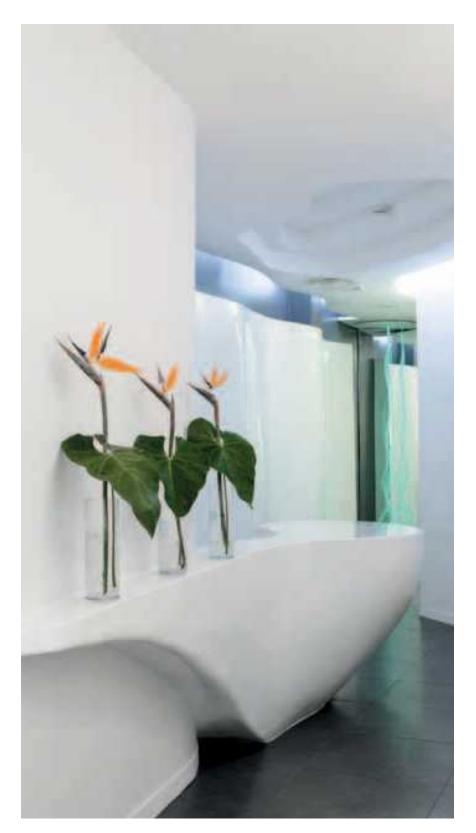
Albert Angel grew up in Congo (DRC), Belgium and South Africa, and studied architecture at the University of Cape Town. He founded his studio and developed recognized expertise in architecture, interiors and design for commercial, cultural and residential projects. Based in New York, the studio's realizations include luxury residences, restaurants and bars in Manhattan.

Space and light constitute the primary elements of his work, and he continually explores them in all aspects of his designs. Deeply inspired by Africa, his creations











are rich in form, simple and geometric: their repetition and juxtaposition amplify the light to unveil unexpected volumes. A tireless traveler, Angel's nomadic life directly influences his daily work, mixing

influences, styles and eras and breaking the traditional balances always with the same goal: to give rise to the emotions, captivate the senses and create immersive spaces where the real and imaginary meet.



Hal Developed by Vitra in Switzerland, Design: Jasper Morrison

www.vitra.com/hal





vitra.

Nordic Delight Normann Copenhagen

Jan Andersen and Poul Madsen teamed up to create the Normann Copenhagen brand in 1999 with a vision to make a difference in the design industry. The turning point came in 2002 where they launched the first product, the lamp Norm 69 under the brand name: Normann Copenhagen. Within five years, more than 38 products followed, as well as collaborations with established design names and new talents from around the world. In 2009 Normann Copenhagen decided it was time to introduce furniture pieces as well. Today Normann Copenhagen continues to introduce exciting and bold design products. Especially the color choice of the products has changed into a new color scheme and is often inspired by trends you also find in the fashion world.



]01[HEIMA FOUR-ARMED CANDLESTICK - LUISIANA MUSEUM CAFÉ

Heima features a recognizable design and pay tribute to industrial craftsmanship and to the Nordic Traditions. The uneven almost cold surface gives this Heima candlestick character, while the rounded shapes give the design a contemporary look. Heima has been created for cozy atmospheres. The minimalistic candlesticks

are sculptural and make an elegant and stylish accompaniment to both modern and classic decors.

Heima 4-Armed Candlestick is perfect to create a cozy atmosphere.

]02[BLOCK

Block is a mobile side table on wheels that has a light and airy expression. It is a versatile piece of furniture with many

32







different functions in the home.

Block can be easily moved around using its four handles, which are natural extensions of the legs. Use Block as a side table, tea table, coffee table or bedside table. The Block side table has been launched in mint green, light grey and dark grey.

]03[COLOR BOX

It is a multi -functional unit, can be hanged

or stacked up, made of folded steel and is available in six different color.

]04[REFLECT DESIGNED BY ALESSANDRO BUSANA

A Friendly Mirror out of the ordinary. Designer Alessandro Busana has created a mirror for Normann Copenhagen with a simple expression and elegantly rounded corners. The mirror has a handle, which

makes it easy to move around, and a backstand for easy positioning.

Alessandro Busana is fascinated by rounded shapes and exploits this to the full in his designs. His passion for adding unanticipated details to simple designs is also evident. The rounded handle adds a certain dynamics to the mirror without comprising its cleans lines.

Alessandro Busana says: "A mirror is







typically fragile and static. I wanted to make an unconventional mirror, which was both sturdy and safe to move around. The object was to make it easy in all ways. Easy to use, easy to move around and easy to place anywhere in the home. It also had to be beautiful to look at from all angles."

]05[AND **]07**[SUMO

Sumo's simple expression makes it easy to spot the detail and complexity of the upholstery and stitching; and the materials





EMOTIONS CAN'T BE TOLD, THEY MUST BE LIVED I

www.baxter.it





 wood, textiles and buttons- have been playfully combined. The visual expression is robust and friendly.

Sumo is a multifunctional piece of furniture and can be used as an extension to the sofa, a feature in the bedroom or a stool in the entrance hall. It comes in seven classic colors: black, grey, purple, turquoise, blue, dark red, and beige.

]06[ONE STEP UP LOW BY FRANCIS CAYOUETTE

One Step up is a bookcase that combines form, material and function in a simple and chaste design. The ladder as an object has inspired Francis Cayouette and he has created a new flexible piece of furniture ideal for storage.

One Step Up Low creates both the space

and framework for cool storage. Combine several units to create your own shelving system or use it as a light and airy room divider.

JO8[ONE STEP UP, SUMO, BAU LAMP Bau is a sculptural hanging lamp that combines color, composition and geometric shapes in a unique and creative design.





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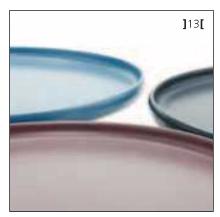
















Bau is a hanging lamp with attitude. Bau comes in multicolor and nature. They provide a different look to the interior.

]09[]10[AND]13[TABLO BY NICHOLAI WIIG HANSEN

Nicholai Wiig Hansen has had his own design studio since he was 26 years old. When Nicholai designs, he uses himself as the target group. Proportions are extremely important in his work and details are not added from a decoration perspective but only if they serve some kind of purpose. He is inspired by everything that surrounds him and especially art, food, nature and machinery. When Nicholai Wiig Hansen designs a new product, he always thinks the product to end in his head before sketching a single drawing. Everything from production to form and all the way to the end-user perspective.

]11[FRAME BY BRITT BONNESEN

Designer Britt Bonnesen has created a comfortable cushion with a simple, inviting feel and soft round corners for Normann Copenhagen. Frame is made up of two different fabrics consisting of exquisite wool qualities. The pieces of fabric have been cut to follow the outline of the cushion and discreetly underline its rounded contour. An important feature of Britt Bonnesen's designs is the interaction between various colors and textures and Frame is no exception to this kind of composition. The pattern on the cushion is created very simply by two pieces of fabric, each with its own shape and structure. One piece has the same basic shape as the cushion itself, while the other consists of a heather frame running along the edge of the cushion. Britt Bonnesen says: "the design process for the Frame was very intuitive. I sat down

one evening and began to make sketches

for the cushion and played around with the rounding on the corners until I found a radius that I was pleased with. Once this was in place, the idea for the rest of the design came quickly, and it seemed almost obvious to take the shape of the cushion further into the pattern. This gave the Frame the exact feel that I was looking for: soft, minimalistic and subdued".

]12[FLIP BY JAVIER MORENO STUDIO Javier Moreno Studio has designed a simple table mirror for Normann Copenhagen. It includes several functions and has

It includes several functions and has delightfully organic mode of expression. Javier Moreno Studio consciously avoided a geometric design for Flip. They wanted to use a freer and more organic shape for the mirror instead. The softness of the silhouette contrasts the glass and steel materials and gives the Flip a friendly and accommodating expression.

Flip is inspired by the traditional dressing table where one can see how one looks in the mirror and at the same time keep all the small items that are nice to have close at hand before leaving the house.

Javier Moreno Studio says that: "Typically, a mirror has only one function, but I wanted to make a mirror that could offer more. You usually look in the mirror that could offer more. You usually look in the mirror just before leaving the house, so why not let it be there where you keep the last things you use to get ready with, or need to remember just before you go?"

]14[NORM 03 LAMP STEEL BY BRITT KORNUM

Norm 03 stainless steel is an exclusive version. Norm 03 is an organic, modern lamp, giving a sculptural light over any dining table. In the steel version, the living and decorative light that Norm 03



casts on the ceiling is intensified and the reflection of the light is enhanced by the many nuances of the steel, from jet-black to shiny giving an exclusive look.

Britt Kornum designed Norm 03 in 2003, hence the name, while she was studying at the school of Architecture. Norm 03 is originally inspired by flower ornaments, with the idea of creating a pattern of strips based on simple principles.

]15[NORMANN LAMPS

Norm 03, Norm 06, Norm 69, extraordinary in its form, the Norm 69 holds a special place in Normann-Copenhagen legacy. As the first product launched in 2002, this stunning lamp comes in 69 pieces that anyone can assemble without the use of any tools or glue. Lends extraordinary light to any space. After a couple of minutes you understand the concept of how to fold the different elements. Once this is done, just follow the detailed instructions and after a little while you are the proud owner of your very own handmade Norm 69 lampmade by you. Norm 69 can be cleaned with a duster or by using the showerhead in the shower.

Norm 06 is a sculptural lampshade with its own expression. Norm 06 is a good place to start your lamp puzzle adventure.

The lamp distributes a soft, surrounding light that works well in most rooms. Hang it over the dining room table, in the entrance hall or use it in the bedroom.

]16[READY BY KIRSTY WHYTE

Distinctive and accommodating expression, the British designer Kirsty Whyte has created distinctive coat hooks with an integrated mirror for Normann Copenahgen. With its organic feel and accommodating expression, Ready is a decorative home accessory even when it is not in use. Simple, practical and playful — That's the essence of Ready.

Kirsty Whyte explains: "The coat Hook emerged one evening when I was playing around with some cardboard strips trying to find a shape that would look attractive on the wall as well as being practical. I love to design simple items that have several functions and Ready is a great example of this."









]17[TOJ

Toj is a clothes rack with an industrial and simple expression. Its function is evident and its simple construction – with a rail, shelf and trusses- provides space for clothes, shoes and bags.

Use Toj in the hall, in the living room, the office or the bedroom. Toj helps organize your clothes, shoes and bags in a stylish way. Toj is produced in two different sizes, in ash wood with white or grey shelves.

]18[SHOEHORN DESIGNED BY NIS OLLGAARD

Sculpturally designed everyday product. Flexibility and functionality are the essence of this shoehorn. Designer Nis Ollgaard has worked on its design in great depth to enable both function and form to work together. The unique function of the shoehorn is the slim, flexible yet robust tip, which adjusts to the foot and shoe. The thickness and shape of the handle are designed to fit in the hand and create a natural, user-friendly experience.

Nis Ollgaard says: "A Shoehorn is an everyday product which should afford one daily pleasure. Apart from the special function of its flexible point the shoehorn is designed to be part of the hall décor by way of its magnetic mounting fixture". In 2011, the shoehorn was selected for exhibition at the Biennale (craft and design exhibition) in Kolding, Denmark. The shoehorn was also a part of CC15, the Danish Crafts Collections section for prototypes in 2011.

KRISTALIA®



Moroso The Beauty of Design









]01[AND]02[REDONDO BY PATRICIA URQUIOLA

Redondo is a set of seating elements designed by Patricia Urquiola for Moroso. Its distinctive theme is roundness, and indeed the name in Spanish means "round".

The system comprises a sofa and two snug armchairs that evoke an almost "protective" intimacy.

The line and form of the structure are reminiscent of a brandy glass: it consists of two adjoining volumes that together form a cocooning seat, like a shell. It does not require the addition of numerous cushions. Redondo's curved shapes are accentuated by the complete absence of corners and

by the soft fabric, chosen to offer sensory stimulation and embellished with a quilted decoration of which the thread, like a pencil, draws elegant three-dimensional geometries.

]03 AND]04[CLOUDSCAPE CHAIR & NEBULA NINE SOFA BY DIESEL

X- Ray music and vintage treatments inspire the first collection Successful living from Diesel with Moroso.

Moroso, with Diesel, has created a collection of products with a relaxed and comfortable mood, taking its inspiration from an informal lifestyle concept and targeting consumers who like simple shapes



]FROMTHEMASTERS[

yet at the same time seek a "modern" style made up of high quality combined with a distinctive design of pure lines.

All this has produced the Camp and Rock collections: the first consisting of a sofa-Nebula Nine Sofa- which is soft like a large cloud, has generous shapes and where you can sit or lie on large, soft cushions with stonewashed linen covers which define the sofa, making it the ideal space for relaxing and socializing. The frame is in wood throughout, very strong and compact.

Sitting on the Cloudscape Chair produces the same sensations. Again the large cushions define its shape and support the seat for unique comfort.

]05[TRED BY MONICA ARMANI

"In my work I seek to embody my concept of living: a space free from detail overload, aspiring to rigorous geometry. My design aims to define sophisticated, measured objects, marked by a drastic refusal of all things superfluous, ceaselessly working to extract its essence".

Monica Armani

A collection of essential tables, with a linear profile, and ironically playful leg corners. The thickness of the top gives the structure importance, whilst the wood ensures that it is light and refined.

It comes in three sizes: 200x90 cm, 250x90 cm and 300x90 cm, which can be finished in embossed white matt lacquer or multilaminar veneer in shades of silverblack. The feet are painted matt white or natural chrome or black. The lower section of the feet is height-adjustable, and combinations of surfaces and feet can be customised.

]06[GENTRY SOFA BY PATRICIA URQUIOLA

Gentry's sofa designed by Patricia Urquiola fosters a return to industrial design's







capacity for technical and aesthetic designing of products destined for the retail market.

The collection's strength is its almost basic simplicity, which imbues it with character and modernity yet, at the same time, its silhouette, has the added attractively graceful touch of a gentle arch in the frame to ensure the right structural balance of solids and voids.

With large, soft cushions to make it exceptionally comfortable, Gentry sofa's discreet personality enables it perfectly to blend into any interior décor setting.

The steel frame is enveloped in molded polyurethane foam; the cushions are filled

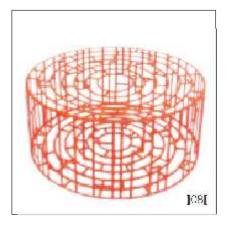
with goose feathers. Available in a choice of leather, woven fabric or chunky quilted knitted fabric upholstery.

]07[PAPER PLANES SOFA BY DOSHI LEVIEN

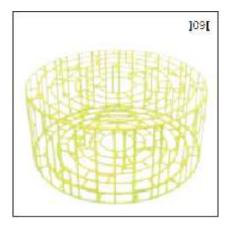
The stability of paper. The Paper Planes collection now includes a two-seater sofa to round of the range of double-height seats presented last year.

Cozy and comfortable and ideal for reading yet at the same time visually lightweight, it is ideal for those fond of understated and elegant seating.

Paper Planes, as the name suggests, incorporates the idea of levity contrasting









with a stable steel structure, with almost architectural lines.

]08[AND]09[KUB BY NENDO,

With there varying heights and diameters and digitally produced patterns similar to wood bark, the pieces in this furniture series recall tree stumps. The solid linear metal pieces in the series are a visual play on the "wireframes" of 3D software, while the volumes of the soft, smooth fabric-covered ones project a strong sense of surface. By combining these oppositional elements-line and surface, nature and artifice, soft and solid-we hoped to generate objects that exist in an ambiguous space between nature and digital expression.

]10[IMPOSSIBLE WOOD BY NIPA DOSHI & JONATHAN LEVIEN

A new design from the Anglo-Indian who are always very alive to aesthetic and conceptual research and innovation. Impossible wood reinvents the idea of the classic outdoor chair by using a new, different material (a synthetic fiber) with

very versatile characteristics.

This material is an eco-compatible compound, which can replace the usual plastics while maintaining its characteristics of pliability (injection molded) and strength. As for its look, Impossible Wood has a simple, sophisticated silhouette, a lithe structure with reveals the chairs prospective elegance. It is the fruit of the two designers lengthy, in-depth visual, geometric and prospective studies.

]11[M.A.S.S.A.S BY PATRICIA URQUIOLA

M.a.s.s.a.s is the new collection by Patricia Urquiola for Moroso, system with the addition of a standard armchair, small armchair and small table.

The shape appears compact and controlled, yet well-defined cuts and lines map out the fabric asymmetrically. Visible raised stitching, like tacking, runs around the perimeter until deconstructing its linear aesthetic. The structure is in polyurethane foam and the particularly soft upholstery is the product of a bonded combination of fabric and wadding.

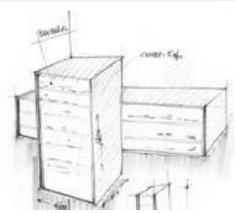




Rialto

Design: Giuliano Cappelletti

A container that, thanks to its structure that is thin yet strong, realized in cor-ten, preserves and frames the beauty of briccole's "fragility Briccole, the unchallenged protagonists of Venice, are here shaped and transformed, giving birth to the solid drawers of the contain





Riva 1920 **Producing furniture and respecting the environment**



48

]01[RIALTO TV SYSTEM by Giuliano Cappelletti

]02[VAMIZI SMALL

by Terry Dwan

Original library with a clean and neat shape. Terry Dawn's Vamizi Small features solid wood shelves and structure in transparent lacquered iron. Can also be custom made.

]03[VAMIZI TV WALL

by Terry Dwan

Vamizi TV Wall features a base suitable for TV set, several solid wood shelves and a structure in iron.

]04[ONLY ONE KITCHEN

by Terry Dwan with Claudia Caponnetto and Barney stool by Terry Dwan

]FROMTHEMASTERS[









Unique not only in name, each element is conceived, designed and produced to measure to meet the needs of the user, a design in which minimalism meets the tradition of solid wood furniture making, incorporating a series of innovative features both at the functional and at the aesthetic level.

The stool has a structure in oiled natural iron and a seat covered in bull leather. Two versions available – Barney Big and Barney Small – which differ in height. Barney Big is often used as a stool for the snack bar of a kitchen.

]05[]06[AND]07[LIBRERIA MODULARE

]08[FAMILY TABLE

]09[BEDROCK

by Terry Dwan

Nature and its naturalness make the top of the Bedrock Plank table a unique and inimitable piece. The top, made of solid walnut wood, featuring 5 cmthick natural sides, perfectly marries the raw-iron base that is hand-shaped and soldered. The top is with sharpened shortsides. Available finishes: tabletop made of walnut solid wood featuring knots or oak wood featuring knots. The tops of tables requested "with knots" are treated with a special black-coloured wax that is heated and once liquefied, is poured onto the knot. Time is allowed for the wax to cool down at room temperature. Once it solidifies, it thoroughly covers up the wood knot. It is possible to encounter wax "crystallization" effects or colour variations over the tabletop. This is a normal consequence of the waxing process and the spots can be faded through the use of a steel wool provided with the maintenance kit. Also, the number of knots and their dimensions over the table top can not be a reason for complaints, since they represent a natural feature of true solid wood "with knots", finished with natural oils or waxes. The top of the Bedrock table is extracted from solid sections of tree trunks. Any cracks or splits in the table legs, before or after sale, are absolutely normal, being typical features of solid wood that, as it ages and becomes seasoned, moves according















to the different conditions of the setting and humidity of the air. The top of the Bedrock table is usually made of two boards with natural outer sides. In the absence of two boards of the same length and width when the order is placed (or in case the table is requested with a width over 90/100 cm), the top can be made of four solid wood boards, glued together. The table base is made of iron plate, natural colour and finished with oil (standard version).

]10[AUCKLAND KAURI TABLEAuckland table with Kauri wood tabletop can be ordered with the following finishes:

One-piece "original" Kauri top. This is a top made of a single board of Kauri wood. The dimensions (length, width and thickness) and the shape of the board will be determined by the natural shape of the tree trunk. By purchasing this version of Kauri wood top, the customer must understand that measures may not be precise to the centimeter.

One-piece Kauri top "with square sides". This is a top made of a single board of



Blossom Hella Jongerius



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Kauri wood. Similarly, the dimensions and the shape of the board will be determined by the natural shape of the tree trunk. In a second phase, the four sides are squared off to obtain a rectangular-shaped top.

Two-piece tabletop featuring a central spacing. This version is available in either "original" outer sides or "squared" outer sides.

]11[RIFLESSI MILLENARI TABLE

by Xelidon Xhixha

Kauri is the only timber in the world that was extracted from trunks buried in mud for over 50 thousand years without decaying or fossilizing, thus allowing Riva 1920 to create unique and exceptional works of art. Sculptor Helidon Xhixha realizes the steel base. Xhixha is the artist that introduced steel to art. Skilfully hand-moulded, every single steel sheet is a unique and inimitable work of art. Limited edition and can also be custom made.

]12[SHEDAR CHAIR

by Marc Sadler

The chair is entirely made of solid wood and bold design lines characterize it.







The thickness of the seat and of the back, so as the 45° front legs joints convey to the chair extraordinary firmness.

]13[RIALTO CHEST OF DRAWERS

by Giuliano Cappelletti

Chest with drawers designed by architect Giuliano Cappelletti. The solid wood front drawers, fitted with push-pull opening, can be made of walnut, oak or briccola. The structure of Rialto, instead, is available in natural iron, oxidized iron or, alternatively, in walnut or oak.

]14[BIRILLO

Occasional table in solid perfumed cedar wood. It is a completely natural product and with a zero-level impact on the environment: stool/occasional table only in cedar, a wood that is naturally fragrant and Riva 1920 obtains from trees that have fallen naturally (as a result of the weather). These items are entirely made in solid scented cedar wood: thus any movements, cracks and changes in the wood during the time, compared with its condition at the moment of purchase, should not be attributed to imperfections of the product, but rather to natural adjustment of the wood to its new environmental conditions.

]15[TARASSACO

Occasional table with base and top in solid wood structure in sanitised aluminium.

]16[GLOBE

by Paolo and Jonathan Nava

Globe is a comfortable and original armchair made of solid cedar wood, designed by Paolo and Jonathan Nava. It has an ergonomic seat and a natural ironrevolving base. Also available with solid cedar wood Globe Poufs.

]17[TORRE LIGNEA

by Michele De Lucchi

Bookshelf designed by witted and creative Michele de Lucchi and made of solid cedar wood. Torre Lignea has several compartments to store books or place objects and knick-knacks and is produced thanks to the CNC machine with five-axis.

]18[LEI ARMADIO



"Grey Matter"

Grey was the dominant color of Pablo Picasso's celebrated painting about the horrors of the Spanish Civil War Guernica.











Grey business suit became a metaphor for uniformity of thought, after the war. Popularized in such books as the Man in the Gray Flannel Suit, (1955), which became a successful film in 1956.

Clouds look the darkest Grey during thunderstorms.

The substance that composes the brain is sometimes referred to as "Grey matter", or "the little grey cells", so the color grey is associated with things intellectual. However, the living human brain is actually pink in color: it only turns grey when dead.

Grey goo is to a hypothetical end-of theworld scenario, also known as ecophagy:



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]FROMTHEPALETTE[







[01] REDONDO, PATRICIA URQUIOLA FOR MOROSO.

CHAIR AND SMALL ARMCHAIR IN INJECTED FLAME- RETARDANT FOAM WITH INTERNAL FRAME IN STEEL. FEET IN POLYPROPYLENE. REDONDO'S CURVED SHAPES ARE ACCENTUATED BY THE COMPLETE ABSENCE OF CORNERS AND BY THE SOFT FABRIC, CHOSEN TO OFFER SENSORY STIMULATION AND EMBELLISHED WITH A QUILTED DECORATION IN WHICH THE THREAD, LIKE A PENCIL, ROWS ELEGANT

102[CLOUDSCAPE CHAIR BY DIESEL WITH MOROSO.
CLOUDSCAPE IS SOFT LIKE A LARGE CLOUD, ITS GENEROUS SHAPES,
AND SOFT CUSHIONS WITH STONEWASHED LINEN COVERS MAKING
IT IDEAL SPACE FOR RELAXING AND SOCIALIZING.

THREE- DIMENSIONAL GEOMETRIES.

103[POSITANO BED BY PAOLA NAVONE FOR BAXTER.

THE BED HAS A PADDED HEADBOARD LIKE A HUGE SOFT CUSHION
IN THE SHAPE OF A HALF-MOON, INVITING YOU TO RELAX. TO SLEEP
AND DREAM. KASHMIR NUAGE, DECORATIVE INSERTS NUBUCK
GREEN, BED SET MIDNIGHT SAGE.

]04[CAPRI BY PAOLA NAVONE FOR BAXTER. A SWEET 1950S ARMCHAIR IN PELLE BOHEMIAN SIBERIA. THE LEATHER THAT COVERS THE UPHOLSTERED PIECES IS EXTREMELY SOFT AND CRUMPLED; THANKS TO BAXTER'S MASTER CRAFTSMANSHIP AND LENGTHY EXPERIENCE IN PROCESSING LEATHER.

105[PISTON TABLE, SUCCESSFUL LIVING FROM DIESEL WITH MOROSO. A MECHANICAL COMPONENT FORGED BY TIME, STRONG, COMPACT AND ROUGH, WITH NEVERTHELESS THE PURITY OF ENAMEL AND THE SOPHISTICATION OF CERAMIC. THIS IS THE PISTON TABLE, A TABLE SMALL IN SIZE YET RICH IN INDUSTRIAL APPEAL.

106[]08[AND]09[MOON BY TOKUJIN YOSHIOKA FOR MOROSO. THE CHAIR DESIGNED BY TOKUJIN YOSHIOKA PRESENTS JAPAN'S PERFECTIONISM AND AESTHETIC SIMPLICITY IN A FINE BALANCE OF ANCIENT POETICS AND MODERN STYLING. MOON HAS AN IMPLICIT ELEGANCE. ITS CLEAN, FLOWING LINES CREATE A HARMONIC RELATIONSHIP WITH THE SURROUNDING SPACE. BUT ITS ORIGINALITY ALSO LIES IN THE VISUAL MOVEMENT IT GENERATES WHEN HIT BY LIGHT, FROM WHICH IT ABSORBS AND DIFFUSES A SUBTLE, ALMOST RAREFIED TACTILE AND PERCEPTIVE MATERIALITY.

107[GREY THEME BY NORMANN COPENHAGEN. RAINBOW TRIVET RAINBOW IS A COLORFUL AND DECORATIVE TRIVET DESIGNED BY THE GERMAN DESIGN TRIO DING 3000. THE RAINBOW TRIVET EASILY FOLDS TOGETHER, AND THANKS TO THIS PARTICULAR FOLDING MECHANISM, IT DOESN'T TAKE UP UNNECESSARY SPACE IN THE DRAWER. AN ELEGANT AND FUNCTIONAL DESIGN FOR ALL COLOR LOVING DEVOTEES OF DESIGN. SINCE 2005, DING3000, CONSISTING OF THE THREE DESIGNERS CARSTEN SCHELLING, RALF WEBERMANN, AND SVEN RUDOLF. HAS BEEN BASED IN HANNOVER, GERMANY, WHERE THEY WORK TOGETHER TO CREATE AWARD-WINNING INNOVATIVE DESIGNS. ACCORDING TO DING3000, THE DRIVING FORCE BEHIND THEIR DESIGNS IS A ROMANTIC NOTION THAT A DESIGNER IS AN INVENTOR OF PRODUCTS, WHICH IS CREATING A BETTER WORLD. WITH THE RAINBOW TRIVET, DING3000 WANTED TO CREATE A FOLDING MECHANISM THAT WAS SIMULTANEOUSLY FUNCTIONAL AND FUN. THIS WAS THE BEGINNING OF A LONG DEVELOPMENT AND DESIGN PROCESS. THE RESULT WAS THE RAINBOW TRIVET, WHOSE THREE PARTS ARE EASILY AND PRACTICALLY BROUGHT TOGETHER AND THEREBY TAKING UP THE LEAST POSSIBLE SPACE WHEN NOT

IN USE, DING3000 SAY: "DESIGN HAS A MAGICAL ABILITY TO MAKE PRODUCTS LOVABLE AND NOT JUST FUNCTIONAL, IN THE DEVELOPMENT OF THE RAINBOW TRIVET, THE QUESTION WAS ONE OF DEVISING THE CORRECT FOLDING MECHANISM SO THAT THE END PRODUCT WAS BOTH AESTHETICALLY PLEASING AND PRACTICAL TO USE. THE RAINBOW TRIVET IS PLAYFUL IN ITS EXPRESSION AND IT'S A JOY LOOKING AT ITS COLORS."

CHOP KNIFE CHOP KNIFE IS A FUNCTIONAL EVERYDAY PRODUCT FOR THE KITCHEN THAT BRINGS A BIT MORE FUN INTO COOKING AND CHOPPING. THE KNIFE HAS COMFORTABLE AND SAFE RUBBER GRIP AND ITS UNCONVENTIONAL ROUND SHAPE MAKES IT EASY TO USE- EVEN WITH ONE HAND. CHOP HAS A PROTECTIVE COVER FOR THE BLADE THAT ALSO KEEPS IT FROM CUTTING YOU WHEN YOU REACH FOR IT IN THE DRAWER. THE COVER IS A KEY PART OF A CHOP KNIFES DESIGN AND COMPLETES ITS CIRCULAR SHAPE. CHOP CAN BE USED TO EASILY CHOP HERBS, CHOCOLATE, NUTS, ETC. AND IT'S AVAILABLE IN THE COLORS BLACK, BLUE, GREY AND PINK.

DUSTPAN FUNCTIONAL AESTHETIC, IN HIS WORKSHOP, THE DESIGNER OLE JENSEN BECAME IRRITATED AT ALL THE DUST AND CLAY THAT CONSTANTLY LAY AROUND THE PLACE. HE SWEPT THE FLOOR HOLDING A FOLDED NEWSPAPER IN ONE HAND AND SWEEPING THE DUST INTO THE NEWSPAPER WITH THE OTHER ONE. A SIMPLE AND STRAIGHTFORWARD MOVEMENT, WHICH CREATED THE BASIC IDEA FOR NEW KIND OF DUSTPAN THAT, IS BOTH FUNCTIONAL AND AESTHETIC. OLE JENSEN EXPLAINS: 'IDEAS OFTEN APPEAR FROM A PROBLEM AND IT IS OFTEN A SIMPLE SOLUTION THAT IS THE ANSWER TO THE PROBLEM. I SEE MY SELE A FERTILE MINIMALIST- EVERYTHING. COUNTS- NEITHER MORE NOR LESS". THE DUSTPAN IS IN ALL ITS SIMPLICITY CONSTRUCTED FROM A PIECE OF FLAT PLASTIC. CREATED WITH A KEEN TWIST, THE DUSTPAN & BROOM ALLOWS YOU TO CLEAN WITH PRECISION AND STYLE, COMPLETE WITH A SMALL RESTING HOLE TO PERFECTLY SET THE BRUSH IN THE PAN OR HANG IT ON THE WALL. PERFECT FOR THOSE WHO LIKE EVERYTHING NICE AND NEAT.

]10[HANG ON BY JADE BARNES- RICHARDSON, NORMANN COPENHAGEN. HANG ON IS AN UNPRETENTIOUS AND HUMOROUS COAT RACK THAT IS ACCESSIBLE AND EASY TO DECODE WITH ITS OBLIQUE EXPRESSION. HANG ON IS AVAILABLE IN SEVERAL COLORS, JADE BARNES - RICHARDSON HAS TAKEN THE ARCHETYPAL COAT HANGER AND CREATED A NEW AND EXCITING PIECE OF FURNITURE FROM AN ORIGINAL IDEA. INSPIRED BY HOW CLOTHES, OVERCOATS AND OTHER ACCESSORIES ARE OFTEN DUMPED AROUND THE HOME, HANG ON IS A COAT RACK CONSISTING OF A COLLECTION OF SEVERAL COAT HANGERS. CHAOS AND USEFUL ORDER AT THE SAME TIME, JADE BARNES - RICHARDSON SAYS: " I AM FASCINATED BY MULTIFUNCTIONAL DESIGNS, JUST LIKE THE DISORDER THAT RESULTS FROM THROWING OUR CLOTHES INTO PILES AT HOME, THE DESIGNED CHAOS OF HANG ON CREATES ORDER IN ITS VERY OWN WAY, HANG ON IS A VERSATILE DESIGN FOR EVERYDAY OBJECTS SUCH AS JACKETS, TOWELS AND ACCESSORIES."

111[KLARA BY PATRICIA URQUIOLA FOR MOROSO. KLARA IS A WOODEN ARMCHAIR DESIGNED BY PATRICIA URQUIOLA FOR MOROSO. THE DESIGN WORKS ON A SIMPLE, LINEAR AESTHETIC THAT IS HARMONIOUS IN ITS CURVED YET ESSENTIAL SHAPE. THE USE OF WOOD EMPHASISES ITS LIGHTNESS AND ELEGANCE. THE STRUCTURE IS BOTH FUNCTIONAL AND DECORATIVE, AND CALLS TO MIND THE FIRST SERIAL PRODUCTIONS OF THE EARLY 20TH CENTURY













out-of control self-replicating nabobs consume all living matter on Earth while building more of themselves.

In sound engineering, grey noise is random noise subjected to a psychoacoustic equal loudness curve (such as an inverted A-Weighting curve) over a given range of frequencies, giving the listener the perception that is equally loud at all frequencies.

Grey is the color of conformity- not having any personality of its own, it adapts to any



(NOT LEAST) DUE TO THE USE OF WOVEN CANE, A HANDCRAFTED TECHNIQUE IN PRACTICE IN FRIULI A CENTURY AGO. FOR ITS PRODUCTION, MOROSO DECIDED TO WORK WITH THE MANZANO CHAIR-MANUFACTURING DISTRICT, BOTH IN RECOGNITION OF A PRODUCTION AREA THAT HAS REPRESENTED ITALIAN EXCELLENCE IN THE PRODUCTION AND INDUSTRIAL PROCESSING OF WOODEN CHAIRS FOR OVER A CENTURY, AND BECAUSE MOROSO HAS ALWAYS CONSIDERED FINE ITALIAN, AND IN THIS CASE LOCAL CRAFT SKILLS TO BE OF GREAT VALUE. THE NAME KLARA EVOKES A SENSE OF TRANQUILITY (KLARE IN GERMAN MEANS CLEAR, LIMPID, WHILST THE SPANISH EQUIVALENT CLARA COMMUNICATES SERENITY). THUS THIS PROJECT ALSO EMPHASISES THE IMPORTANCE OF BLENDING DECORATIVE ART, CRAFTSMANSHIP AND INDUSTRIAL DESIGN.

112[COLOR BOX BY NORMANN COPENHAGEN. COLOR BOX IS A MULTI-FUNCTIONAL STORAGE UNIT IN THAT IT CAN BE HUNG ON THE WALL OR STACKED UP ON THE FLOOR IN VARIOUS WAYS. THE SHAPE OF COLOR BOX MAKES IT USEFUL FOR STORAGE OF VINYL RECORDS, BOOKS, MAGAZINES AND OTHER, SMALLER OBJECTS. COLOR BOX IS MADE OF FOLDED STEEL AND IS AVAILABLE IN SIX DIFFERENT COLORS. THESE RANGE FROM CLASSIC WHITE AND GREY TO THE MORE DISCRETE COLORS OF ROSE, RUST AND GREEN AS WELL AS THE STRONGER BLUE. YOU CAN CREATE A FEELING OF PEACE AND CALM OR A DYNAMIC MOOD IN THE ROOM DEPENDING ON HOW YOU COMBINE THE COLORS.

[13] BELL LAMP BY ANDREAS LUND AND JACOB RUDBECK FOR NORMANN COPENHAGEN. THE EXPRESSION OF BELL IS ROBUST, THE FORM IS SIMPLE. BELL IS A CEILING LAMP IN AN ICONIC BELL SHAPE AND WITH SPECIAL ATTENTION PAID TO ITS DETAILS. ITS ROUND, EVEN SURFACE GIVES THE LAMP THE IMPRESSION OF HAVING BEEN CAST. RATHER THAN BEING HIDDEN, THE GATHERING BETWEEN THE LEAD AND THE LAMP IS ACCENTUATED IN A MODERN AND ORIGINAL WAY, WITH BELL. DESIGNERS ANDREAS LUND AND JACOB RUDBECK HAVE FOCUSED ON DESIGNING A LAMP WHERE THE DESIGN OF THE FIXTURES HAS SPACE OF UNFOLD. THE CONTRAST BETWEEN THE MATERIALS CREATES A MODERN LAMP, BELL IS A DIRECTIONAL LAMP THAT CHANGES CHARACTER AND CREATES NEW EXPERIENCES WHEN A PERSON MOVES AROUND IT, THE LIGHT INNER SIDE REFLECTS THE LIGHT, WHICH FALLS LIKE A CONE AND PROVIDES GOOD LIGHTING OVER FOR EXAMPLE, THE DINING TABLE. ANDREAS LUND AND JACOB RUDBECK EXPLAINS: "OFTEN, THE FIXTURES, OR THE PART THAT CONNECTS THE CORD TO THE LAMP, ARE NOT THE PRIMARY ASPECT OF A LAMP'S DESIGN. THEY ARE MORE OF A NECESSITY. IN BELL YOU HAVE A LAMP WHERE THE CONNECTION BETWEEN THE CORD AND THE LAMP IS EVIDENT, JUST AS LIGHT IS A GATHERER, THE BELL HAS HISTORICALLY BEEN USED TO CALL PEOPLE TO COME TOGETHER- TO GATHER PEOPLE. WITH ITS BELL SHAPE, BELL CAN ALSO BE USED TO CREATE A COZY PLACE TO GATHER IN THE ROOM."

141 PK 9 BY POUL KJAERHOLM 1960 FOR FRITZ

HANSEN. THE PK9 IS A SIDE CHAIR ALSO KNOWN AS THE "TULIP

CHAIR" DUE TO ITS UNIQUE SHAPE. THE SHAPE CHARACTERIZED

BY THE THREE PIECES OF SATIN-BRUSHED STAINLESS STEEL

THAT ACT AS A COLUMN, A SET OF LEGS AND CARRIERS OF THE

LEATHER-SEATING ELEMENT, THE STORY OF THE DEIGN IS ABOUT

POUL KJAERHOLM'S UNCOMPROMISING QUEST FOR THE PERFECT

SHAPE. THE INSPIRATION FOR THE SHAPE OF THE SHELL COMES

FROM THE IMPRINT OF HIS WIFE'S, HANNE KJAERHOLM, BEHIND IN THE SAND ON THE BEACH. LATER, DURING THE DESIGN PROCESS, HANNE KJAERHOLM SAT IN BOXES OF CLAY TO FIND THE MOST OPTIMAL AND COMFORTABLE SOLUTION. THE PK9 CHAIR IS FULLY UPHOLSTERED IN A LIMITED SELECTION OF LEATHER, THE BASE IS MADE OF SATIN-BRUSHED STAINIESS STEFI

115[FOLIAGE BY PATRICIA URQUIOLA FOR KARTELL.
DIALOGUE BETWEEN NATURAL REALITIES AND ARTIFICIAL FOLIAGE,
THE SOFA CLEARLY BEARS THE GRAPHIC HALLMARK OF PATRICIA
URQUIOLA AS AN OBJECT THAT LOOKS AS IF IT JUST GREW IN
PLASTIC. THE LEAVES FORM A CROWN RESTING ON A FRAMEWORK
OF BRANCHES, WHICH VIRTUALLY FORM A SEAT. FOLIAGE IS A SOFA
WITH GREAT PERSONALITY FEATURING A SEAT WITH TOPSTITCHED
EMBROIDERY ON FOUR ROUND LEGS. COZY AND SOFT, FOLIAGE
OFFERS TWO ROOMY SEATS. THE TOP-STITCHING RUNS OVER THE
ENTIRE SURFACE AND ON THE BACK TOO MAKING THE SOFA A
STAND-ALONE PIECE THAT CAN BE PLACED EVEN IN THE CENTER OF
A ROOM AND SEEM ALL SIDES.

116 ANT CHAIR BY ARNE JACOBSEN FOR FRITZ HANSEN. THE ANT WITH THREE LEGS WAS ORIGINALLY DESIGNED FOR NOVO NORDISK, A DANISH HEALTHCARE COMPANY AND SHOWN FOR THE FIRST TIME AT FRITZ HANSEN'S 80TH BIRTHDAY IN 1952, ABOUT 3 MONTHS LATER THE CHAIR WAS SHOWN AT THE SPRING EXHIBITION AT THE DANISH "MUSEUM OF DECORATIVE ART". THIS BECAME ARNE JACOBSEN'S INTERNATIONAL BREAKTHROUGH AS AN ARCHITECT AND THE ANT IS ONE OF THE PROMINENT ICONS OF THE COLLECTION TODAY. THE COOPERATION BETWEEN ARNE JACOBSEN AND FRITZ HANSEN DATES BACK TO 1934, BUT IN 1952 THE BREAK-THROUGH CAME WITH THE ANT. THE SERIES 7 SUCCEEDED IT IN 1955. THIS PROPELLED HIS AND FRITZ HANSEN'S NAMES INTO FURNITURE HISTORY. ARNE JACOBSEN WAS VERY PRODUCTIVE BOTH AS AN ARCHITECT AND AS A DESIGNER AT THE END OF THE 50S ARNE JACOBSEN DESIGNED THE ROYAL HOTEL IN COPENHAGEN, AND FOR THE EGG, THE SWAN, THE SWAN SOFA AND SERIES 3300.

117[MINUSCULE BY CECILIE MANZ FOR FRITZ HANSEN.
INNOVATION MEETS LOVING CRAFTWORK, DANISH FURNITURE
TRADITIONS IN DIALOGUE WITH CURIOUS INNOVATION, ELEGANCE
AND SOFT FORMS UNITED IN THE DESIGNER CECILE MANZ WAS BORN
IN THE ODSHERRED REGION OF DENMARK. AS THE CHILD OF PARENTS
OCCUPIED WITH ART AND DESIGN, DESIGNING ALWAYS FORMED A
NATURAL PART OF HER LIFE. SHE CHOSE DESIGN AS HER LIVING WHEN
SHE BEGAN STUDYING AT THE DANISH SCHOOL OF DESIGN IN 1992.
HER GREAT INTEREST FOR FUNCTION AND CONCEPTUALIZATION
LOOK HER FURTHER AS AN EXCHANGE STUDENT TO HELSINKI WHERE
SHE ATTENDED THE FINNISH UNIVERSITY OF ART AND DESIGN.

118[MY MOON MY MIRROR, MY MOON MY MIRROR TABLE, SUCCESSFUL LIVING FROM DIESEL WITH MOROSO. HANGING ON THE WALL OR IN THE CENTER OF THE ROOM, MY MOON MY MIRROR IS YOUR PERSONAL PIECE OF THE NIGHT SKY. THE MOON PRINTED ON THE MIRRORED SURFACE COMBINES FUNCTION AND FANTASY. LET YOURSELF GO AND HOWL AT THE MOON.

119[VIETRI BY PAOLA NAVONE FOR BAXTER. SMALL
TABLE, BASE IN WALNUT-STAINED ASH. SEEN FROM ABOVE, THEY LOOK
LIKE STONES POLISHED BY THE WATER, IRONICALLY OUT OF SCALE.



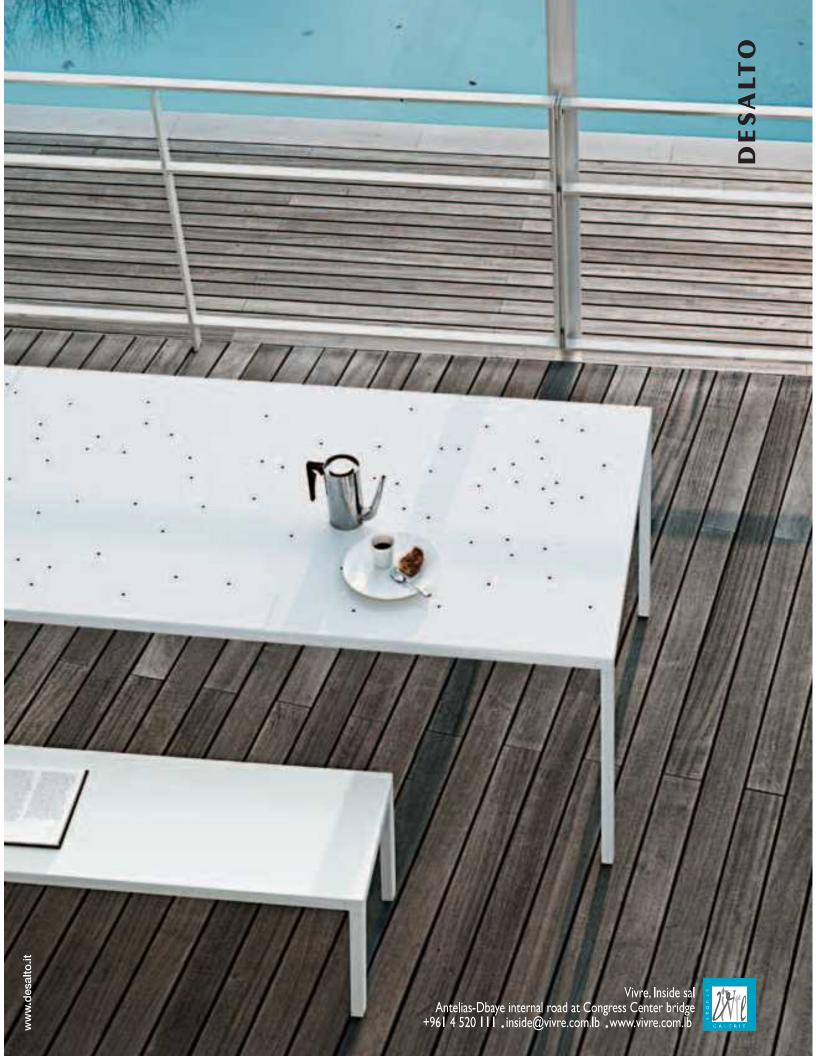


other color. It will look either dark or light, depending upon the color next to it.

Gorgeous Grey, pale grey has become a popular color choice for walls and furniture



over the last few years, and for good reason. Here when combined with soft creams, pale blues, pops of red and pretty floral or plane colored blinds, it creates a cozy, calming yet contemporary place to live.





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These are the pieces that make up the new collection as a result of the long-standing collaborative relationship between Baxter and Paola Navone.

They are items inspired by apparently

different worlds, brought together by a sort of light and sophisticated Mediterranean spirit: an incredibly special Mediterranean spirit made of sun and sea, of all shades of yellow and blue. Made of organically-

]FROMTHEMASTERS[



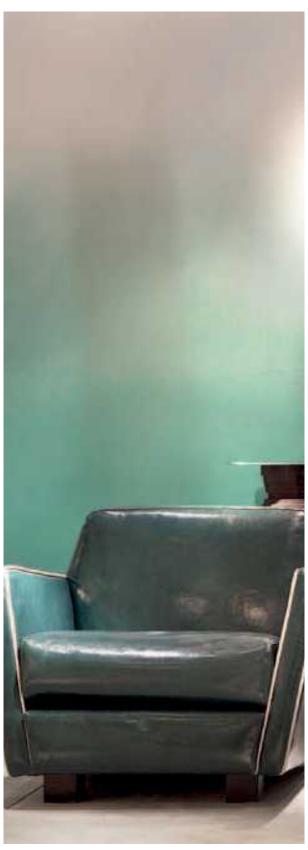
shaped décor, reminiscent of the 1950s. The colours of the collection are greys and blues: which are never just greys and just blues.

The materials are leather, softened and

softly stitched until it seems like fabric, in the Baxter way, and also natural stone and wood.

Every detail is designed with precision tailoring.









So every piece is special in its own right and different from the others.

The leather that covers the upholstered pieces is extremely soft and crumpled; thanks to Baxter's master craftsmanship and lengthy experience in processing

leather.

Soft cushions bursting with feathers rest on the frame of the sofa, fluffy like clouds. So a classically shaped sofa becomes a nest, a cradle, and a very special haven. The bed has a padded headboard like a











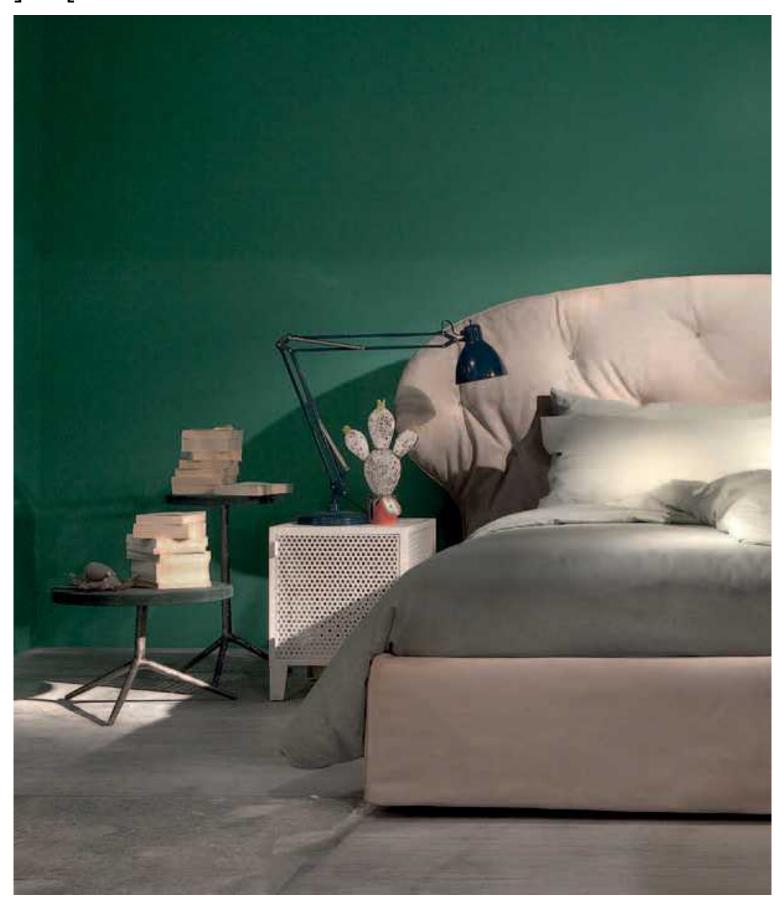
huge soft cushion in the shape of a halfmoon, inviting you to relax. To sleep and dream.

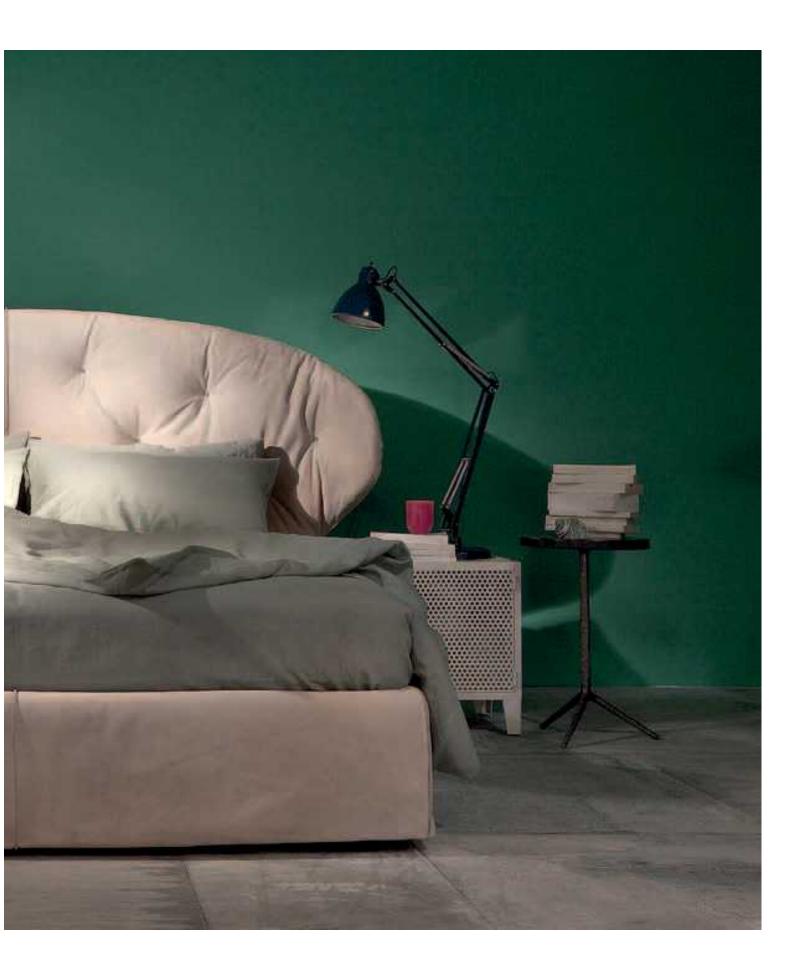
The mirror has a bevelled edge and a frame with leather piping, which by magic is decorating a mirror rather than

a sofa.

Inspired by mirrors from bathrooms of the past, it has a round and organic shape, which makes it special and extremely modern

The three tables have Carrara marble















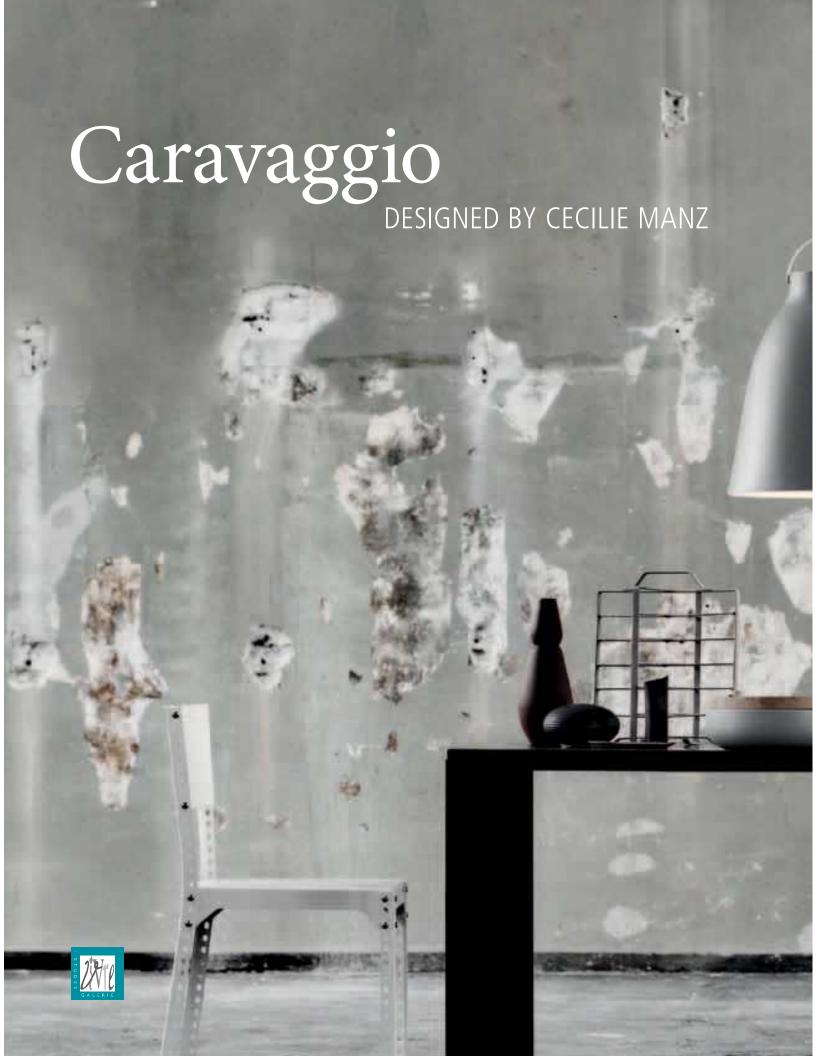
tops and wooden legs. Seen from above, they look like three stones polished by the water, ironically out of scale.

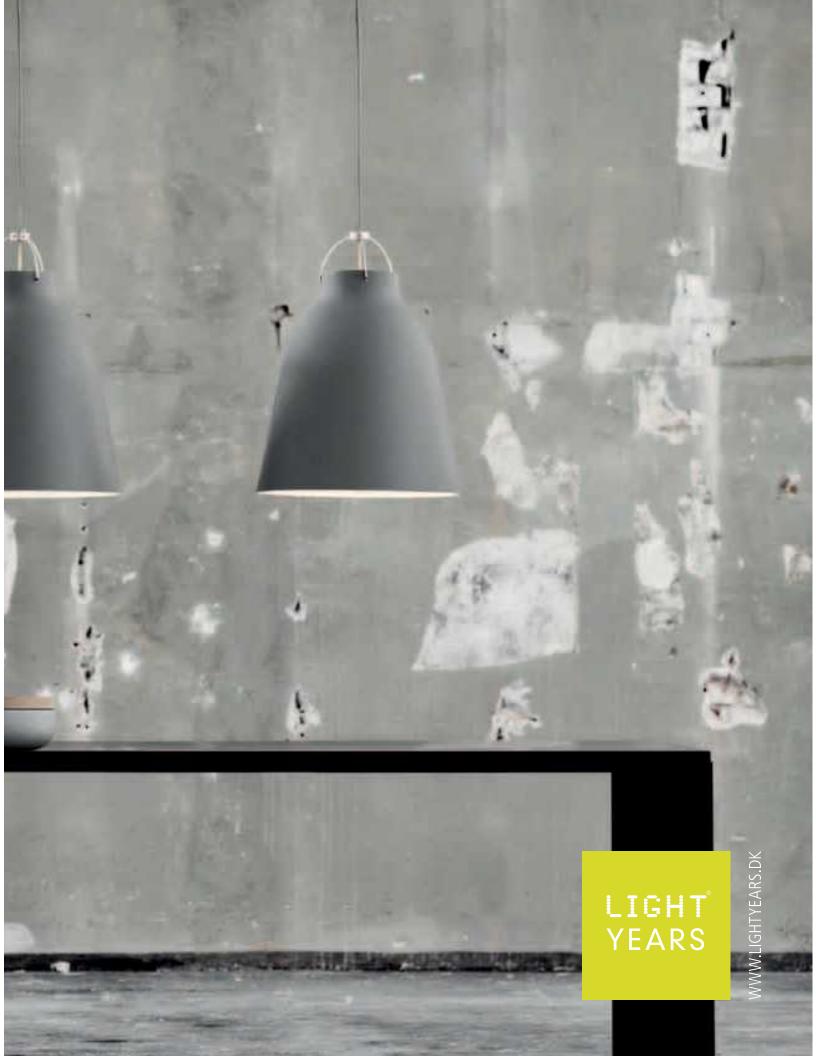
The pieces of the collection together form delicate miscellanea presented in a special setting where each item of furniture, each object, each wall seems to absorb the blue of the sea.

Like on the Amalfi coast. Like in the late fifties.

Like on a Mediterranean indoor inspired by Gio Ponti.







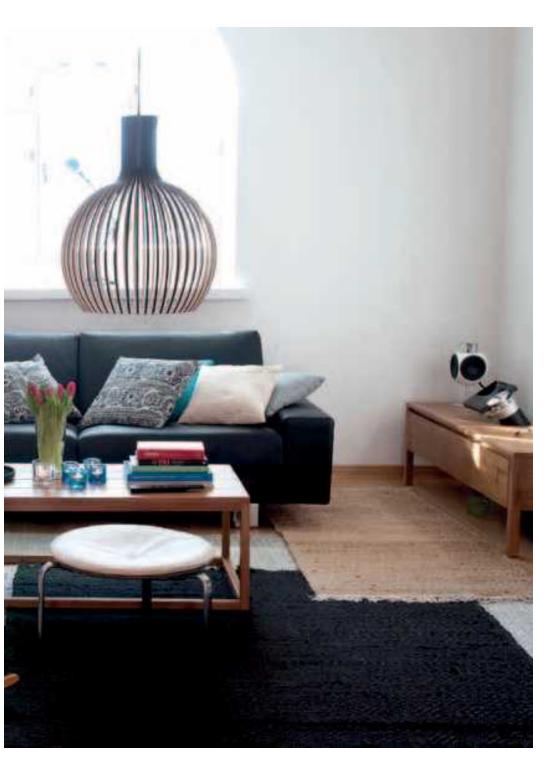
Secto Design





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]FROMTHENORTH[



Secto Design is a Finnish company specialized in designer lamps made of wood. Architect Seppo Koho designs the Secto Design collection and it has a clear and timeless Scandinavian feel. The lamps made of Finnish birch give an appealing warmth to the light. The design of the lamps is both classic and contemporary, and the forms of the shades are simple yet interesting at the same time. The Secto Design lamp collection is highly appreciated by architects and interior designers for its quality, functionality, timelessness and suitability for a variety of different styles.

HANDMADE IN SCANDINAVIA

Finnish quality is among the key values of Secto Design. All lamps are hand made in Finland and the material is PEFCcertified birch grown in Finland. Secto Design lamps reflect the ambiance of the Finnish nature both with the forms and the materials. Environmental friendliness is an important element in the production of the Secto Design lighting collection. Behind the demanding craftsmanship, there are highly skilled Finnish carpenters. The underlying approach of the lamp collection has grown: the shades get their form when rings of aircraft plywood connect the laminated birch slats. Secto Design lamps are available in natural birch, in white or black laminated birch or in walnut veneer finish.

MODERN CLASSICS

The Secto Design lamp collection came into being in 1999 with the introduction of the classic Secto 4200 pendant. The collection grew fast with the addition of a smaller conical pendant, as well as floor, table and wall lamps. At nearly a meter in height, the Secto Magnum was designed





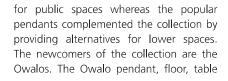


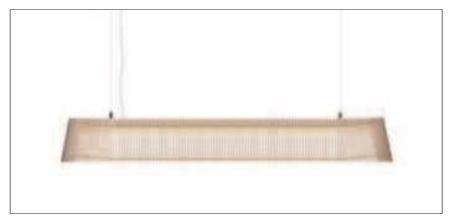












and wall lamps add a little lighter touch to the Secto Design collection.

The Classic design of the Secto Design appeals to people all over the world. Almost 80% of the sales are for export

and the wooden lamps are regularly being shipped for over 30 different countries. Secto Design lights can already be seen in all continents.







Hilton Frankfurt Airport! Where exceptional architecture and design meet Hilton hospitality



LOCATION

Iconic, impressive and ideally situated just 15 minutes away from downtown Frankfurt, the futuristic THE SQUAIRE building is home to the Hilton Frankfurt Airport Hotel. Designed as a horizontal sky scraper with a length of 660 metres and width of up to 65 metres, THE SQUAIRE sets new standards in architecture and design.

"Location, location, location", Conrad Hilton's famous words truly apply to Hilton Frankfurt Airport.

The award-winning hotel has an outstanding location at Frankfurt Airport with pedestrian access to Terminal 1. In addition, the stylish hotel offers direct

motorway access, and more than 185 high speed trains with rail links across Europe leave from the Inter-City railway station underneath the building on a daily basis.

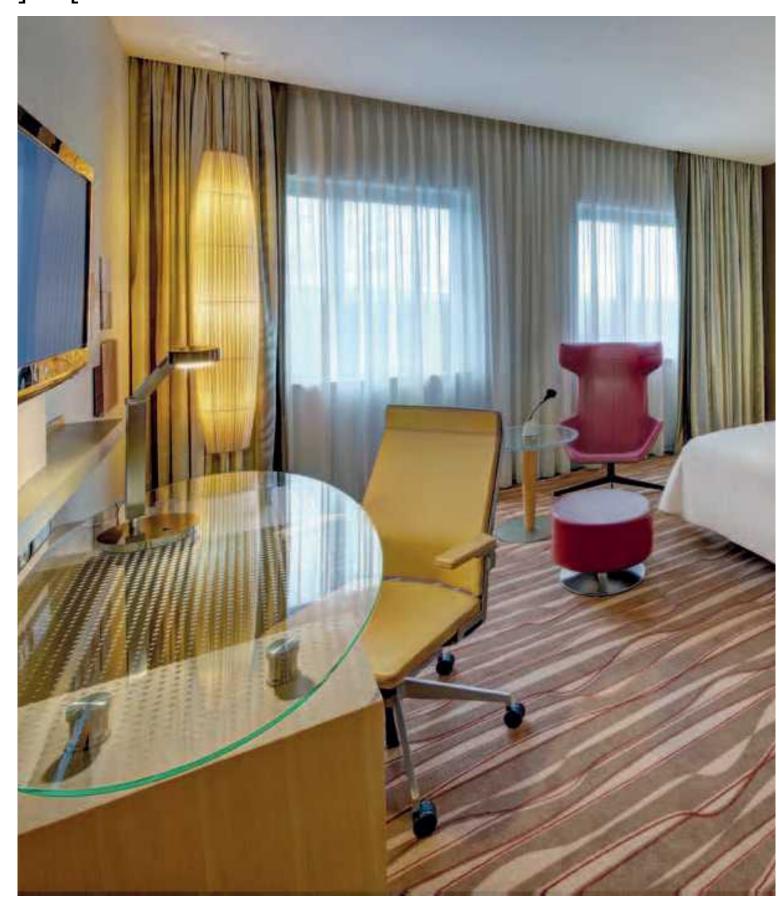
NEXT GENERATION AIRPORT HOTEL

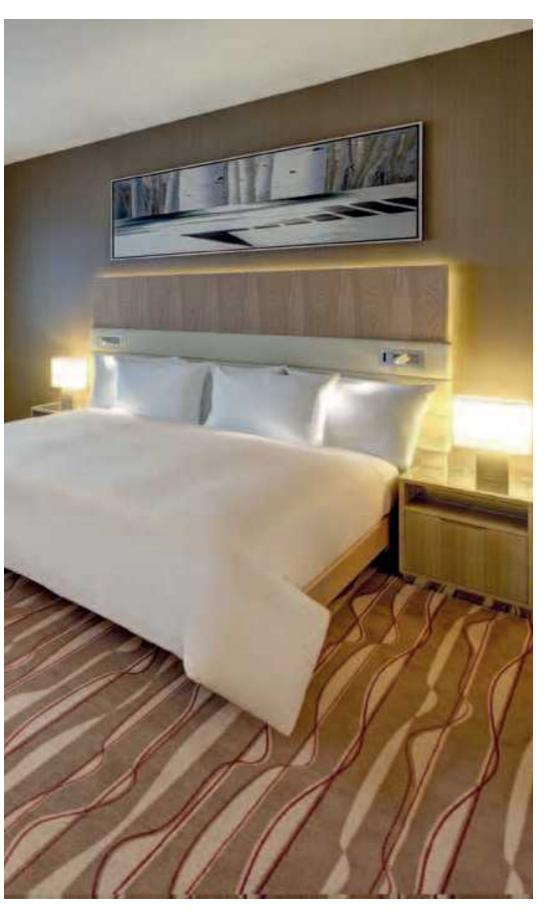
The internationally renowned interior design firm, JOI-Design from Hamburg, has mirrored the mobility theme featured in THE SQUAIRE within the hotel, whilst also creating an oasis of tranquillity for guests seeking rest and relaxation after a long journey. Natural tones throughout the hotel provide a relaxing and comfortable atmosphere. The golden ceilings above the reception and lobby bar and stunning design features throughout

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]FROMTHEHOST[







the Hilton hotel result in contemporary and stylish surroundings.

The Hilton Frankfurt Airport was awarded "Best Airport Hotel in the World" by Business Traveler magazine USA and also received 4 awards at the International Hotel Awards ceremony in London.

ROOMS AND SUITES

Designed with work and relaxation in mind, the 249 fully soundproof guest rooms and suites feature warm décor and top quality furnishings throughout. Amenities include high speed wireless internet, a phone with voicemail, adjustable air conditioning, a flatscreen TV, UK and US power sockets at desk level, video-on-demand, and a radio alarm clock with MP3 connection. Bathrooms are spacious and include a separate shower and bathtub.

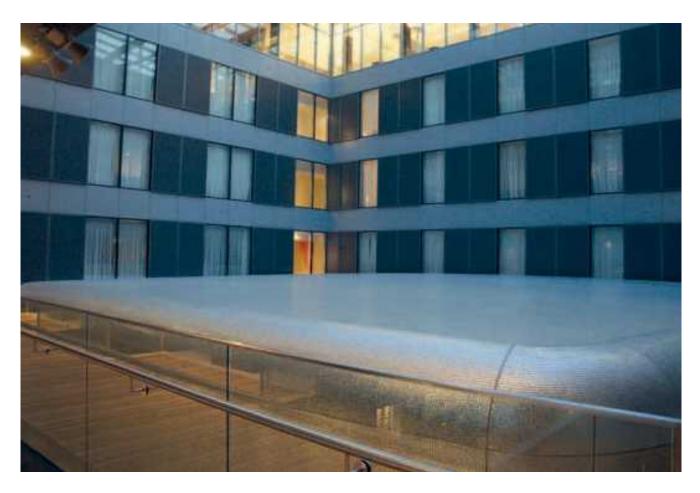
The hotel's 83 Executive rooms and 17 comfortable suites offer even more space, upgraded amenities and access to the exclusive Executive Lounge. Enjoy continental breakfast options in the morning or sit back with light snacks and a selection of refreshments throughout the day. In addition to the finest facilities and attentive service, it includes quiet lounge and business spaces, complimentary internet access and international magazines and newspapers to keep up with global news.

The 140m² Presidential Suite at the Hilton Frankfurt Airport offers spectacular views over the city forest and the impressive skyline of Frankfurt. The fully soundproof suite provides an exciting impression of passing airplanes on a distance of approx. 150 meters from the building. Guests refer to this as a "surreal and exceptional experience" as one can only see the planes, not hear them.

The Presidential Suite features warm, natural tones and color schemes, as visible throughout the hotel.

With a conference/dining room, living room, bedroom and bathroom, the suite offers four distinctive areas to relax and work in style.





FOOD FOR THOUGHT

Take off on a culinary journey featuring international cuisine and local delicacies. At RISE Restaurant, modern décor mixes perfectly with a cosy and inviting atmosphere, making sure that you find all the ingredients to treat yourself.

Bread is an essential part of the culture and cuisine in Germany and RISE Restaurant is the perfect place to discover and taste some of the finest varieties, baked daily. Start the day with a sumptuous breakfast buffet. Alternatively try the culinary highlights of the à la carte lunch and dinner menu, all of which can be accompanied by a premium wine selection, featuring many wines of the region.

The FIFTH, Lounge & Bar in the light-flooded 7-storey atrium of the hotel is the ideal spot to meet clients for coffee or drinks, or to simply relax after an eventful day. This is where guests also enjoy a fine selection of pastries and cakes, exclusively crafted by world champion pastry chef Bernd Siefert.

COMPLIMENTARY FITNESS AND WELLNESS

The spacious 24-hours fitness center offers guests all the elements of a balanced work-out.

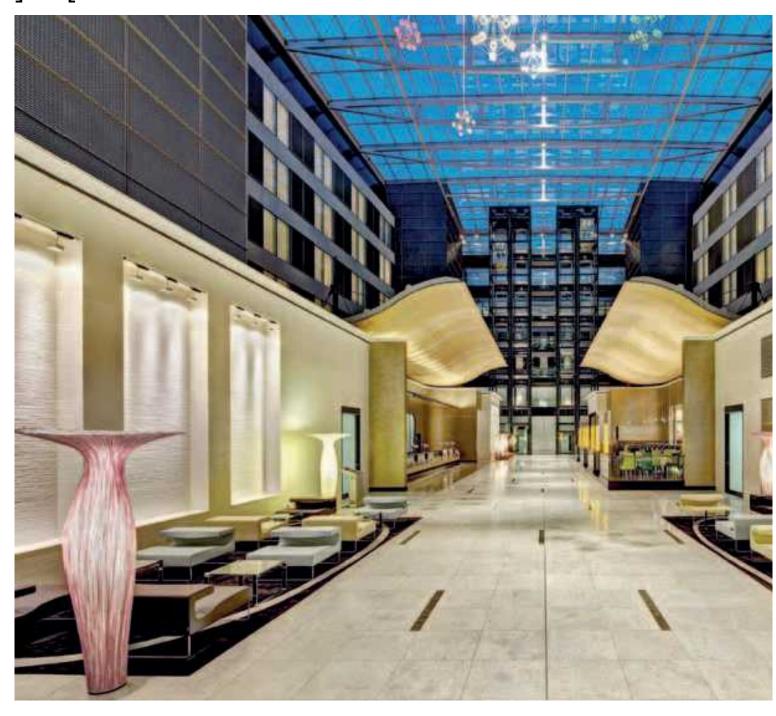
The wellness area offers services to help guests reduce stress in a calm setting. Enjoy the sauna and steam room to relax and refuel before your next flight.

A TRULY UNIQUE EVENT VENUE

The hotel's meeting and conferencing facilities include 11 contemporary function rooms, equipped with essential amenities and latest business technology.

With 470m² event space and a ceiling height of 6.3 metres, the spectacular Ballroom Globe offers the perfect setting for events up to 570 guests. Conceived as a "building within the building", Ballroom Globe also presents eye-catching design features. The exterior is covered with thousands of mirror mosaic tiles, while inside small details such as hundreds of Swarovski crystals in the timber wall and ceiling give a grand effect to any type of event.





The adjoining panorama foyer with view over the city forest provides an excellent surrounding for coffee breaks, exhibitions and receptions.

Hilton Frankfurt Airport is a distinctive venue for prestigious corporate events, gala dinners and product launches and offers the possibility to display cars in the Ballroom, lobby and foyer area.

OUT AND ABOUT

Frankfurt am Main, the dynamic financial

and commercial metropolis of Europe, well-known as the centre for international banks and trade fairs. This is the image that many visitors associate with Frankfurt. However there is much more to see and explore in Frankfurt, the city with the most imposing skyline in Germany. The cosmopolitan city on the Main river and its surroundings are full of exciting contrasts. This is where urban excitement meets rural beauty.

Only 15 minutes away from downtown





Frankfurt, Hilton Frankfurt Airport is the ideal starting point to explore the city or go for a shopping trip on the famous shopping mile "Zeil", or the more exclusive "Goethestrasse", where you find shops of international fashion designers.

Culture plays an important role in the city, for example at the museum embankment, where numerous contemporary and historic museums are lined up along the Main river.

Looking for an evening out? The Main metropolis offers many renowned stages, such as the Frankfurt opera house and the "English Theatre". The "Alte Oper" with its world-renowned late-classical facade, is an important concert and event venue far beyond the boundaries of Frankfurt.

For wine lovers, a visit to one of the many vineyards in the "Rheingau" region, home to the Riesling wine, is a must. While in the area, pay a visit to the "Eberbach Monastery", a

former Cistercian abbey founded in 1135 and backdrop for the film «The Name of the Rose», starring Sean Connery.

In the nearby Taunus you find the 2,000 years old traces of the Roman settlement.

Admire the impressive Frankfurt skyline - also referred to as Mainhattan - by helicopter or pay a visit to the alluring state capitals of Mainz and Wiesbaden, both of which look back on well over a thousand years of history.

Me Too, Magis

"Me too, yo también, eu tambén, moi aussi, ich auch, anch'io..." Eugenio Perazza Magis President

"Children are excited, walk, touch, taste, hear, see, roll, crawl ... and meanwhile learn."
Edward Melhuish Professor of Human Development, London University.
Consultant to Me Too.

"A collection of objects but also a shot of fantasy. Without resorting to the most common discount" Enrico Morteo Consultant to the Me Too Project



MAGIS AND LA PÂTISSERIE DES RÊVES, PARIS

Magis opened, in collaboration with the famous Pâtisserie des Rêves in Paris, founded in September 2009 by Thierry Teyssier and the renowned French confectioner and chef Philippe Conticini, the first tearoom only for children (111, rue de Longchamp).

In this place, which was entirely furnished with the products of the Me Too Collection, a workshop for children aged from four to eight takes place every Wednesday, since October 31st 2009, where these budding confectioners undertake the creation of tasty sweets.



]FROMTHEPLAYROOM[





THE ME TOO AND MAGIS STORY-NARRATED BY EUGENIO PERAZZA

"2004 was the year of Me Too, a collection of objects and furniture for children between two and five years old. I had the idea three years before when I ran into great difficulties finding a desk for my beautiful granddaughter Anna, who was two at the time and showing a great propensity for drawing.

After a long pilgrimage from one magazine to the next, from one catalogue to the other, I finally found what I was looking for at Manufactum, a German mail-order company. I bought it. It's an all-wood desk with an intelligent mechanism that allows



the top to be fixed at different heights and, what's more at different inclinations.

Fantastico! Ideal for drawing.

A small blemish: the mechanism was too difficult for a child to understand and operate. But that did not tamish the









model, for example Jasper Morrison's Air-Chair shrunk down to the size of a two-to-five/six year-old. No. I wanted to go out in the same way that children themselves might conduct and manage this kind of operation.

HOW & WHO?

I started to look for designers that were able to think with the mind of a child. The research took quite some time. I consulted books, catalogues, and in the end I selected from outside Magis:

Javier Mariscal from Barcelona. Not an industrial designer but a graphic designer. To cite just one of his projects, he's the man who drew Cobi, the mascot of the 1992 Olympic games in Barcelona. Father of splendid twins, Alma and Linus.

Eero Aarnio, in his seventies, was the Fin who designed the Bubble Chair in 1968, a kind of indoor swing. Pirkko, his wife, told me that Eero always plays with the glasses and the bottle when he's at the table while waiting for the next course. He piles the glasses on top of the bottle in precarious towers that he is not always able to control, and that's when accidents happen.

Satyendra Pakhalé was born in India and lives in Amsterdam. He's a sculptor/designer that sculpture has lent to design.

El Ultimo Grito, led by the Madrilenians Roberto Feo and Rosario Hurtado. They live in London now.

project's high quality. The project was brilliant compared to the entire range of the market's offerings. Which seemed to me not to offer much in terms of good children's products.

And so I decided to start up the collection of objects and furniture for children between two and five or six.

I immediately coined the name of the program: Me Too.

The voice of children demanding, insisting to have their own objects, their own furniture that correspond to their own world, which is different from the adult one, not only for its dimensions but also for its values. I didn't want something that was a reduced scale









Martí Giuxé is from Barcelona and designs the Camper stores.

Ferra Amat, from the Vinçon gallery in Barcelona, suggested we work with him.

And from inside Magis:

Marcel Wanders, a Dutchman. Björn Dahlström, a Swede. Enzo Mari, an Italian. Marco Ferreri an Italian.

I contacted the designers, received their endorsements, assigned them their subjects, and the design machine started rolling.

The Me Too project coordinator was Enrico Perin, From Magis's product development department. He put all his heart, his entire mind, all his energy and a lot of time into Me Too."

Eugenio Perazza, 2004

Since then the collection did not stop growing with a lot of fantastic items:

Paradise tree - a coat stand, Dodo -a rocking bird, Downtown - a bookcase, Moments of Ingenuity by Oiva Toikka, Villa Julia - a small house by Javier Mariscal, Rocky -a rocking horse, Bunky - bed/ bunk bed by Marc Newson, Birds and Clouds by Benedetta Mori Ubaldini, My First Office - play/learning space by Martí Guixé ...

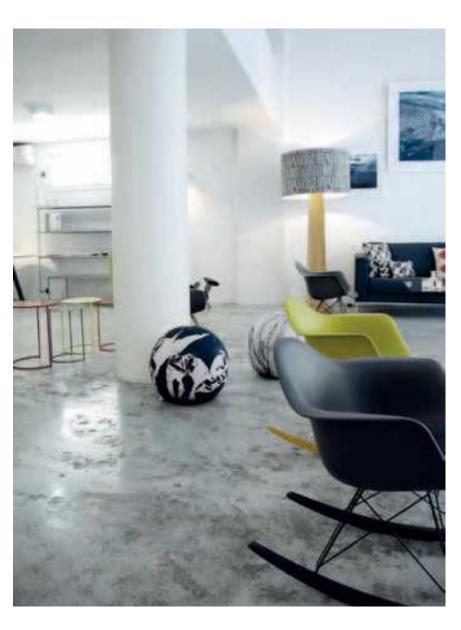
"The family is big and getting bigger allowing us to build a fantastic, safe, design and poetic public or private place for our children to grow", says Eugenio Perazza.



A Colorful Universe



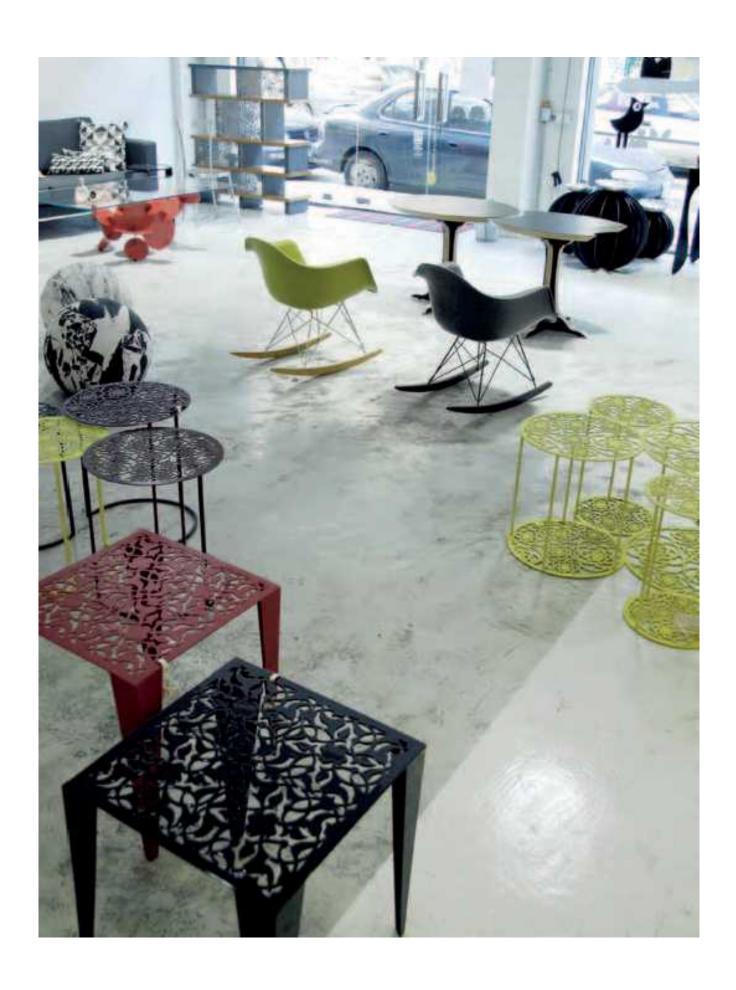
Minimalist, functional and modern designs, Maria Halios' inspiration is born from her passion for Mediterranean travel

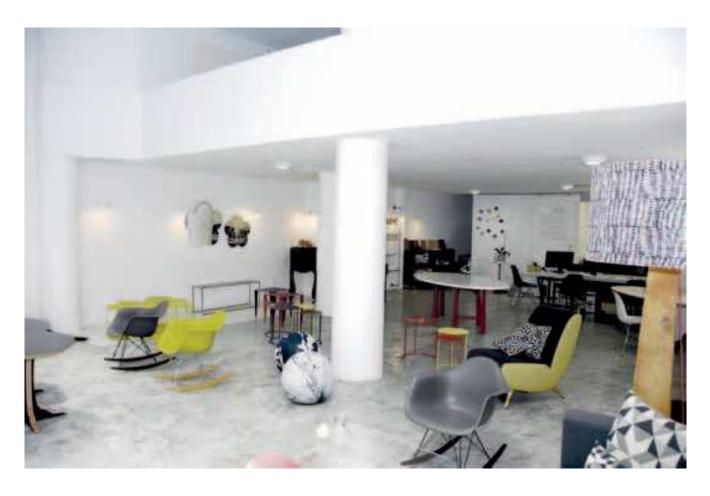


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Greek-Lebanese interior architect/designer, Maria Halios, graduated from Esam design in Paris where she closely followed the works of Philippe Starck, Garouste and Bonetti and her all time favorite designer, Martin Szekely while, designing her own furniture line as an interior designer struggling to find the perfect pieces for her clients. Upon her return to Beirut in the 2000s, she developed an exclusive line of furniture, lighting and design objects. Through mh I d, her brand name which forms part of her parent company, Espaces Insolites, Halios was able to launch a unique line of furniture and accessories for commercial and private spaces.

Photos taken at mh I d - 55 Pharaon Street, Mar Mikhael, Beirut, Lebanon www.mariahalios.com





Having worked in a small Gemmayze workspace, she longed for something different, something with more character. That was when she discovered Mar Mikhael and fell head of heals over it. She stumbled on a decrepit, abandoned 15 year old chocolate factory and transformed it into her gallery space, mh I d. All concrete, bright lights and high ceiling, the gallery is beautifully decorated with Halios' sculptural objects and a few selected finds from other designers and artists. It took courage to open there, as she was the first gallery to open in that area. Following her, many design and art spaces, artisanal boutiques and fancy restaurants filled this charming neighborhood, transforming it into a hip and artsy area for all the design/ art lovers and creative minds.

Well known for her use of materials; wood, metal, steel or brass (all kinds of metal),

Halios transforms these raw textures into beautiful works of art. Her inspiring design pieces can be seen in building entrances and hallways, in private residences in Lebanon as well as in European countries. She also created (creates every year) an exclusive collection for the National Museum of Beirut. Her work can also be found at the American University of Beirut. Halios had the opportunity to expose her work in many European countries and in New York and this year is a promising year for her in other European countries as well as in the Middle East.

Most of Halios' work is limited edition pieces, which is why she aims at keeping the spirit of a gallery space and not a design boutique. Having said that, her clients are those looking for exclusive and personalized pieces. She also creates custom pieces for clients seeking exclusivity and is therefore

able to provide an attentive level of service which is often lost when working with larger firms or retail establishments.

Halios' feminine and simple personality as well as her love for nature and architecture, plays a major role in her designs. Whether it's the flower pattern tables with their lasercut, intricate lace-like florals and oriental patterns or the massive wooden table with rough aluminium or brass legs shaped like tree trunks, she always finds a delicate way to transform heavy materials into sleek, organic modern forms. Her playful, energetic and strong character also shows in her use of contrasts of light and shade and her courage to go for vibrant colors to brighten up our everyday life.

Maria Halios never tires of re-inventing the world through her sweet soul and creative mind.





When you buy a Repos or Grand Repos, you will receive the "Eluis" blanket by fret in baumann as a gift. Offer valid from April until end of June 2013.

Repos

Developed by Vitra in Switzerland, Design: Antonio Citterio www.vitra.com/grandrepos



Plastic Fantastic



THE TERM

Designer Toys is a term used to describe a toy or other collectible work of art made in limited quantities, usually by designers or graphic artists. The most common materials used to manufacture these toys are vinyl and plastic. Plush dolls are also a frequent designer toy expression medium. Metal, wood and cloth are occasionaly used. These toys are consumed predominantly by adults and very rarely by kids due to their high prices.

Sometimes, a designer toy is produced in an all white version just to let designers and artists create their own exclusive version of the toy, just like a work of art. These versions are usually very expensive. Designer toys are produced in limited editions (as few as 10 or as many as 2000 pieces) and created by artists and designers.

HISTORY

Blame the Japanese if you want: it was their love of 'cuteness' or Kawaii in the local parlance that gave birth to characters such as Astro Boy and Sanrio's Hello Kitty. Japan's obsession with comics (manga) and cartoons (anime) produced a dizzying array of superheroes, crime fighters, samurai sword wielding schoolgirls, robots and cute animals, and it didn't take long for many of these characters to be turned into bright, colourful plastic toys and other merchandise such as fabric toys and fridge magnets.

The influence of Star Wars should also not be underestimated. George Lucas's uncanny knack of recognising a merchandising opportunity when it kicked him in the seat of the pants meant that every cool kid possessed miniature vinyl likenesses of Darth Vader and Chewbacca.

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]FROMTHETOYBOX[



As the years went by, the Star Wars figures became collectables, with huge sums being paid for pristine toys still in their original packaging. In short, the market for adult toys had arrived.

Today, adult vinyl toys are a massive industry, particularly popular among creatives, as any glance along their studio shelves will attest. Creators of designer toys usually have backgrounds in graphic design, illustration or self-described low brow art; some are classically trained in art and design, while others are self-taught. Designer toys first appeared in the 1990s and are still in production today.

WHAT'S THE APPEAL?

Kidrobot President Paul Budnitz, whose company makes some of the coolest vinyl figures around, such as the Dunny series,







feels that the toys are popular because «they are amazing, beautiful works of art.» Jon Burgerman, a recent entrant into the world of toys with his own new range of figures, takes a slightly more cynical view: «I guess the toys also speak the language of merchandise, product tie-ins, plastic giraffes in cereal boxes things we are programmed to get excited by from a very early age.» On a brighter note, he also suggests: «We want to peel certain characters off the page and play with them; see what they look like from different angles and try and get them to pose in suggestible positions.» He adds - making the toy sellers' collective heart jump for joy - «The clever thing about little vinyl toys is that the more you have, the better they all start to look.»

It's certainly not enough to own a single toy: there seems to be an urge to keep buying figures, occasionally turning an innocent hobby into something more akin to a friendly addiction. And as fast as we can buy them, the toy manufacturers are creating new figures, variations and limited editions to feed it.

An expanding market, according to Hong Kong toy designer Eric So, has created more opportunities for newcomers to join in. «I guess it depends on why they want to join the market,» he says. «If they're afraid of competition and worry about market saturation, they may not succeed. If they want to join in because they want to realise their dreams, there are opportunities everywhere.»

Examples of designer toys is the Dunny series, produced by the American company Kidrobot. Dunny figures may be considered the Western counterpart of the Chinese Qee and the Japanese Be@rbrick. Dunny are a series of figures that resemble anthropomorphized rabbits in a cartoon style (a design originally illustrated by graffiti, stencil, and comic artists) which are produced as 3", 8", and 20" figures. There is a variation of the Dunny figure called a Munny, which resembles a monkey, and



DOWNTOWN ABC Achrafieh ABC Dbayeh KASLIK JAL EL DIB LE MALL Sin el Fil CITYMALL ZAITUNAY BAY VERDUN HAMRA CITY CENTER Soon in RABIEH



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is only sold as an unpainted do-it-yourself piece. There is also American concert poster artist Frank Kozik's Mongers series and Labbit character; and British illustrator James Jarvis' cast of characters, produced as vinyl figures of varying sizes. Some creators of designer toys are Hong Kong-based Michael Lau, credited with the establishment of the



Urban Vinyl movement.

Vinyl designer toys have become collectable items and rare pieces may sell for hundreds or even thousands of dollars.

Whoever said adults can't have toys!

Kartell



Collage dream Dreams can come true



Illustrations by Christine Roumouz.

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] UNDER THE SPOTLIGHT [

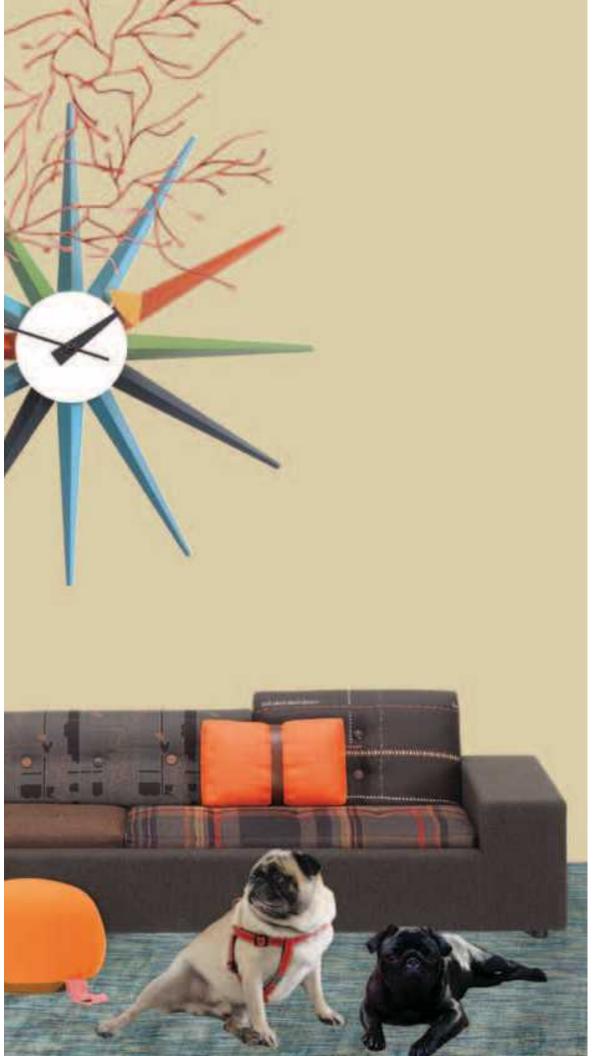
LA GRANDE ENORME SUSPENSION LAMP BY REINHARD DIENES, ANTHOLOGIE QUARTETT - ALPHABET SOFA BY PIERO LISSONI, FRITZ HANSEN
- PAOLA TABLE BY PAOLA NAVONE, LINTELOO - BAR BOY BY VERNER PANTON , VERPAN - MANHATTAN TABLE BY RODRICK VOS, LINTELOO SWAN ARMCHAIR BY ARNE JACOBSEN, FRITZ HANSEN - VISION RUG, LIMITED EDITION - BIG SPLASH PAINTING BY KUHN



] WHO GETS THE BIRD, THE HUNTER OR THE DOG? [

CALDER SWING PAINTING BY KUHN - MADEMOISELLE KRAVITZ BY PHILIPPE STARCK, KARTELL - PANIER TABLE BY RONAN BOUROULLEC,
KARTELL - WOODEN DOLLS BY ALEXANDER GIRARD, VITRA - WIGGLE CHAIR MINIATURE BY FRANK GEHRY, VITRA - SOLVAY TABLE RAW
COLLECTION BY JEAN PROUVÉ, VITRA - SERIE 7 CHAIR BY ARNE JACOBSEN, FRITZ HANSEN - KAISER IDELL FLOOR LAMP BY CHRISTIAN DELL,
FRITZ HANSEN - EAMES HOUSE BIRD BY CHARLES AND RAY EAMES, VITRA





] ITS SUNNY IN HERE [

ALGUES DECORATIVE ELEMENTS BY RONAN & ERWAN BOUROULLEC, VITRA - CLOUD DECORATIVE ELEMENTS BY RONAN & ERWAN BOUROULLEC, KVADRAT - CHERNER CHAIR - DINING TABLE BY ISAMU NOGUCHI, VITRA BOLLE BOTLES BY TAPIO WIRKKALA, VENINI - SUNBURST CLOCK BY GEORGE NELSON, VITRA - POLDER SOFA MAHARAM SPECIAL EDITION MIXED FABRIC BY HELLA JONGERIUS, VITRA - MAHARAM BOVIST POUF BY HELLA JONGERIUS, VITRA



] HOLD FAST TO DREAMS [

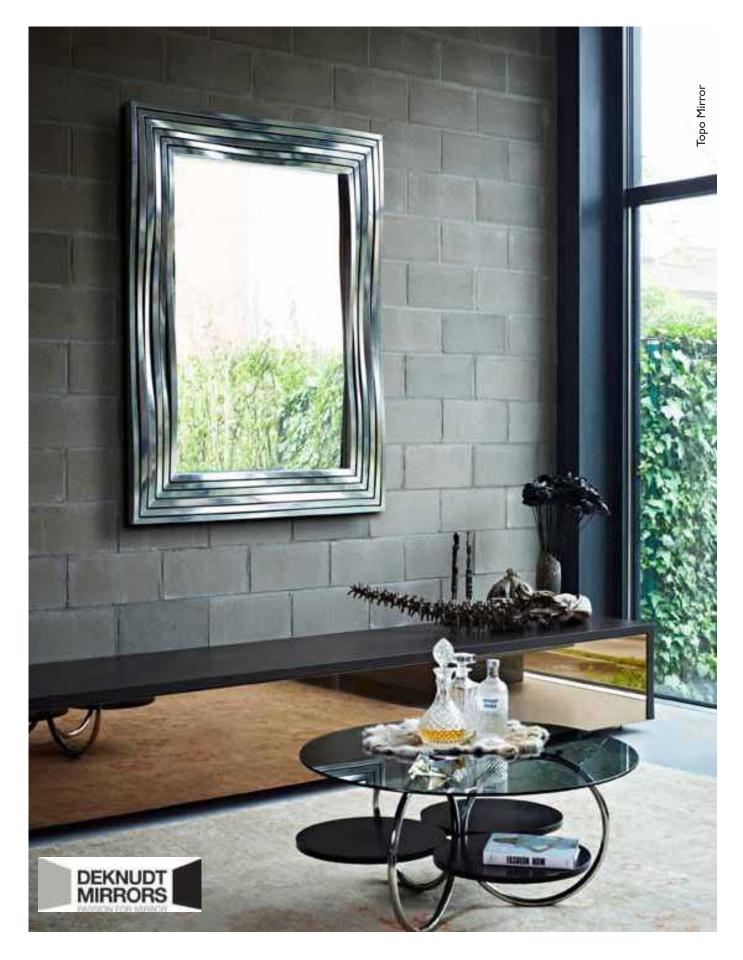
CLOUD ARMCHAIR BY DIESEL COLLECTION WITH MOROSO - UTURN FLOOR LAMP BY MICHEL CHARLOT, BELUX - GHOST BUSTER NIGHT TABLE
BY PHILIPPE STARCK, KARTELL - CINDY TABLE LAMP BY FERRUCCIO LAVIANI, KARTELL - OFFSPRING MIRROR BY STEFAN SCHONING, REFLECT
PLUS - VERTIGO SUSPENSION LAMP, PETITE FRITURE - JOIN BED BY GIUSEPPE BAVUSO, ALIVAR - NESTABLE BY JASPER MORRISON, VITRA SHELL POUF BY PAOLA LENTI - COMBACK CHAIR BY PATRICIA URQUIOLA, KARTELL - SIGNS, HAND TUFTED RUG, BY PAOLA LENTI





] LIGHT MY FIRE [

RAR SPECIAL WINTER EDITION, ROCKING CHAIR BY CHARLES & RAY EAMES, VITRA - NEPAL CHAIR BY PAOLA NAVONE, BAXTER - KLARA TABLE
BY PATRICIA URQUIOLA, MOROSO - CALABASH BY KOMPLOT DESIGN, LIGHT YEARS - ABAT JOUR FLOOR LAMP BY PAOLA NAVONE, BAXTER CORNICHES SHELVES BY RONAN & ERWAN BOUROULLEC, VITRA - WALLPAPER BY MAHARAM - DIGITAL BLUE RUG, LIMITED EDITION





Seóra Luxury Hammocks Like Never Before



and stainless steel offer luxury hammock expert A general image of a is one of those huge padding, the foot results.

[FROMTHEDESIGNER]

Three time award winning La Seóra hammocks designed by architect Anthony Logothetis is carefully crafted with the highest quality materials of marine plywood and stainless steel offering you the ultimate luxury hammock experience.

A general image of an American armchair is one of those huge ones, with the plush padding, the foot rest folding up, and the

drink holder on your side, then we have the typical Caribbean hammock. The result is La Seora; a hybrid between a hammock, a chaise longue and an armchair. Originally made from birch marine plywood and assembled with stainless steel fixings, the plywood beams prevent your back from slouching and relieves back strain, a common problem found in conventional









hammocks made of fabric or net. As a result this unique assembly is extremely ergonomical and comfortable providing a unique relaxing experience in perfect comfort and style.

Integrated armrests open when needed and the lower footrest can be adjusted according to your height for supreme comfort. Seóra's distinctive stand made





from stainless steel can be quickly disassembled into three pieces for easy storage.

You can enhance the experience by configuring your Seóra with various accessories such as a pillow and side pocket for your personal items; magazine, phone, sunglasses and iPad.

All fabrics are made with Sunbrella® the world's premium outdoor fabrics brand with proven longevity, durability and comfort.

Each Seóra is carefully handcrafted one by one in Italy with the utmost attention to detail and care.

La Seóra hammocks come in 4 versions;

La Seóra Classic in birch marine plywood, La Seóra Alpine in all weather proof dark wood from Gurjan marine plywood, La Seóra Cyrstal in UV protected scratch and weather resistant polycarbonate in a variety of transparent colours and last but not least La Seóra White Diamond in the same finishing as Crystal but in solid white.

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