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YOUR QUARTERLY DESIGN HANDBOOK

1995 - 2015

20 YEARS  
ANNIVERSARY



**]FROMTHEMASTERS[**

RIVA 1920: 95 YEARS WITH YOU

**]FROMTHESHOWROOM[**

CHRISTMAS FEVER: 66 GIFT IDEAS

**]FROMTHECUDDLER[**

TAILOR'S DEN: FOR THE LOVE  
OF PETS AND DESIGN

**]FROMTHESPOTTED[**

MUUTO AND PIPA

**]FROMTHEHOST[**

ALIVAR @ COURCHEVEL

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ANNE-CLAIRE PETIT



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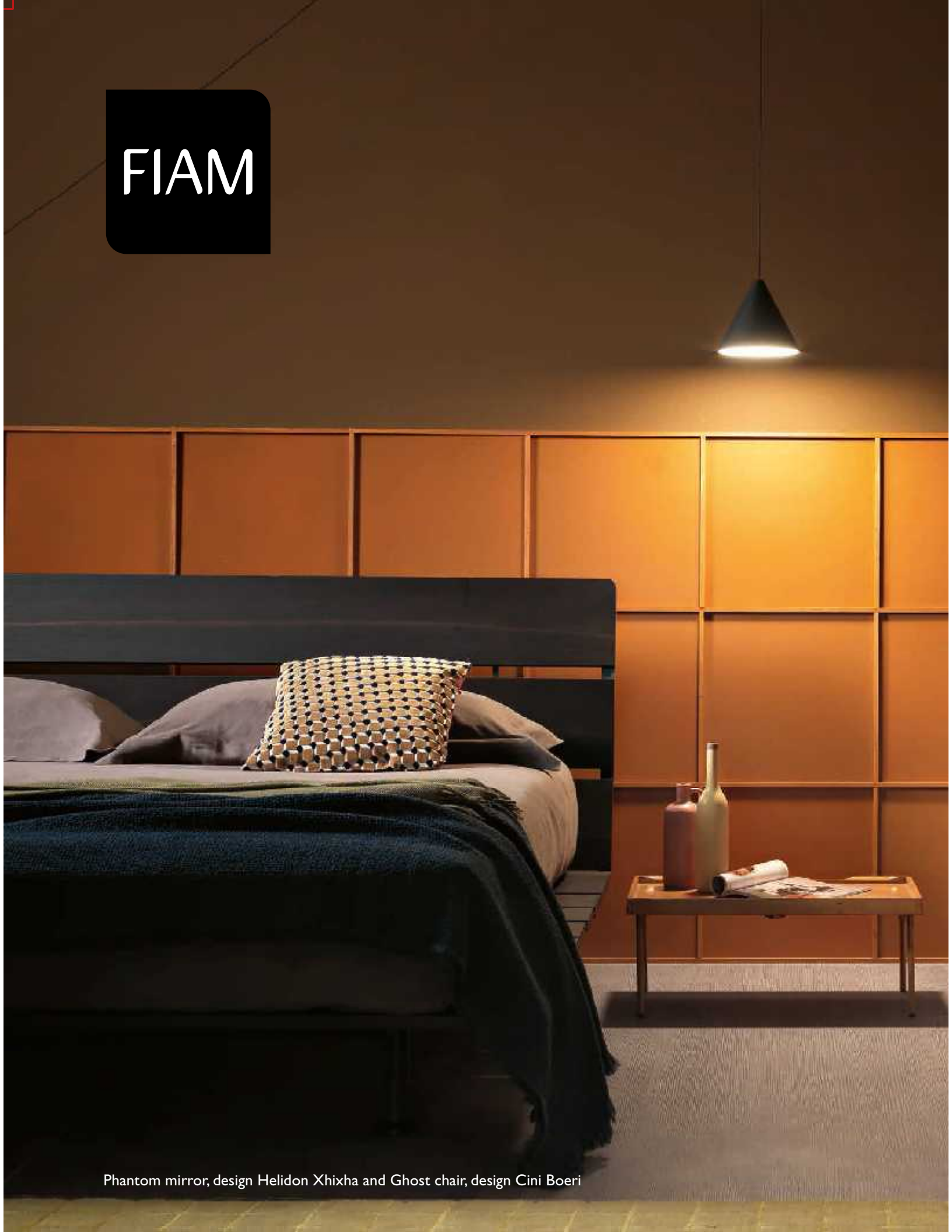




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FIAM



Phantom mirror, design Helidon Xhixha and Ghost chair, design Cini Boeri







Arcipelago side table

Bruno dining table

Take It Easy armchair

Atolo coffee table

Take It Easy sofa

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# Take It Easy

Design Paola Navone





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# EDITORIAL

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On Sept. 21, 1897, The New York Sun published what was to become the most widely read letter to a newspaper. It was sent by 8-year-old Virginia O'Hanlon, who lived with her parents in Manhattan. Below is the full text of that letter and the reply by Sun editorial writer Francis Pharcellus Church.

Dear Editor, I am 8 years old.

Some of my little friends say there is no Santa Claus.

Papa says, "If you see it in The Sun, it's so."

Please tell me the truth, is there a Santa Claus?

Virginia O'Hanlon

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole truth and knowledge. Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! How dreary would be the world if there were no Santa Claus! It would be as dreary as if there were no Virginias. There would be no childlike faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus, but even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign that there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in this entire world there is nothing else real and abiding.

No Santa Claus! Thank God he lives and he lives forever. A thousand years from now, Virginia, nay 10 times 10 thousand years from now, he will continue to make glad the heart of childhood.

COVER: CHESTER MOON SOFA BY PAOLA NAVONE, BAUHAUS ARMCHAIR BY DRAGA E AUREL  
AND JENGA MODULAR TABLES BY DRAGA E AUREL  
BELOW: EAMES ELEPHANT BY CHARLES & RAY EAMES. THIS ONE GOES TO ALL VIRGINIAS. PINK ELEPHANTS DO EXIST.



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## Muuto and PiPa



PiPa, combination of the words; pizza and pasta, is a trend-setting Italian restaurant located in Istanbul, Turkey.

The restaurant's interior has an industrial feel to it, modern yet it conveys the well-known Italian warmth and coziness. The greenery also adds a touch of naturalness and freshness to customer's experience. The materials and colors used are also significant to achieve this positive vibe. Materials such as handmade wooden chairs painted in black and grey, parquet, shiny black tiles, green plants behind the windows and retro plaid patterns are some of the elements that make it even more inviting. The choice of colors; dark brown, black, white and grey create this earthy

ambience and the yellow color of the unique and playful Unfold pendant lighting by Form Us With Love by Muuto creates this contemporary feel, which makes it a great choice for PiPa.

"The industry lamp is a classic, and sought after design that we are excited to provide a new perspective on. The soft silicone rubber gives Unfold a modern and warm personality. It also enables the lamp to be folded into a neat package by a slight push on the top. Just open and unfold your new lamp," explains Form Us With Love. Buon Appetito!



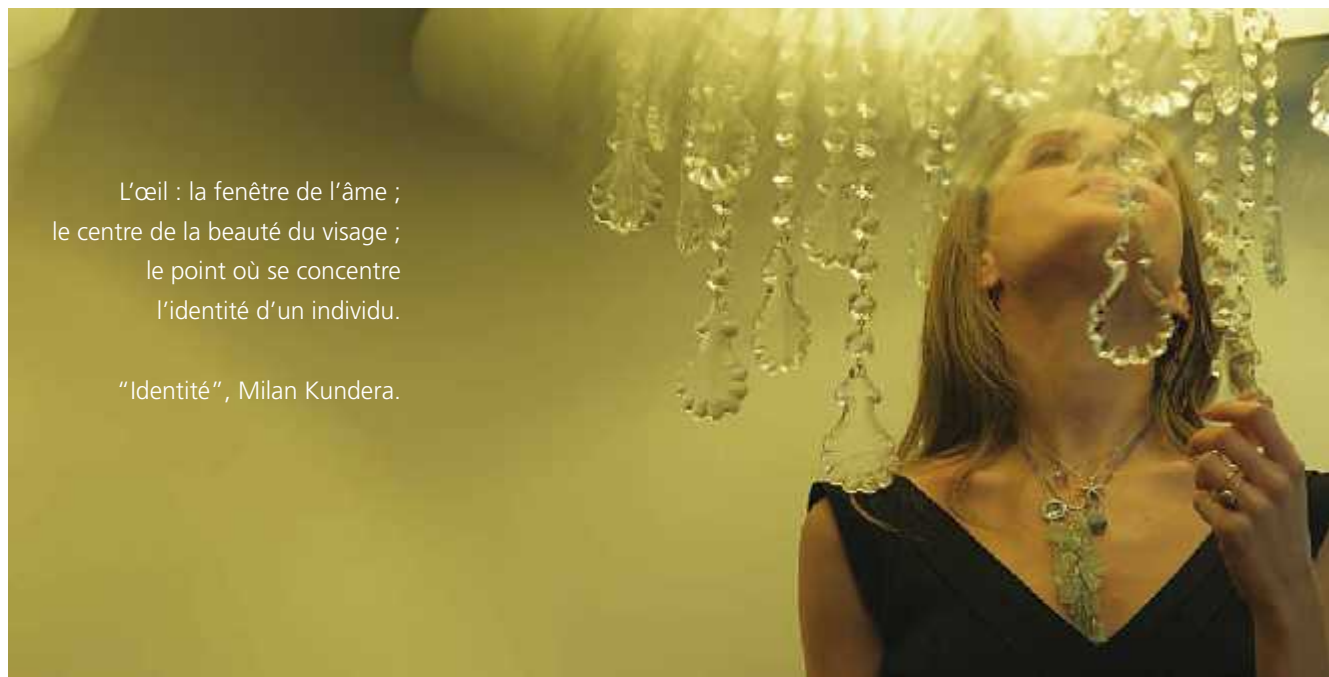


# W

## by Rima Sauma Wazen

L'œil : la fenêtre de l'âme ;  
le centre de la beauté du visage ;  
le point où se concentre  
l'identité d'un individu.

"Identité", Milan Kundera.



www.wjewelry.net

« Depuis ma plus tendre enfance je suis passionnée par le "beau" dans un pays, le Liban, ravagé par la guerre et sa laideur. J'ai toujours cherché pour m'évader à créer autour de moi des mondes imaginaires à partir de peu de choses.

Je me vois encore passant de longues heures à agencer ma maison de poupée, imaginant ses vêtements, ses accessoires, ses meubles et tout le reste ; ou encore aidant ma mère (italienne) dans sa cuisine à préparer des plats magnifiques en vue de repas somptueux. Mon père me disait : Les plaisirs du palais commencent par ceux des yeux.

À 17 ans je me suis retrouvée à Paris à découvrir la beauté de la ville lumière. J'y ai fait mes études d'architecture d'intérieur et passé dix superbes années entourée de personnes inspirées et de choses magnifiques. J'y ai découvert l'art, la culture du beau, la simplicité et l'élégance. À 25 ans j'ai eu mes triplées, Léa, Marie et Nicole, mes trois sources d'inspiration.

Depuis je suis retournée vivre au Liban. Mon environnement immédiat me ressemble, il reflète ma personnalité, ma façon de voir, le besoin de baigner en permanence dans tout ce qui est beau à mes yeux.

Mon "chez moi", ou je devrais plutôt dire notre "chez nous" a été conçu avec la complicité de mon mari selon nos exigences et surtout notre mode de vie. C'est notre havre de paix, notre port d'attache.

C'est là que se trouve un concentré de ma vie : mes enfants, mais aussi mes chiens et mes chats. C'est là aussi que je m'inspire pour mon travail d'architecte et pour "W" ma ligne de bijoux.

Dessiner, concevoir et créer sont le fil conducteur de toute mon existence. La rencontre avec les pierres précieuses a été le déclencheur de ma passion pour le bijou. De cela est né "W". Du dessin manuel à la conception de la pièce elle-même, tout se veut création, audace et quête de

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beauté concourant ainsi à exprimer une émotion, susciter un plaisir et une envie qui transcendent la seule fonction première.

Le génie du lieu possède également sa part d'influence.

Beyrouth où les bijoux sont produits en or 18cts, diamants, pierres précieuses, semi-précieuses et perles, une ville où les talents et les artisans se mélangent harmonieusement pour une création d'exception.

Cette belle aventure dure déjà depuis plusieurs années et la collection continue à s'étoffer, s'enrichir et se développer mue irrésistiblement par de nouvelles exigences et de nouvelles ambitions ».

**Rima Sauma Wazen**

# artek

901 TEA TROLLEY & TABLE 82 DESIGN ALVARO AALTO





## Kartell Goes Sottsass A Tribute To Memphis



Kartell pays homage to Ettore Sottsass with a collection of original projects (vases, stools and a lamp) expressly designed for the company by the great master, some of which will also be placed in production. For the occasion, Kartell is organizing an event to celebrate Memphis, one of Sottsass' greatest adventures, and dedicating its Fuorisalone exhibition signed by Ferruccio Laviani: a vibrant and energetic scenic design at the Flagship Store Kartell, Milan, all centered on the typical post-futurist aesthetics of the famed design movement. The exhibition will also feature Kartell soft seatings, covered with fabric from the Memphis collection.

Kartell loves to dare, revolutionize, to thrill. It loves to surprise. The thrill can derive from a technological

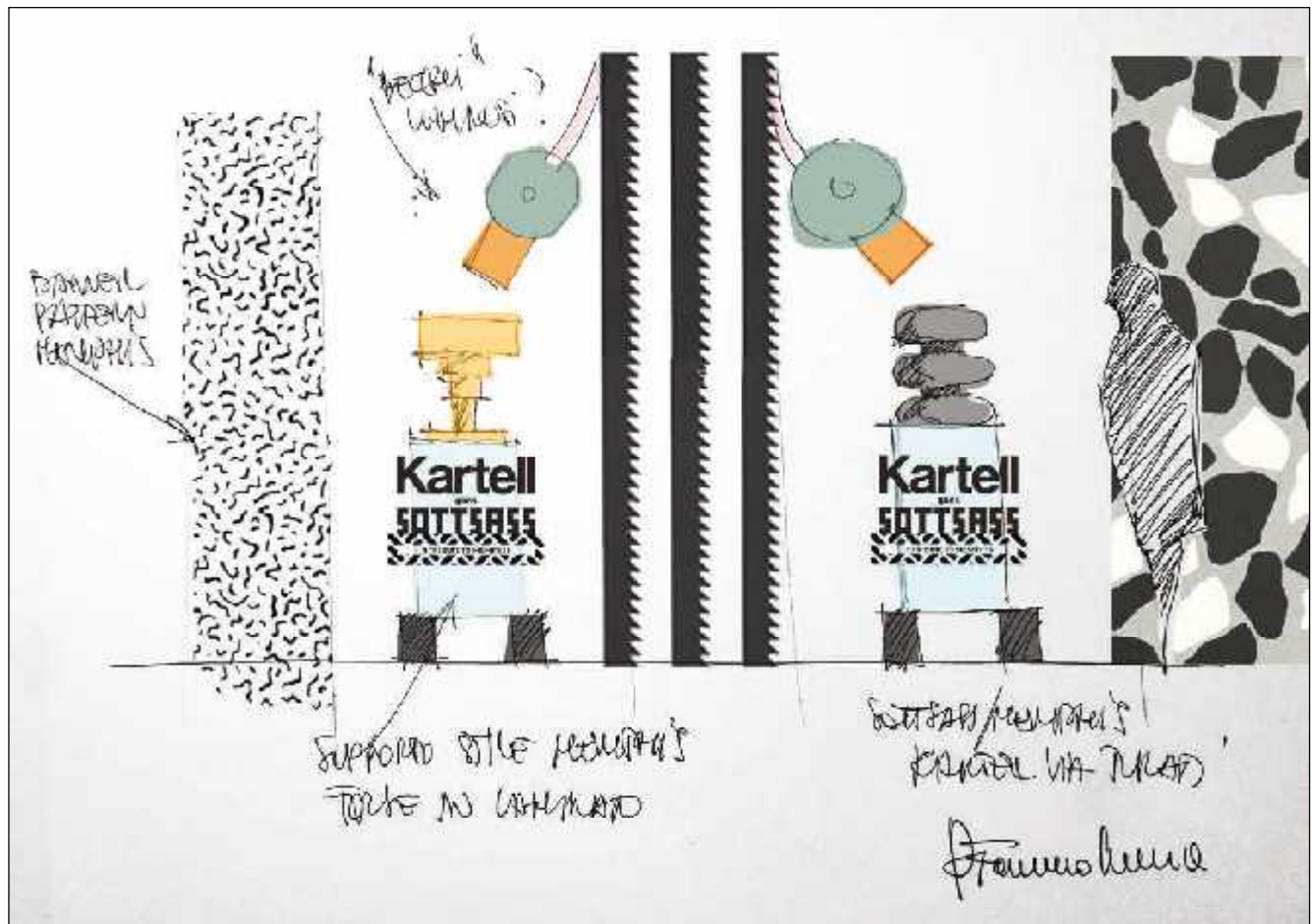
innovation or a new aesthetic trend in its products. Very often indeed, it is a question of a blending of both.

But when these aspects give life to the ideas and visions of great designers who have in the past left their unmistakable mark on the international design scene, here one has Kartell proceeding with true and proper cultural revolutions.

Today is the day of an unexpected encounter. Today Ettore Sottsass lives again with his extraordinary creativity thanks to some original projects designed for Kartell in 2004 hitherto unproduced.

Thus, Kartell has once again brought Sottsass and Memphis together in a triumph of signs and color, where for the first time 8 vases/tabourets and a lamp by Ettore Sottsass will be on display, while the

30



fabrics of the Memphis collection will give an unexpected pop post-futurist image to some of the upholstered products in the Kartell catalogue, such as Mademoiselle by Philippe Starck, Foliage by Patricia Urquiola, and Trix by Piero Lissoni.

Indeed an epoch making encounter between Kartell and the great Master of Design who lives again in his revolutionary design, for the first time seen with an industrial slant. Sottsass was typically tied to the idea of the one-off piece, Kartell's vocation in turn is that of investing strongly in technology and industrial processes in order to give life to a design icon reproducible in thousands of copies. As well as an exquisitely formal and artistic level, the encounter with Sottsass is unusual in terms of the scope of the design project. Some of the new Sottsass icons by Kartell

will in fact be produced industrially and will be available all over the world.

Claudio Luti, President of Kartell, comments: "we are particularly proud this year to present some original objects that Ettore Sottsass designed for Kartell in 2004 but that we have never produced. We have recovered them today wishing, with an event and with some special products, to celebrate a piece of design history. I believe that Sottsass with Memphis truly enabled me during the course of my entrepreneurial career, even unintentionally so, to draw from the free creative expression of designers devoid of codes and undue formalisms. Today as well, technology enables us to realize Sottsass' designs with a quality and sophistication that would have been





impossible ten years ago. This celebration and this new manufacturing commitment demonstrate once more how Kartell goes beyond transitory styles and trends. With its design and its versatility, it manages to cross eras and cultures, to give shape to the ideas of designers, turning them into lasting objects. I am convinced that the maestro would have been enthusiastic as to how we have given life to his objects, that are one of a kind, unmistakable, some of which will be projected towards a totally industrial and international future. In this sense the tribute to their creator will be even more long lasting, achieving the return to the factory Ettore Sottsass wished for".

Alberto Bianchi Albrici, sole administrator of Memphis adds: "I find this cooperation with Kartell highly interesting. Kartell will allow us to enter, to make ourselves known and appreciated in millions of homes where we could never have been. And this is a good thing for all".



PP Møbler | [www.pp.dk](http://www.pp.dk)







Ferruccio Laviani, architect and designer concludes: "Managing to have prototyped Sottsass' objects and create a Memphis event, along with customizing some of the products of the Kartell Catalogue, has enabled me to pay a small homage to Ettore Sottsass and Barbera Radici, who I had the opportunity to work with in the past. Undoubtedly that incredible experience, which I was lucky enough to be involved in, and that has undeniably marked my way of working, of seeing things, and what I am professionally today, a bit of them and of all the people who look part in has remained part of me."



The protagonists of the collection are 6 vases, 2 stools and a lamp whose shapes and colors clearly declare their Sottsass origins: each protagonist modulates post-futurist volumes and shapes and is lit up by bright pop colors (such as red, acid green, pink, glossy white and black).

The collection is rounded off by a suspension lamp named Daisy, original for its application of a series of tesseras in plastic, rectangular in shape, with typical Sottsass colors and a central disk in black thermoplastic techno polymer.



The encounter between Kartell and Sottsass appeared to the company as a not-to-be-missed chance to not only present products designed by the great Master during the years 2004/2005, but to also celebrate one of his greatest adventures that has revolutionized contemporary design, Memphis.

This has led to the creation of a true and proper interaction between companies, on the one hand Kartell and the other Memphis Srl, that has wished to give its creative contribution to the entire project.

# HOME PROJECT

Design Giuseppe Bavuso



LAND\_sofa / SAX\_coffee table - HOME PROJECT collection

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## Alivar @ One Courchevel

### The Ultimate in Luxury

Alivar is inspired by the idea of giving new life to the masterpieces that have written the history of modern furnishing and design.

Today, Alivar is also, and above all, a dynamic company that pays constant attention to technological development and research in the field of design and architecture. Over the years, this has given life to the Brilliant Furniture and Home Project collections, thus broadening the production with the addition of furnishings of minimalistic design that express themselves in the language of materials and colours.

Alivar offers furnishing solutions for every area of the home: a functional day area

made up of tables, chairs, cupboards and bookshelves with sober, rigorous lines, a welcoming living room complete with sofas, chaise longues, ottomans and wall TV units, and a sophisticated night area with beds and accessories. Pure forms, free from excessive decorative elements, in which practicality is the prevalent feature. Materials that are combined with ease, giving every object its own character: the quilted effect leather of the chairs and the chrome-plated steel of the frames are truly eye-catching.

A modern, refined style, ideal for those in search of simplicity and those who consider the functionality of the objects that they

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love to have around them to be of prime importance.

Alivar has obtained "100% Made in Italy" certification and has been entered at number 456 on the national register of Italian producers. The "100% Made in Italy" brand certifies that: the production is entirely Italian, the semi-manufactured products were produced exclusively in Italy, only high-quality prime Italian raw materials and components are used, the production methods used are typically traditional Italian ones.

Through the contract division, Alivar has completed some important projects everywhere in the world. Alivar has taken care of the furnishings of public areas,

banks, museums, hospitals, libraries, cruise ships and have also followed designs for cafés, restaurants, hotels, residences, nursing homes, schools.

Another exceptional project for Alivar: the new Residence & Spa located in the centre of the One Courchevel development in the magical heart of the ski resort of Courchevel 1850, one of the villages that make up the well-known towns of Courchevel in the French Alps.

Courchevel 1850 enjoys a unique panoramic position in the upper part of the valley and is home to the town's most prestigious hotels, including the One Courchevel Resort, which occupies a total residential area of 5,500 square meters,

divided into 44 stunning and exclusive apartments.

Alivar successfully supplied exclusive and elegant pieces in keeping with the eclectic style requested by the project designer.

Light colours were selected when it came to furnishing the spacious interiors in order to create a warm and welcoming atmosphere, ideal for a chalet. The interior designer responsible for the One Courchevel project chose a number of Alivar products for the uniqueness and originality of their design, such as the Bahia sofa, the Wavy bookcase and the Metropolis mirror.

Designed by Bavuso Giuseppe, the Bahia sofa's base is in wood covered in non-



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deformable polyurethane foam and polyester fiber lining. The backrest and arms are in steel covered with cold shaped polyurethane foam. The cushions are in polyurethane foam of different density and sterilized feathers. It is available in either

fabric or leather covers. The feet are in polished aluminium.

The pieces supplied for this project provide evidence of a supreme synergy between a renowned luxury destination and Alivar that has now become an icon of contemporary

style in the world of furnishings. The reputation and professionalism it has gained over the years have made Alivar a trusted partner when it comes to supplying hotels of standing and high-quality public spaces.



## New Products by Magis Design



]01[

]02[



### ]01[ and ]03[ CARTOOLS BY FLORIS HOVERS

"The blocks are based on vehicles. The forms give the tactile and visual impression of classic building blocks with familiar, basic shapes.

As with Arche Toys, I looked for the essence of the vehicles, but this time I wanted to allow more space for imagination and individuality.

By changing, moving or flipping the blocks, new combinations and images arise. They are kind of design tools.

The use of color and the decision to make 3D light beams, creates a gentle image, reminiscent of comic drawings and old-fashioned colors. The blocks are designed to be attractive both for children and adults."

### ]02[ HAPPY BIRD BY EERO AARNIO

"When 25 years ago we moved to Veikkola, which is situated 30km away from Helsinki, we could not have imagined the diversity of the wildlife in that area. One day we saw a moose, which is the largest animal in Finland with very big horns, swim across the lake. The most dangerous animal in Finland is the bear and once, our neighbor saw a

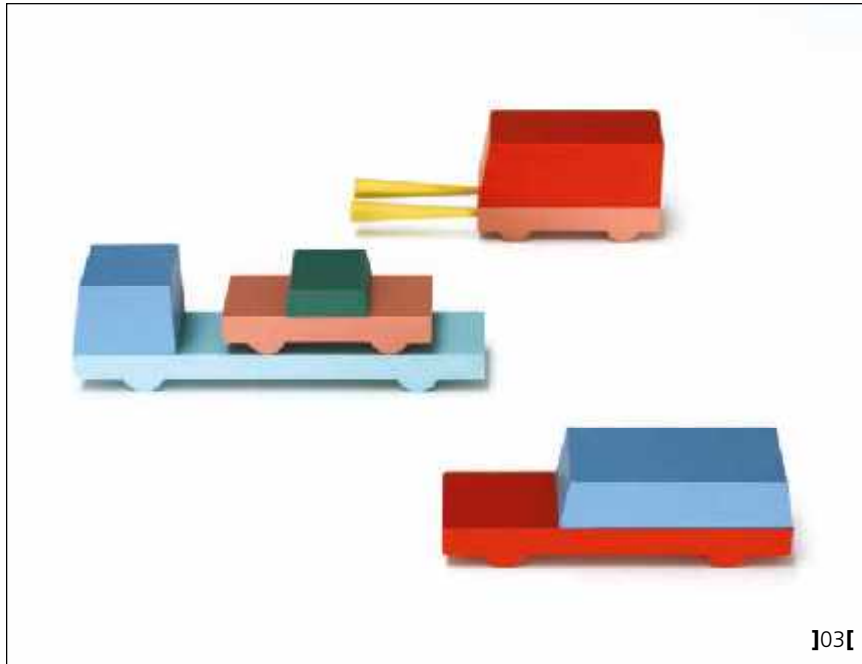
bear within 100meters of our house. Few years ago we left the Christmas ham in the porch outside our house overnight to keep it cold and in the morning the cover of the container was removed and half of the ham eaten; it was a Christmas for the fox also!

Overwhelmingly the most abundant animal species in the area are birds and with the help of a bird book, we have already identified 30 different types of birds around our house. The largest birds are swans and herons, which migrate north in the spring. Because our house is located by the lake and we often sit on the shore, the local ducks have become frequent visitors hoping to catch something to eat from us. These stories show why animals play such an important role in my designs.

For a long time, we have been feeding birds that don't migrate south before the winter and they have become like well-loved friends and it seems like the feelings are mutual. We feel like every bird is a "Happy Bird".

### ]04[ CUCKOO- THE WILD BUNCH BY KONSTANTIN GRČIĆ

"Playful, enchanting, but also dynamic:



these are the attributes to describe the products in the Wild Bunch collection, which offers a natural and functional approach and an amusing, friendly and versatile style, suitable for the widest range of spaces and situations.

Like all the products in the collection, Cuckoo table features a combination of a solid beech frame and injection-moulded polypropylene joints, on which a round top with a diameter of 120cm is placed."

#### **]05[ and ]06[ MILLÀ BY JAIME HAYÓN**

"Imagine you're able to do in plastic what is impossible to be in wood.

With the expertise of Magis as pioneers in gas injection – molding, we were able to make an expressive chair very rich in movement, based on the forms of Catalan modernism: elastic and dynamic. We created a truly elegant plastic chair, something to stand out on a saturated market.

It's a challenge for me, as someone who normally uses materials with thousands of years of heritage such as wood, metal and ceramic, to create my first product in plastic. And I am happy with it."

#### **]07[ SAM SON BY KONSTANTIN GRČIĆ**

"Sam Son is an easy armchair with a hint of a cartoon character. Supported on four stilt legs, the armchair features a softly suspended seat shell between a giant horseshoe-shaped element, the chair's characteristic armrest and backrest.

Made from two different rotational moldings, the armchair combines a rigid plastic for its base and more elastic polymer for the upper part.

The exaggerated size of the armrest and backrest provides comfort and support and creates a protective space for sitting. Sam Son comes in four different colors and is suitable for both indoors and outdoors."

#### **]08[ TROTTER BY ROGIER MARTENS**

This mobile chair for children is made of steel rod and a rotation-molded wheel. The conspicuous wheel is an invitation for children to be active, because it makes it easy to move the chair to the best spot, over and over again.

#### **]09[ STANLEY BY PHILIPPE STARCK**

"The elegance of high technology to rediscover the timeless "director" chair."





]08[

**]10[ TRAFFIC TABLE BY KONSTANTIN GRICIC**

"Following the entire collection of upholstered seating launched in 2013, which was joined last year by the coffee tables, again with a metal rod frame, now comes the turn of Traffic table.

Playing on different proportions, the basic concept of Traffic is elaborated in a new form: once again, we find slender steel rod frames that create soft geometric volumes, giving rise this time to a sizeable table/trestle, ideal for both domestic and contact settings."

**]11[ SUBSTANCE BY NAOTO FUKASAWA**

"I wanted to try working on a chair that has a simple cross junction of two U-shaped legs. Then, I wanted to put a simple shell on top.

Combining the beginning details of the legs and the bottom curve of the shell of this chair creates such a friendly feeling.

It is common to have a chair with a shell and legs that extend off the shell whereas this bending detail on Substance gives a fresh quality.

I believe we have successfully produced a sustainable chair. The same goes for the tables. This combination of bent legs and the table top creates a warm environment."

**]12[ and ]13[ CYBORG BY MARCEL WANDERS**

This year, Magis presented the extension of the Cyborg family with the introduction of an exciting new variation.

In 1960, the scientist, inventor and musician, Manfred Clynes coined the term Cyborg, which then grew ever more popular thanks to innumerable sci-fi novels and films; it designates an organism that combines natural and artificial elements.

Marcel wanders interprets this fusion as the expression of a continuous search for new combinations, in today's world, where it seems there is nothing truly new left to invent. The original concept behind Marcel Wander's Cyborg armchair for Magis is to join a polycarbonate base with backs in different materials. Extending this concept,



]09[



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the latest Cyborg introduces a back made of woven cane, an intricate, artisan inspired material. Additional seat cushions in a range of fine fabrics are now available for all Cyborg armchairs.

#### 114 OFFICINA BY RONAN & ERWAN BOUROULLEC

Forging, the process used to shape iron, pressing it between the hammer and anvil, has a history that stretches back over millennia. Throughout the ages, this technique has been used to create

an infinite number of everyday objects and decorative artifacts. The official collection of tables explores the possibility of establishing a new creative language while working with an ancient fabrication process such as iron forging.

After the tables, this year, the collection expands to include a chair and stools that echo the forged iron structure of the tables, combined with shells in a range of different materials. Once again, absolute simplicity combines with the allure of a raw material handed down, through the centuries, alive,

with those slight imperfections that make each piece in this collection unique, with an unmistakably industrial feel, but combined with a profoundly refined and elegant spirit.

#### 115 TROY BY MARCEL WANDERS

The Troy family has been given an assortment of legs in various colors and materials, among which are white, chrome, golden and copper metal and wood. Now, there are even more ways to diversify this comfortable and incredibly versatile chair, making it an exquisite addition to a variety of settings.



## Tailor's Den For the Love of Pets and Design



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]FROMTHECUDDLER[



Tailor's Den perfectly combine love for pets and interior design.

No recent product on the market can boast of such finishings, fabric quality, design and natural filling. The idea is to create a tailored dog's bed, in fact, the name itself means exactly that. A unique cushion, due to the exclusivity of its fabrics and workmanship, which follows the age-old school of tailoring in the Piedmont Industrial District.

A flexible, modular complement to furnishings for all those who require a personalised, multifunctional, unique and unrepeatable article but, above all,

a product to show off in the finest of environments whether it lies close to a designer sofa or is placed on a wooden oak floor. What, until now, needed to be hidden in the remotest corners of the room, has now become a designer, tailored object to be put on show and appreciated.

The Tailor's Den® cushion is unique because you make it so by personally choosing the fabric, the size and style amongst our proposals, or by asking their Lab for the maximum possible personalisation. Each Tailor's Den® product gives you the experience of a tailor, the most precious traditional 'Made in Italy' fabrics, expertise



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in the finishing touches and attention to detail but above all the style of Italian Design.

It can be used as a cushion for both cats and dogs, and is an addition to furnishings as it matches any environment of your house, because of your fabric choice with which it is made. The inside lining can be

extracted and washed. The outside cover can be ordered separately so that you can personalise the cushion so as to have a warm one in cashmere, wool or alpaca for winter and a cooler one in linen or cotton for summer. The Tailor's Den® cushion will reflect the style of your house and is adaptable to all the situations your dog shares with you.



# Baxter is Twenty-Five



"When a dream becomes an idea. An idea which becomes reality. A reality that makes you dream. A dream that generates emotions" -Baxter

An intuition transformed into a winning concept was the force that breathed life into the unique, anachronistic world of Baxter. It all began in the traditional tanning areas of Italy, where ancient skills are still engaged today by master craftsmen to transform hides into pieces of leather with a unique appearance, softness and texture. The process is characterised by

phases in which the materials are worked manually, where experience and culture are the essential elements that allow Baxter to manufacture a prestigious leather, the symbol of its excellence.

Our leather has a soul: it is a living product that must be handled gently. Its small apparent imperfections are unique values that cannot be reproduced. These values are enhanced by the passing of time, which makes each product a diary of life of those who use them.

Each piece of furniture is accompanied

# 50

]FROMTHE**MASTERS**[



by a set of specific products, a “beauty treatment” intended to preserve the beauty of the covering leathers.

Made with great care and passion by our master craftsmen, each product has its own history, which starts with a hide and ends with a design. Today, we still use our skills and experience to produce little works of art by hand, as this is the only way we can ensure of dedicating the attention required in order to reach perfection in every detail. 2015 is the year Baxter blows out its first 25 candles and celebrated it in a fantastic location situated in the heart of Wynwood Art District in Miami at the art gallery, M Building.

Baxter partied this time with an artistic approach. A two week exhibition of 25 iconic products were displayed to experience the stylistic evolution that has characterized Baxter in terms of shapes,

styles, materials and colours. Three wide rooms where the products were exhibited was the undisputed main character and leather was definitely the master.

A real exhibition itinerary was organized where visitors were invited to enter and walk among the models that have marked Baxter's history from 1990 up to now.

Baxter's great classics were displayed in the first room. Historical products, main actors of the first period, with typically English mood and details of a carefully researched elegance, that has contributed to mark the brand's quality and reliability over time.

The second hall was where you were able to discover some pieces of memory, reinterpreted and reviewed. Chromatic and stylistic experiments, born from the constant attention that Baxter has always paid towards research.

The itinerary finished on the second floor

**101** LOLA BY GIUSEPPE MANZONI (2000) IN LEATHER TUSCANY RED. ITS WIDE CURVES MAKE IT ELEGANT AND FLUENT, COMFORTABLE AND WITH AN EMBRACING SEAT. WITH A STRONG AND FIRM PERSONALITY, THE LOLA ARMCHAIR IS EMBELLISHED BY DECORATIVE BUTTONS THAT MAKE IT AN ELEGANT PRODUCT, WHERE THE ATTENTION TO ANY DETAIL BECOMES AN ESSENTIAL FEATURE. IT IS SYNONYMOUS WITH TRADITION AND HANDICRAFT AND MARKS THE “TRAIT-D’UNION” WITH THE PAST **102** BERGERE BY BAXTER P. (1994) IN LEATHER TUSCANY SIENA AND PIPING IN TUSCANY LUCCA. THIS PRODUCT, AN OUTCOME OF A LONG AND THOROUGH ANALYSIS, IS ABLE TO MEET ANY COMFORT AND RELAXATION NEED. CARVED IN BAXTER’S TRADITION, ITS VAGUELY RETRÒ MEASURED SHAPES, GIVE PLEASANT SENSATIONS OF HARMONY, MELTING WITH THE PERSUASIVE QUALITY OF BAXTER’S LEATHERS **103** DOLLY BY DORIANA & MASSIMILIANO FUKSAS (2013) IN LEATHER KASHMIR NUAGE AND PIPING NABUCK BLUE. DOLLY IS AN ARMCHAIR CONCEIVED AS AN IDEAL SEAT BOTH FOR HOME AND FOR SHOWROOMS. FORMAL, NEAT, ELEGANT WITH SLENDER FEET, UPHOLSTERED AND LEATHER-COVERED, “DOLLY” WAS DESIGNED TO CREATE A “CLASSIC” BUT CONTEMPORARY FURNITURE. ITS SHAPE MIXES THE WARMTH OF THE WOOD STRUCTURE WITH THE TACTILE CHARM OF LEATHER **104** SELLERINA BY PAOLA NAVONE (2007) IN LEATHER POLISH GROVE. DEEPLY GROUNDED IN OUR MEMORY, IT REMINDS THE CLASSICAL FURNISHINGS OF PAST CENTURIES, WELL-DESIGNED AND PERFECTLY UPHOLSTERED, SYMBOLS OF COMFORT AND A CERTAIN ART DE VIVRE. IT RE-INTERPRETS ELEGANT SHAPES, MAKING THEM MORE FASHIONABLE. PAOLA NAVONE REVEALS ANOTHER ASPECT OF THE LEATHER BY INVENTING BOTH A CONTEMPORARY AND UNEXPECTED DECORATIVE REPERTORY

**105** CHARLOTTE LONGE BY PIERO LISSONI (2002) IN LEATHER OLD ENGLAND. RE-INTERPRETATION OF CLASSIC DESIGN IN MODERN KEY, THE CHARLOTTE LONGE ARMCHAIR IS CHARACTERIZED BY WIDE ARMRESTS AND A RECLINED BACKREST FOR RELAXING SEATING. WIDE, DEEP AND ENVELOPING, IT IS THE EVOLUTION OF THE CHARLOTTE ARMCHAIR. UNDOUBTEDLY REASSURING IN ITS FINISHES AND CAREFULLY CONTROLLED IN EVERY DETAIL, WE CAN APPRECIATE THE HANDICRAFT MANUFACTURING OF LEATHER **106** HELEN BY BAXTER P. (1997) IN LEATHER TUSCANY PIENZA AND ANTIQUED BRASS BUTTONS. THIS ARMCHAIR HAS A MEASURED ELEGANCE WITH SIMPLE AND NEAT SHAPES. THE MANUFACTURING PROCESSES THAT CHARACTERIZE IT, ARE COMPLETELY HANDICRAFT AND UNDERLINE THE ENDLESS BEAUTY OF THE LEATHER QUALITY. VOYAGER BOX BY BAXTER P. (1999) IN LEATHER TUSCANY



PIENZA. DEDICATED TO PEOPLE WHO LOVE TRAVELLING, THE VOYAGER BOX TRUNK BECOMES A REAL GUARDIAN OF ANTIQUE MEMORIES. EACH TRUNK, WITH ITS OWN HISTORY, IS A PRODUCT MANUFACTURED WITH EXTREME ATTENTION TO DETAILS, WITH THE USE OF PRECIOUS MATERIALS, FOR AN ETERNAL AND NEVER OSTENTATIOUS LUXURY **]07[** Housse S.E. CAPITONNÉ BY PAOLA NAVONE (2014) IN LEATHER SPECIAL EDITION CAPITONNÉ. IT EXUDES A RAREFIED BEAUTY THAT CAN BE SEEN FROM FAR AWAY. FROM SOME IMAGINARY NORTHERN PLACE OF YESTERYEAR. Housse is a sofa with classic shapes, unfolding you like a nest. SEAT AND BACKREST HAVE LARGE CUSHIONS WITH VISIBLE STITCHING. IT ALSO SEEMS TO BE DEEP-BUTTONED BUT, INSTEAD, IT IS UPHOLSTERED WITH SMOOTH PRINTED LEATHER. AN OPTICAL ILLUSION, A SMALL, DELICATE MAGIC! IT IS A UNIQUE PIECE, FEATURED AS SPECIAL EDITION **]08[** MONSIEUR E BELLE DE JOUR BY MATTEO THUN & ANTONIO RODRIGUEZ (2012) IN LEATHER PLUME BLEU - SOFT BLUE. IT IS AN ICONIC TRIBUTE TO BOURGEOISIE, TO THE CHANGEABLE AND EVASIVE BOURGEOIS SPIRIT THAT CHARACTERIZES OUR TIMES. CHIC AND MODERN, BUT WITHOUT EXCESS. IT IS AN ELEGANT, SOBER AND SOPHISTICATED IDEA OF LIVING, WHICH HAS NOTHING TO SHARE WITH FORMAL ATMOSPHERES. SIMPLE LINES AND SOPHISTICATED DETAILS, GRACEFUL STYLE AND FUNCTIONAL CHOICES, TO MEET THE REAL NEEDS OF THE CONTEMPORARY BOURGEOISIE, WHERE PEOPLE USE THEIR HOMES INFORMALLY, LIKE A SPACE TO LIVE FREELY. MONSIEUR IS ACCOMPANIED BY BELLE DE JOUR CUSHIONS, A UNIQUE AND SPECIAL MANUFACTURING PROCESS, CARRIED OUT WITH AN EXCLUSIVE TECHNIQUE OF MANUAL BENDING AND PLEATING OF LEATHER, IN ORDER TO CREATE DIFFERENT PATTERNS **]09[** ALFRED BY MARCO MILISICH (1997) IN LEATHER VINTAGE GREY. ONE OF THE SYMBOLS THAT DEFINED AT MOST THE CHANGE IN BAXTER'S STORY, IS UNDOUBTEDLY REPRESENTED BY THE ALFRED SOFA, ESPECIALLY IN ITS VINTAGE VERSION, WHERE THE ANTIQUING TECHNIQUE MARKS ITS UNIQUENESS. FROM THAT MOMENT ON, PEOPLE NO LONGER CONSIDERED THE CLASSIC UPHOLSTERIES BUT RATHER A DESIGN WITH A SOUL AND A STORY TO TELL **]10[** BUDAPEST SOFT BY PAOLA NAVONE (2009) IN LEATHER NABUCK LIGHT GREY. THE BUDAPEST SOFT MODEL IS THE FIRST SOFA DESIGNED BY PAOLA NAVONE FOR BAXTER AND STILL REMAINS THE BEST SELLER OF THE COMPANY, WITH AN ESSENTIAL AND MODERN DESIGN, BUT STILL CHARACTERIZED BY AN ALMOST UNEXPECTED COMFORT AND EMBRACED SEATING. THE UPHOLSTERING LEATHER IS PATINATED AND DYED AS IF IT WAS A FABRIC, BUT IT'S IN THE PLUME LEATHER VERSION, WHERE ITS GREATEST EXPRESSION OF SOFTNESS AND NATURALNESS, REACHES ITS HIGHEST SPLENDOR **]11[** CHESTER MOON BY PAOLA NAVONE (2009) IN LEATHER NABUCK BLUE. THE CHESTER MOON SOFA WAS BORN FROM A RE-INTERPRETATION OF A CLASSICAL MODEL. IT'S INCREDIBLE HOW THIS PROJECT IS ABLE TO SUM UP THE IMPORTANCE OF BALANCE IN THE SHAPE, STILL KEEPING ITS OWN SIMPLICITY DESPITE THE COMPLEXITY OF THE TECHNIQUES THAT CHARACTERIZE ITS REALIZATION. IT IS A SORT OF JOINING-RING BETWEEN PAST AND NEW CENTURY. IT DRAWS INSPIRATION FROM THE PAST FOR WHAT CONCERNS THE HISTORY OF THE HANDICRAFT TECHNIQUES THAT ARE NECESSARY FOR ITS DEVELOPMENT AND IT TIES UP THE NEW CENTURY FOR ITS SIMPLE AND NEAT LINES **]12[** TACTILE BY VINCENZO DE COTIIS (2014) IN LEATHER POLISH STONE. THROUGH ITS SOFT AND EMBRACING



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Ro™ JH1 EASY CHAIR, DESIGN JAIME HAYON  
FRI™ JH4 EASY CHAIR, DESIGN JAIME HAYON

SHAPES, THE TACTILE SOFA WANTS TO ENHANCE THE LEATHER TACTILE AND SENSORY PROPERTIES, THE SYMBOL OF BAXTER'S EXCELLENCE, AND AT THE SAME TIME, TO DEVELOP A DEVOTED ATTENTION TOWARDS DETAILS, RELATED TO ITEM COMPOSITIONS, SUCH AS QUILTING. THIS SOFA IS DECONSTRUCTED AND BROKEN DOWN INTO ITS ELEMENTARY PARTS. SEAT AND BACKREST, AS A CONSEQUENCE, BECAME TWO INDEPENDENT ELEMENTS THAT ARE SHAPED WITH A FLUID AND HARMONIOUS LINE, RISING UP AT THE EDGES TO BRING LIGHTNESS AND HARMONY. A DIFFERENT QUILTING UNDERLINES THE DISTINCTION BETWEEN THE TWO ELEMENTS, THAT GET IN TOUCH LIGHTLY ONLY IN THOSE POINTS THAT ARE NECESSARY FOR ITS STABILITY **]13[** DIANA CHESTERMOON BY BAXTER P. (2006) IN LEATHER TUSCANY PIAMBINO. CHARACTERIZED BY TRADITIONAL SHAPES MATCHED WITH A SKILLFUL CARE FOR DETAILS, THIS SOFA IS COMPLETELY HANDMADE WITH A CAPITONNÉ TECHNIQUE ON THE BACKREST, THAT GIVES THIS PARTICULAR ITEM A REFINED ASPECT. THIS MANUFACTURING PROCESS IS CHARACTERIZED BY MANUAL INTERVENTION, WHERE EXPERIENCE AND CULTURE ARE ESSENTIAL TO OBTAIN A HIGH QUALITY PRODUCT **]14[** FOLD BY VINCENZO DE COTIIS (2015) IN LEATHER KASHMIR MIEL. THE FOLD SOFA OWES ITS NAME TO THE BENDING INTERPLAY THAT CHARACTERIZES THE LEATHER UPHOLSTERY. FOLDS ARE CREATED ON PURPOSE, AND BECOMES THE MAIN FEATURE OF THIS PRODUCT. A SOFA WITH PURE SHAPES, THAT ENABLE THE FINAL PRODUCT TO KEEP TRACES OF THE MANUFACTURING PROCESS ITSELF. THE FEET, ONLY PRESENT IN THE FRONT PART, CONTRIBUTE TO MAKE THE FOLD SOFA UNIQUE IN ITS OWN WAY **]15[** COLETTE BY ROBERTO LAZZERONI (2013) IN LEATHER KASHMIR NUAGE, TEXTURE GRID AND PIPING KASHMIR RUBIS. CHARACTERIZED BY FLUID SHAPES AND PLEASANT PROPOSITIONS, THE COLETTE CHAIR DRAWS INSPIRATION FROM THE DESIGN OF THE '50s, MAINTAINING HOWEVER A CONTEMPORARY AND ABSOLUTELY MODERN MARK. IT IS A CHAIR WITH A PLEASANTLY RETRÒ STYLE, WITH A SURROUNDING BACKREST AND A ROUND-SHAPED SEATING. THE UPHOLSTERY IS PRECIOUS, FINISHED WITH A PROFILE WHOSE COLOUR CAN BE MATCHED OR IN CONTRASTED **]16[** DINER BY PIERO LISSONI (2004) IN LEATHER KASHMIR ÉMERAUDE. IT REACHED BAXTER'S COLLECTIONS IN 2004 AND STILL IS ONE OF THE ARMCHAIRS THAT BAXTER SELLS THE MOST. DINER IS THE EXPRESSION OF TIMELESS ELEGANCE AND REPRESENTS THE CONTINUOUS RESEARCH OF FORMAL ESSENCE AND SHAPE PURENESS. PROPOSED AT FIRST IN TUSCANY LEATHER, NOW IT IS AVAILABLE ALSO IN OTHER LEATHER TYPOLOGIES FOR A YOUNGER TARGET **]17[** NEPAL BY PAOLA NAVONE (2011) IN LEATHER WHITE MONGOLIA. THE NEPAL LITTLE ARMCHAIR PRESENTS ITSELF WITH A MODERN DESIGN. IT STANDS OUT FOR THE PARTICULAR UPHOLSTERY IN MONGOLIA, WHICH GIVES AN ORIGINAL AND EXUBERANT ASPECT TO THE PRODUCT. CHARACTERIZED BY A SIMPLE AND ESSENTIAL STRUCTURE, ALL ATTENTION IS THEREFORE FOCUSED ON THE SEATING AND BACKREST UPHOLSTERY. THANKS TO THIS FEATURE, IT IS PARTICULARLY SUITABLE FOR MODERN AND DYNAMICAL AMBIENCES. CHOOSING BAXTER DOES NOT MEAN TO SIMPLY CHOOSE A PRODUCT, BUT ADOPTING A PHILOSOPHY THAT GIVES GREAT IMPORTANCE TO INDIVIDUALITY AS AN EXCLUSIVE UNIQUENESS **]18[** DALMA BY DRAGA & AUREL (2014) IN LEATHER KASHMIR NUAGE. INFECTED BY THE ENTHUSIASM THAT LED THE DESIGN OF THE '50s TO EXPERIMENT WITH FORMS, COLOURS AND ABOVE ALL MATERIALS, WE CHALLENGED OURSELVES TO DEVELOP



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**DESALTO**

Clay table by Marc Krusin & Sand chair by Pocci + Dondoli





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A NEW WAY OF INTERPRETING THE CONTEMPORARY DESIGN. DECORATION THAT WAS ONCE NAIVE BECOMES A CONSCIOUS ACT AND INTEGRATES WITH FORMS. THERE IS A CLEAR INSPIRATION TO DANISH DESIGN, SYNONYMOUS WITH SOFT SHAPES, FUNCTIONALITY AND NEW WAYS OF THINKING **119[** AMBURGO DRAGA BY PAOLA NAVONE (2011) IN LEATHER SPECIAL EDITION DRAGA. RE-INTERPRETATION OF THE MEMORABLE AMBURGO ARMCHAIR, IT NOW GETS A NEW DECORATIVE ASPECT. EACH ITEM BECOMES UNIQUE AND RECALLS WORLDS AND EMOTIONS THAT ARE FAR-OFF IN TIME AND SPACE. VEGETABLE LEATHER UPHOLSTERY IS ANTIQUED AND HAND BUFFERED ACCORDING TO THE ARTIST'S INSPIRATION, AND TREATED WITH VINTAGE EFFECT WAXES. THE FINAL RESULT OF EACH PRODUCT IS DIFFERENT AND UNIQUE **120[** YVES DESK BY

of the gallery, where people were able to admire the most recent products and the latest news. The undisputed main star was the Chester Moon Sofa, the product symbol of Baxter, which was able to sum up with its simplicity, the importance of the shapes' balance.

It was a real museum exhibition, where each single item found strength in itself and not in the overall totality. It was supported by video projections on the walls, which went along with visitors throughout this experience.

Baxter's goal is to look at the future with

the same enthusiasm that has been leading them over the past 25 years.

The idea sprung from an intuition. It's from a unique idea, that all of this became reality. 25 years of great emotions, 25 years of traditions and handed down knowledge, 25 years of people who collaborate and work together with a common purpose.

Coloured and eclectic, rigorous and elegant, classic and traditional, modern and stylish. Definitions limit creativity, while our mind is free and will last so, simply call it "Unique". Welcome to Baxter's world...



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ROBERTO LAZZERONI (2014) IN LEATHER BOHEMIAN SIBERIA. THIS ITEM IS PRODUCED WITH EXTREMELY PRECIOUS MATERIALS INCLUDING OXIDIZED BRASS AND RARE WOODS, SUCH AS INDIAN ROSEWOOD. IT IS CHARACTERIZED BY SMALL DIMENSIONS, THAT MAKE IT A PERSONAL OBJECT TO HAVE, LIKE A JEWEL, DESIGNED WITH SOFT AND FLUID LINES. IT DRAWS INSPIRATION FROM THE EARLY TWENTIETH- CENTURY FURNITURE; DESPITE THIS, IT DEFINITELY MAINTAINS A CONTEMPORARY AND MODERN FEEL, REVEALING THE PERSONAL LUXURY OF OWNING AND USING SUCH A PIECE OF GREAT CRAFTS, WHERE MANUAL ABILITY STILL HAS A MEANING

**121** ALFRED TRENCH BY DRAGA & AUREL (2012) LEATHER SPECIAL EDITION. C'EST LE COURAGE QUI COMPTE. THE COURAGE OF BAXTER, THAT PROPOSES THE ARTISTIC STORY OF DRAGA OBRADOVIC AND AUREL K. BASEDOW, WHO HAD FUN EXPLORING THE BOUNDARIES OF THE BOURGEOISIE AND TEAR UP ITS RULES, TO SHOW A NON-CONFORMIST FACE. EVERYTHING THAT COMES INTO THEIR HANDS ACQUIRES A NEW IDENTITY. ANY OBJECT POSSESSES A TIME STRETCH THAT TRANSFORMS IT. THIS WAY, RECYCLED AND DYED MILITARY TENTS, FRAYED LINEN IN STITCHING, SERIGRAPHIES PRINTED DIRECTLY ONTO LEATHER, THOSE ELEMENTS TRANSFORM THE MODEL "ALFRED", BAXTER'S ICONIC SOFA, INTO THE "ALFRED SPECIAL EDITION TRENCH"

**122** REGENT BY BAXTER P. (1995) IN LEATHER TUSCANY CHIUSI. IT BECAME SINCE THE BEGINNING AN INTEGRAL PART OF BAXTER'S IMAGE, REPRESENTING THE SYNTHESIS OF A PHILOSOPHY MOULDED IN A PRODUCT WITH CLASSIC SHAPES, MANUFACTURED WITH FIRST-CHOICE LEATHERS. GREATEST EXPRESSION OF CRAFTS, REGENT OWES ITS CHARM TO THE PECULIAR VISIBLE STITCHINGS, COMBINED WITH THE MOST REFINED CARE TO DETAILS

**123** DAMASCO DORMEUSE BY PAOLA NAVONE (2010) IN LEATHER TEXTURE DAY GRID. DECONSTRUCTED AND OVERSIZED, WITH A SOFT AND ROUND SHAPE, THE DAMASCO DORMEUSE DETACHES FROM THE TRADITIONAL IMAGE OF LEATHER UPHOLSTERY THROUGH A SIMPLIFICATION OF SHAPES AND A YOUTHFUL DESIGN; A REAL METAMORPHOSIS OF LEATHER, WHICH IS TREATED, PATINATED, DYED AS IF IT WAS A FABRIC. THE SEATING IS COMFORTABLE AND ENVELOPING, CHARACTERIZED BY AN UPHOLSTERY SEWED WITH THE TYPICAL RAW CUT

**124** RIMINI BY PAOLA NAVONE (2013) IN LEATHER HYDRO. IT'S AN OVERSIZED DECKCHAIR, THE FIRST REVOLUTIONARY LEATHER PRODUCT WITH WHICH BAXTER APPROACH THE WORLD OF OUTDOOR. THIS PIECE IS IN CONTINUOUS EVOLUTION AND IS TRANSFORMED BY THE TIME, THAT WILL OXIDIZE COPPER AND AGE UPHOLSTERY, MANUFACTURED WITH THE SPECIAL NATURAL LEATHER "HYDRO". IT IS A FULL-GRAIN LEATHER WITH THICKNESS 3.6/3.8 MM, 100% VEGETABLE TANNED, WITH THE AID OF WATER-REPELLENT OILS. THE HYDRO LEATHERS, IF EXPOSED REPEATEDLY TO SUNLIGHT AND RAINWATER, UNDERGO AN AGEING PROCESS ON THE VEGETABLE'S COLOUR AND FIBRE STRUCTURE, WHICH ENHANCES THEIR OWN NATURALNESS. IT IS ACTUALLY A LEATHER WHICH MOVES CONTINUOUSLY AND THAT ADAPTS TO EVERY EXTERNAL SPUR

**125** CHARMINE LOUNGE BY PIERO LISSONI (2004) IN LEATHER KASHMIR CHARME. CLEAR EVOCATION OF THE '40s STYLE AND INFLUENCED BY THE AERODYNAMIC SHAPES POPULAR IN THAT PERIOD, ITS DESIGN STILL FASHIONABLE. ENRICHED AND EMBELLISHED BY PARTICULARS SUCH AS THE WHEELS OF THE FRONT FEET, THIS ARMCHAIR IS EVEN MORE CAPTIVATING AND WITH CHARACTER. THIS ITEM IS DESTINED TO LAST A LIFETIME.



## Moroso News



### ]01[ FLAXX BY MARTIN MOSTBÖCK

The Flaxx chair is a hybrid design which offers the comfort of a free-swinging chair as well as the functionality of a conventional four-legged chair. The novel structure of the support frame and the combination of advantages from both designs is a contemporary interpretation in both form and function.

The seat shell is made from natural fiber mats, which are molded into a stable three-dimensional form by pressing multiple layers of the material. The mats predominantly consist of flax, an annually renewable raw material, and are held together by textile polypropylene as an adhesive. The seat shell and frame are made of 100% recyclable materials.

### ]02[ LILO BY PATRICIA URQUIOLA

Lilo, the first of the new products for 2015, hints at references to Scandinavian style, to the modernist idea of the 1950s and the



work of the great masters of design. The classic wood frame is revamped in a modern and soft armchair, to give an idea of pure relaxation. A bold aesthetic borrowed from the rugged wood structure, which supports the weight of the upholstery positioned according to ergonomics to ensure the ideal support for every area of the body. The slight slant of the back followed by the elongated shape of the armrests accompanies the resting, almost prone, position. Lilo, soft and accommodating, demonstrates effectively and at the same time a versatility of use, which makes it perfect for public spaces and in the home.

### ]03[ ]04[ and ]05[ DOUBLE ZERO BY DAVID ADJAYE

The collection is a study of form and an exploration of the primary composition required to support the body in space. Beginning with two circular supports - 'Double Zero' - (the seat and the back), the



chair is enclosed in a series of metal loops that suspend the two elements, so that they appear to float.

**106[ X-CHAIR BY RICHARD HUTTEN: A CHAIR DESIGNED FROM THE BACKSIDE**

Chairs are most seen from the back, since they are facing the (coffee) table or each other. But most chairs are designed from the front. Not the Mix chair. The Mix chair looks iconic from the side you will see it most: it's back. On this side you see a big X which connects the seat and the back.

The Mix chair is extra wide to be more inviting and generous. It is extra round to be more friendly and mobile. It's round shapes are a dreamy mix of cyber space and nature. A playful yet functional design.

The Mix chair has a strong character, allowing it to stand on its own, but at the same time it's friendly shape can blend in various environments, whether it's the home, a hotel or an office. It can easily be



mixed with other furniture, allowing the user to create his or her personal space.

**107[ GLIDER BY RA**

Glider: fun and sensuality, function and stage presence concentrated in a generous, full, bold form. The challenge was not to build a traditional sofa with back, seat and armrests, but to start from a single volume, a single piece, and model it to make it as comfortable as a classic sofa.

The tub is then formed in a sort of cut which shapes the front part of the sofa, outlining soft and welcoming lines, to which a rocking structure can be added to transform the sofa into a swing, combining the experience of movement with comfort.

**108[ OTTOMAN BY SCHOLTEN & BAIJINGS**

The textile design 'Blocks & Grid' for Maharam was reason for Scholten & Baijings to study in depth the suitability of the fabric designed for this project. By



**106[**





using the fabric design on scale models of existing furniture, it was possible to thoroughly examine the pattern's effect. It became evident how the pattern had to be defined in order to obtain exciting compositions with a clear color expression for each separate cut of fabric.

Gradually, the need arose to design a new piece of furniture especially for the 'Blocks & Grid' fabric. It is interesting and challenging for designers to personally determine the context for the fabric. A new fabric for a new way of sitting. This new way of sitting will probably be more like lying. The seat height is lower than usual, and the furniture's open design allows for more freedom of movement. Spatial dimensions, layered patterns and color use are central considerations in the fabric design. Scholten & Baijings' first sketches and scale models consist of soft, rectangular 'Daybeds' that offer multiple uses: sitting, leaning against, lounging or lying down, alone or with each other. The use of futons, as customary in typically Japanese rooms, served as an important source of inspiration.

In the second sketch phase, the idea emerged to use the old Ottoman Empire as an imaginative starting point. A footstool is also called an Ottoman. Ottoman history provides many magnificent examples of decorative interior fabrics in combination with low seating elements, intended to encourage social interaction among people. Images evoked are those of tea drinking, the use of a waterpipe, or the enjoyment of a shared meal. In addition, numerous examples exist of fabric designs in vibrant colors and with clear graphic patterns, used in wide-open, spacious interiors. The furniture design is unlike that of the fabric. The Ottoman's design is characterized by rounder, softer and more organic forms. This is in contrast with the fabric's angular color compositions and creates a magnificent symbiosis. However, both designs also work very effectively on their own.



#### 109[ MATRIZIA BY RA

Matrizia is instead a sofa-sculpture, an



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

MAGIS

Ad: Designwork, Ph: Alessandro Paderni



**TIBU**

**Tibu, stool - design Anderssen & Voll**

1995 - 2015  
**20 YEARS**  
ANNIVERSARY

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]10[

upholstered furniture item which acts as the ideal midway point between design skill and craft talent.

The idea came about by accident, after seeing mattresses dumped in the street when walking in town, a sight which captured the boundless imagination of RA and triggered an imaginary operation of salvage and de-contextualisation.

Matrizia was thus born by modelling and recovering a mattress so as to create a comfortable and innovative seat, while the name is a witty combination of the word "mattress" with "Patrizia".

#### ]10[ HUSK BY MARC THORPE

Husk is inspired by the outer shell of corn. The fields of corn punctuate the landscape of northern Italy, in particular around the city of Udine. Corn is used as a resource globally across all borders and takes many forms. For Thorpe, this was an opportunity to translate the architecture of the husk from an ear of corn to produce a globally recognizable and accepted object for daily use. The design of Husk for the home collection of Moroso lent itself to the international sensibility of the outdoor collection M'Afrique, manufactured in Dakar, Senegal.

#### ]11[ IMBA BY FEDERICA CAPITANI

Imba's origin comes from the playful combination of two flowing, intertwined loops. The geometry of the inner loop uses a closed woven pattern that provides comfort for the seat and backrest. The external loop, gently wrapped around the seat, creates a space frame for a semi-open weaving that offers intimate space, yet open at the same time.

Made in Dakar, Africa, Imba is an attempt to translate the warm quality of hand crafted, unique artifacts into a collection that invites you for a relaxing moment and a casual conversation with friends.

#### ]12[ MATCH # BY BEN VAN BERKEL

The Match# Chair and Table set is designed for use in a variety of public and private spaces: in educational facilities, hospitality areas, large meeting and conference rooms, as well as in dining spaces.

The versatile, strong, comfortable and



]11[

# KRISTALIA®



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1995 - 2015  
**20** YEARS  
ANNIVERSARY





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stackable project chair can be used on its own, or in combination with the accompanying Match# Table - either in the work or study environment, or for dining in the home. Whilst lightweight and easy to transport from room to room, the stacking function of the chair additionally enables cost-effective use for temporary gatherings and enables space-saving storage.

The Match# Chair is constructed from two layers which together form a seat-within-a-seat. The upper seating element wraps around and 'holds' the metal substructure, enabling a variety of color and material combinations. Available in a variety of colors and materials, the Match# Chair and Table can be selected to complement the existing, or custom-made color and material palettes of their designated interiors.

Ben van Berkel explains, "the color accents of the chairs also add to their multi-functionality. When used in larger groupings, multiple combinations are possible and can be used to differentiate teams or functional groupings, whilst the differently colored components create secondary patterns and color accents within the space."



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#### 113[ PIPE BY SEBASTIAN HERKNER

Instead of recent designs using more and more thinner metal pipes, Sebastian wanted to go the other way. His idea was to use a big metal pipe for the construction as well as function. The 80 mm steel pipes transfer the aesthetics of skids to his design and give them a specific dynamic and character. This dynamic recovers also in the backrests. The massive upholstered backrest provides a super soft comfort. Pipe is unique and figurative. The selection of strong colors and fabrics underline the claim of a character and companion.



114[

#### 114[ ST MARK BY MARTINO GAMPER

A chair which owes its name to a square in London, for which the design was initially commissioned. St. Mark is a simplified, modern take on the traditional bent wood café chair. The chair is strong, easy to use



115

and it stacks. Its profile traces a continuous curved line from behind the legs through the back. It is available in natural ash and a selection of colors.

#### 115 TEO BY ATELIER OÏ

In cooperation with Moroso, Atelier Oï pursued the idea of a multi-purpose piece of furniture and designed TEO, a multi-faceted sofa system that can adapt to a vast variety of requirements in a semi-public space. Moreover, it also provides a solution to various co-habitation situations in a home environment.

In the development phase, the main focus lay on a design inspired by the concept of a bridge. The aesthetic quality of its statics resulted in a base with a filigree and airy appearance, nonetheless providing significant stability and spanning a remarkable distance. The foot part was made to look like an elegant, graceful but stable looking shoe heel.

The formal design of TEO's base enables the extraordinary presentation of its upholstery reminiscent of a gap being bridged and a precious load being carried.

Its reductionist aesthetics highlight the

exceptional quality materials used: the textiles, leather, marble and metal base are of outstanding quality and their plain finish emphasises the sofa's design details in the best of ways.

TEO's versatility draws its strength from the system's ingenuity that allows it to react to a number of customer needs and space requirements. Its distinctive aluminium profile constitutes its defining feature and allows for a number of different typologies to be configured. The surfaces can be integrated to the program as table elements.

#### 116 BOLD BY PATRICIA URQUIOLA

Bold, a sofa with a simple, balanced and functional elegance for a "timeless" quality. Attention is then drawn to the value of the upholstery, the quality of the finishes and details, the small adjustments made to make the experience of beauty daily (and normal). Patricia Urquiola has created with Moroso a product made up of soft upholstery, which thins out towards the edges, where the stitching is accented to define the distinguishing features of this product.



116

# Anne-Claire Petit

## A World of Magic



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The world of Anne-Claire Petit is a happy world. With recognizable colour schemes and 'feel good' products, ranging from an extended animal family to baby toys, from deco objects to furniture and from cushions to wallets. In the turmoil of present times, Anne-Claire sees it as her personal goal to cherish traditional textile techniques by creating modern objects for contemporary homes.

Defining the brand cannot be done without looking at its specific colour schemes. Anne-Claire: "The power of colour is not to be underestimated. It greatly determines the way a shape is perceived. By using new tones in new patterns an animal or item can evoke a new emotion."

The designer, Anne-Claire Petit from The Netherlands, studied industrial design in





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Eindhoven, where she specialized in textile design. At the Academy, she became interested in handicrafts such as printing, weaving and crochet, whereby her present style and collections still reflect her love for traditional craftsmanship.

Anne-Claire later began her career as a designer for Esprit. The four years at this international label prepared her for the plunge she took when starting her own company. She started off with accessories

such as shawls and other fashion accessories, which led her to create new products and techniques and a growing collection.

In 2002, Anne-Claire chose to shift her focus to a kids & home collection. Without the seasonal cycle of fashion, she feels free to create and to translate her love for colour and natural materials into a wide variety of items. As the objects became bigger and bolder over the course of

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time, this grew into two separate lines: Anne-Claire Petit Accessoires, consisting of toys and playful accessories and Anne-Claire Petit Home with its furniture and decorative objects for the home.

With all the love and energy put into the objects by her and by the women who do the handwork, Anne-Claire believes they are made to be cherished for a long time. And so do we!



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# Riva 1920 95 Years With You

2015 is a very important year for Riva 1920, which celebrates 95 years of furniture making by presenting a retrospective view over its last 20 years of activity. It is a journey through the iconic pieces of its collection, marking the fundamental steps in the company's history, and is a way of thanking the designers who have contributed to the Riva1920's success.

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**]FROMTHEMASTERS[**



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#### 101 FUR NATURE BY JAMIE DURIE

A sofa with soft upholstery covered in Nubuck aging effect hide leather, worked and sewn by hand with a "Made-to-measure" sofa that can be reconfigured to the available modules. Bases, backs, armrests, cushions, poufs-these are some of the main units that you can "play" with to create your own ideal sofa.

#### 102 GOODWOOD BY TERRY DWAN

A table that is the ultimate expression of sustainable design, GoodWood is made up of many small rectangular blocks of "offcuts" treated with resin. The "mosaic" top, with its playful pattern of wooden blocks, is combined with a supporting structure in natural iron with visible welding marks.

GoodWood – so aptly named! – encapsulates an idea, a thought that is in perfect harmony with our company philosophy and which is expressed by the object itself: the offcuts are transformed into raw material to create a table which is both original and unusual.

#### 103 RIALTO BY GIULIANO AND GABRIELE CAPPELLETTI

The principal feature of the RIALTO table is the top, consisting of 5 cm thick boards of solid wood glued together and placed with the "unfinished" side down and separated in the middle so as to create a space capable of holding everything needed to serve meals. The surface of the channel is made of a sheet of iron that is chrome-plated or lacquered in RAL tones. Lodged inside the table, it acts as a unifying element between



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the top and the supporting structure. The piece offers lightness and grace, thanks to its asymmetrical and geometric form.

**J04[ FLY VANITY BY GIULIANO AND GABRIELE CAPPELLETTI**

Here the Fly container is shown in one of its many variants, one called Vanity. It is designed for a sophisticated and demanding user that pays great attention to personal care. This piece is the essence of what a woman's accessory should be: restrained in appearance and of minimal dimensions. Inside there are many drawers and boxes and a mirror together with a convenient pull-out ledge, equipped with a mechanism incorporated in the iron structure, which is lacquered in "Ironrust" and which serves as a further surface for resting objects or other uses. The internal arrangement is ideal for containing everything necessary for personal care: cosmetics, perfumes, brushes and precious items like watches and jewelry. The perfect place for it is the bathroom or the bedroom. Opening the doors activates a system of LED lights, which illuminate the mirror. Produced in walnut, Fly Vanity is also available in the other timbers in the Riva 1920 collection.

**J05[ BAM BAM BY TERRY DWAN**

The Bam Bam bed is the result of revisiting the Night Night bed created by the same designer. The bed is made entirely of solid wood: what characterizes the headboard is a sequence of batons that rise at regular intervals to fit into a headboard. The structure and the base, essential and squared, are available in different sizes and types of wood. The Bam Bam bed is also available with mattress sunk into the structure and with a height-adjustable base.

**J06[ BOSS EXECUTIVE BY C.R. & S. RIVA**

A table in solid walnut with crossover legs visible on the top, made from free trunk sections. 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. It is available only in oak and walnut with knots.



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**107] FREEDOM BY C.R. & S. RIVA**

Freedom offers a new way to freely composing your own ideal bookcase. Freedom is in fact made up of independent modules in solid wood, which can be stackable and placed side-by-side using a special metal locking piece. It demonstrates its flexibility in adapting to different needs and by its ability to be fitted with doors, drawers and a TV compartment.

**108] CAPE KENNEDY BY TOM KELLEY**

A table with a solid oak top made of glued together boards, displaying great simplicity and lightness thanks to its clean and rigorous lines. The structure of the base is composed of 6 metal legs positioned diagonally in a three-easel formation, giving it great stability and elegance. Designed to be made of natural materials like wood and metal that fuse to create a balanced and harmonious unity.

**109] CAMBUSA WINE BY GIULIANO AND GABRIELE CAPPELLETTI**

A multi-functional storage unit; it offers several options depending on the context: kitchen, dining room, manager's office, restaurant, wine bar etc. The equipment and the internal accessories have been selected and designed according to their function and can be customized to meet each individual client's needs. See how small domestic appliances usually present in a kitchen area, like a coffee machine, microwave oven, cups, glasses, dishes, and all that the wine or beer lover requires can



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be used in a practical way in unconventional contexts, thanks to the elegance of the Cambusa line. The big doors are stand-out features of this piece of furniture: they are manufactured so as to allow glasses and objects of various sizes and shapes to be stored. In addition, the internal spaces are lit by a system LED lights positioned along the whole height of the internal side panel.

**]10[ FLY STORAGE BY GIULIANO AND GABRIELE CAPPELLETTI**

Fly's Storage version is a multi-purpose unit where the rational organization of space is vital, considering its modest dimensions. Designed for the living area, it is intended for holding objects related to the dining. In consequence, it offers spaces and shelves for crockery, glasses and other serving ware. The unit is equipped with a convenient pull-out ledge operated by a mechanism incorporated in the iron structure, which is lacquered in "Ironrust" and which serves as a further surface for resting objects on or other uses. Opening the doors activates a system of LED lights, which illuminate the mirror.

# GUBI®

Adnet circulaire by Jacques Adnet & Nagasaki chair by Mathieu Matégot



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# Christmas Fever

## 66 Gift Ideas

It's that time of the year again. That special time where you gather together with family and friends, share food, thank your blessings, exchange presents and create memories. Some of us dread Christmas time simply because we don't know what to buy our loved ones. Here's a selection of 66 gift ideas that are joyful and will have you on your way to the perfect present.



### ]01[ STACKED BY JULIEN DE SMEDT FOR MUUTO

The Stacked system provides a storage solution with endless possibilities. With the use of small clips, the modules can be rearranged to create all manner of shelving set ups, room dividers or side tables. The design can be changed easily by playing around with the space between the modules or mounting them directly onto the wall.

### ]02[ EMBROIDERED PILLOWS BY ALEXANDER GIRARD FOR VITRA

Girard attracted special attention with

his interior design of the legendary Miller House, for which he personally selected each individual object. The centerpiece of the house was a so-called 'conversation pit', a sunken seating area in the living room, with built-in sofas covered in fabrics by Girard and decorated with embroidered pillows made specifically for this setting. Pleasantly firm and elaborately stitched, the Embroidered Pillow features the motif 'Home Sweet Home', which was chosen by Vitra in cooperation with the Girard family from the vast store of textiles and motifs created by the designer.



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**103] NATIVITY SCENE BY ALEXANDER GIRARD FOR VITRA**

In 1962/63, Alexander Girard organized the international exhibition 'The Nativity' at the Nelson Gallery of Art, for which he conceived a modern nativity set. He took inspiration for the design from his extensive collection of folk art.

Modeled on the original from the Girard estate in the holdings of the Vitra Design Museum, the Nativity Scene is now being produced as a special limited edition. With its gold-leaf base and hand-pointed figures, it provides a colorful and playful addition to all types of Christmas decorations.



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**104] BATTERY BY FERRUCCIO LAVIANI FOR KARTELL**

Battery LED wireless lamp is the iconic bedside lamp in transparent PMMA, the major innovation of which is the fact that it can be recharged by USB cable and has an auto-nomy up to 6 hours. This means it can be moved easily and is therefore ideal for the contract sector and use in outdoor restaurants or cafés as well as indoor home use.

**105] GIRARD WOODEN DOLLS BY ALEXANDER GIRARD FOR VITRA**

A key source of inspiration for his wide-ranging oeuvre, which focused primarily on textile design, was his passion for the folk art of South America, Asia and Eastern Europe. The decorative Wooden Dolls, designed and made by Girard for his own home in Santa Fe, were likewise inspired by his extensive personal collection of folk art. Part decorative object, part toy, the



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Wooden Dolls were originally created for Girard's own use. Based on originals found in the Girard Estate held by the Vitra Design Museum, the whimsical assortment of dolls, both joyful and grim, is now available as a charming enhancement to any interior.

**106[ BAU PENDANT BY NORMANN  
COPENHAGEN**

Bau is a sculptural hanging lamp that combines color, composition and geometric shapes in a unique and creative design. Bau is a hanging lamp with attitude that comes in multicolor and nature (wood), providing a different look to the interior.

**107[ CORK FAMILY BY JASPER  
MORRISON FOR VITRA**

The three robust members of the Cork Family stand firmly, making them suited for use as side tables or stools. They benefit







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from the advantageous natural properties of cork: comparatively lightweight and extremely durable, they also have a velvety surface that is pleasant to touch.

#### 108 RAW CANDELABRA BY JENS FAGER FOR MUUTO

Made from hand carved wood, the Raw candle holder provides a striking perspective on the classic form of the candelabra. Delicate hand-work accentuates the textures and natural patterns of the material. Designed by Sweden's Jens Fager, Raw is an example of the Scandinavian love of wood and continued reinterpretation of established forms.

#### 109 BLOCK TABLE BY NORMANN COPENHAGEN

Block is a mobile side table on wheels that has a light and airy expression. It is a versatile piece of furniture with many 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. It's available in white, black, light grey, dark grey, mint green and coral.

#### 110 CORKY – CARAFE BY ANDREAS ENGESVIK FOR MUUTO

The Corky carafe's oversized detail plays with the conventional bottle shape. Its simple yet characteristic design makes it ideal as a water jug or wine carafe and its large opening makes it easy to keep clean. The Corky series also contains drinking glasses.

#### 111 BUTTERFLY STOOL BY SORI YANAGI FOR VITRA

The Butterfly Stool uniquely combines Eastern forms with the plywood moulding technique developed by Charles and Ray Eames. The gently curving silhouette of

the twin seat shells is reminiscent of a butterfly's wings.

#### 112 COFFEE MUGS BY ALEXANDER GIRARD FOR VITRA

Girard was one of the leading figures in American design during the postwar era. While textile design was the primary focus of Girard's oeuvre, he was also admired for his work in the graphic arts as well as furniture, exhibition and interior design. Girard brought a sensuous playfulness to twentieth-century design that had been absent from the austere aesthetic of classic modernism. The motifs featured on the Home Sweet Home and New Sun coffee mugs have their origins and inspiration in the rich diversity of these environments.

#### 113 NESTABLE BY JASPER MORRISON FOR VITRA

Thanks to technological innovations, a



person can work on a laptop computer from anywhere – yet suitable furniture for this purpose is often lacking. NesTable offers a lightweight and flexible solution. The tray platform is fully adjustable in height and angle, which makes it possible to maintain a correct ergonomic working posture, even while working from a sofa or lounge chair.

**]14[ LOOM BY SIMON KEY BERTMAN FOR MUUTO**

Loom is a soft hand-woven throw made from 100% cotton. Each Loom throw explores dynamic geometric patterns and the multiple tones of an individual color. Available in six different color options, Loom adds vibrancy and character to any sofa setting.

**]15[ ]16[ ]17[ and ]18[ W BAGS BY RIMA SAUMA**

Both models are carefully handmade in premium leather outside and inside or are handmade in exquisite python outside and leather inside.

Adding to their elegance, W bags are packed in a scented linen bag with a unique precious stone hand-stitched on it. Limited Edition pieces of one, two or maximum three.

A must have addition to your accessories closet as well as a perfect gift.

Foldable:

Walking on Sunshine (brown python & brown Nubuck). Wave Dancer (orange python & orange Nubuck). We Do (white python & nude leather)

Cabas:

Whim-Wham (brown python & brown Nubuck). Whinny (white python & nude leather). Waccabuc (bronze leather & brown Nubuck). Whimberry (orange python & orange Nubuck). Whilom (brown leather & brown Nubuck)

**]19[ E27 LAMP BY MATTIAS STÅHLBOM FOR MUUTO**

E27 has become a Muuto icon: A striking naked bulb that plays with the subtle aesthetics and simplicity of industrial design. The lamp can be used as a single light source, in pairs, rows or even in clusters to create a modern Scandinavian chandelier. Available in 11 color variations, E27 is adaptable to any setting, whether in the home, office or other public building.

**]20[ CLASSIC TRAYS BY ALEXANDER GIRARD FOR VITRA**

The Classic Trays, such as the small Love Heart, which are made of laminated plywood, come in assorted motifs created by Girard for various purposes and selected by Vitra in cooperation with the Girard family. The trays are also available in different patterns.

**]21[ THE DOTS BY LARS TORNØE FOR MUUTO**

The Dots, designed by Lars Tørnøe, are already a design icon, having introduced a new perspective on the coat hook. Produced from high quality wood, The Dots sculptured



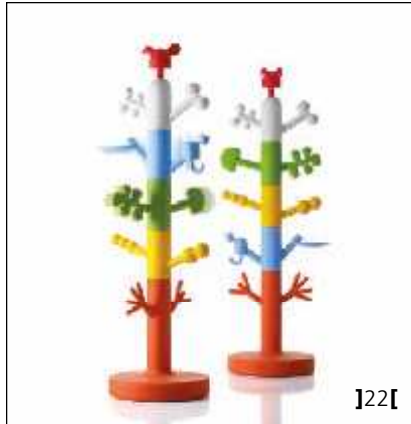
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design can be arranged on the wall in exactly the pattern and color combination that is desired. They are very versatile and can be used in multiple settings, including the entrance hall, bedroom and kitchen.

**122[ PARADISE TREE BY OIVA TOIKKA FOR MAGIS**

Coat stand with elements in rotational-moulded polyethylene. The weight and inner frame are in galvanized steel. It is also available in an all-white version.

**123[ MATCH BY FORM US WITH LOVE FOR MUUTO**

The Match tea light turns a solution into cutting edge Nordic design. The clever shape of the Match's glass allows for the tea light candle to be safely lit while at the same time placing focus on the flame. Match tea light holders are available in three colors and can be placed separately or together in groups to create the desired effect.

**124[ and 125[ EAMES ELEPHANT BY CHARLES & RAY EAMES FOR VITRA**

Charles and Ray Eames developed a toy



126

elephant made of plywood in 1945; however, this piece never went into production. Now manufactured in plastic, the Eames Elephant is available to the target group for which it was originally intended: children.

Whether as a sturdy indoor-outdoor toy or simply as an attractive object in a child's room, this friendly looking animal with

prominent, oversized ears will bring delight to children and parents alike. It's also now available in a black version for adults to enjoy as well.

**126[ TRIOLI BY EERO AARNIO FOR MAGIS**

Children's chair in rotational-moulded polyethylene with two different seat heights. It can also be used as a rocker and is suitable for outdoor use as well.



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**]27[ MINGLE BY THOMAS BENTZEN  
FOR MUUTO**

Mingle is a pillow series designed by Thomas Bentzen that celebrates the mingling of different colors and textiles. Produced with high quality Coda and Steelcut textiles from Kvadrat, Mingle is available in six color variations and two shapes. By using either the pillows alone or mingling the color variants together, a whole world of design possibilities are suddenly available to suit each unique setting.

**]28[ ELEVATED BY THOMAS BENTZEN  
FOR MUUTO**

Elevated is a hand made vase that uses an unexpected mix of materials to support the design aim and reflect its Nordic origins. Ash wood is chosen to represent heavy and grounded, while glass is used to represent light and airy. The design of the vase plays with the contrast between the airy glass top and the heavy solid base of the vase. Made with mouth blown glass, Elevated is sculptural and decorative, even when displayed without flowers or branches.

**]29[ CLOSELY SEPARATED BY MICHAEL  
GEERTSEN FOR MUUTO**

Closely Separated is a vase for flowers and branches that aims to show the beauty in disharmony. The vase is expertly crafted in handmade fine faience and comes in two colors, standing as an equally strong Nordic design statement when empty.

**]30[ SUMO POUF BY NORMANN  
COPENHAGEN**

Sumo's simple expression makes it easy to spot the detail and complexity of the upholstery and stitching; and the materials – wood, textiles and buttons – have been



]28[





**decora**  
fashion with mirrors

by DEKNUDT MIRRORS



"SEMPRE XL"

design: Annemie Vanzieleghem



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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, beige, purple, turquoise, blue and dark red.

**]31[ ROTARY TRAY BY JASPER MORRISON FOR VITRA**

The Rotary Tray is a contemporary rendering of the classic etagere by Jasper Morrison. Thanks to its simple shape and subtle colors, the Rotary Tray complements any interior style and lends itself to many different uses. Whether in the kitchen or on the dining room table, in a bathroom or entryway, at the office or in a child's room: the Rotary Tray offers a decorative way to tidy up any space.

**]32[ FIVE POUF BY ANDERSSSEN & VOLL FOR MUUTO**

With rows of tailored strips set across a soft pentagon shape, the Anderssen & Voll designed pouf evokes visions of lines of neatly ploughed fields. Careful detailing with the use of quilted material has given Five Pouf the combination of both a linear profile and soft-curved edges, making it very versatile and easily adaptable to multiple settings. Available in 4, the pouf's unique pentagon form is the ideal accompaniment to any sofa, working well as a seat for an extra guest or to liven up a dull corner.

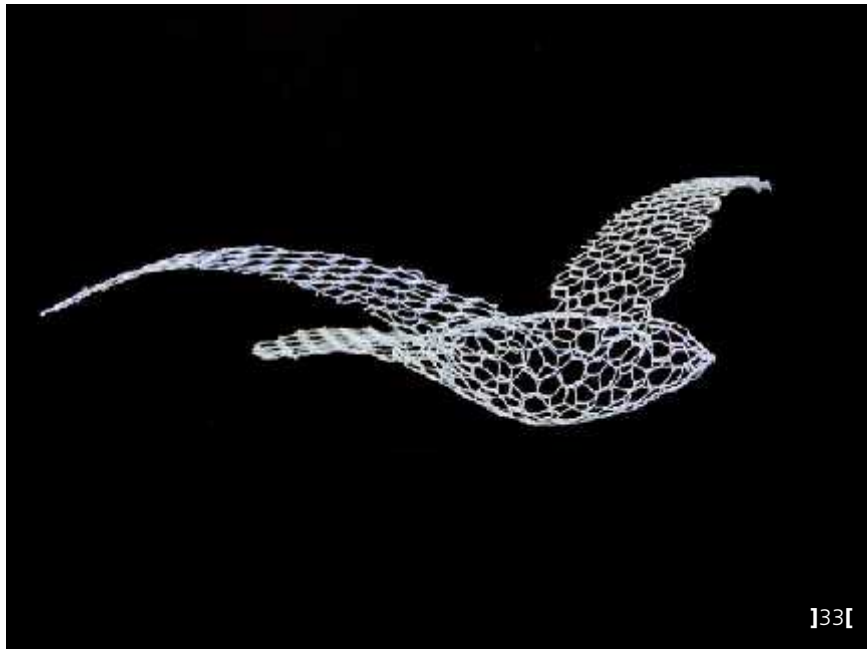




# MUUTO

*New Nordic*





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**]33[ BIRDS BY BENEDETTA MORI  
UBALDINI FOR MAGIS**

Decorative piece of art in metal mesh painted in epoxy resin. It is supplied with hooks for ceiling fixing.

**]34[ GREETING CARDS BY ALEXANDER  
GIRARD FOR VITRA**

The Greeting Cards come in assorted motifs created by Alexander Girard for various purposes and selected by Vitra in cooperation with the Girard family. The collection of Greeting Cards has now been expanded to include new motifs, a smaller format and a larger Christmas card. This enlarged selection makes it possible to find a suitable card for even more occasions and personal preferences.

**]35[ OTO100 BY PIL BREDAHL FOR  
MUUTO**

The OTO100 storage system by Pil Bredahl is conceived for modern living. It has a clear sculptural value that allows you to create your own pattern of rings. Inspired by the fact that we are always on the move, OTO100 can be easily separated and assembled.



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**]36[ NAMASTE BY JEAN-MARIE  
MASSAUD FOR KARTELL**

The set of 3 different sized "Namaste" plates/trays features an organic and asymmetric design that calls to mind the idea of flat stones and an all-natural

III  
wildspirit

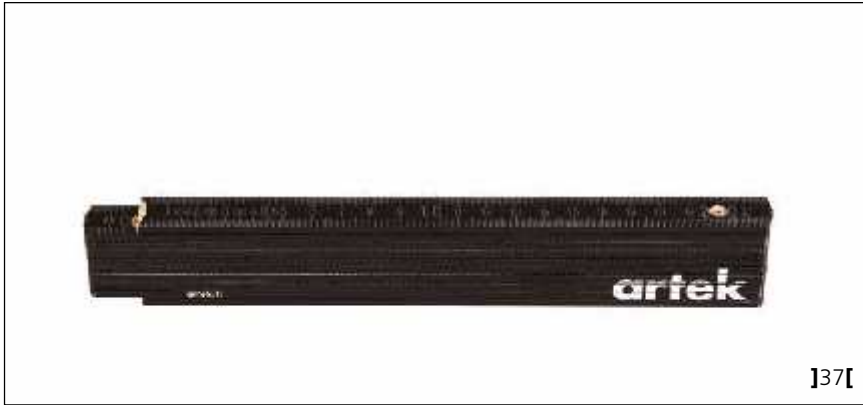


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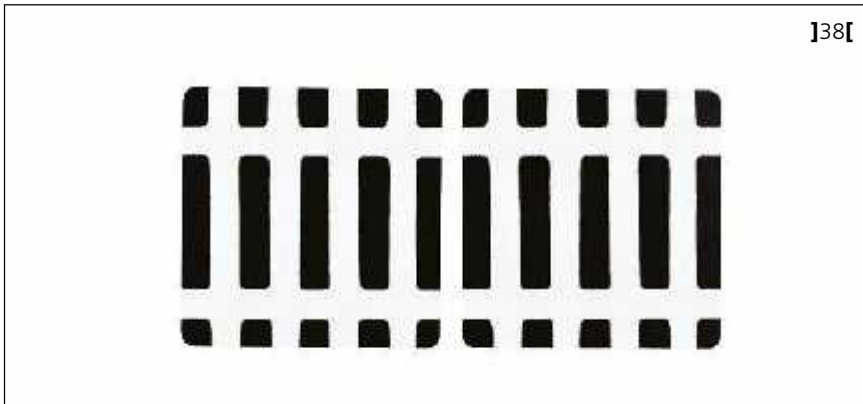
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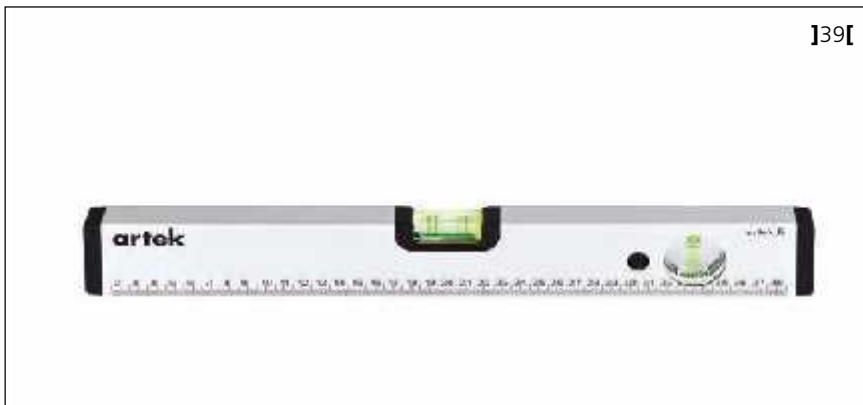
www.wildspirit.be



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color scheme. The plates can be matched to create mellow tone-on-tone nuances or more bold contrasts and is part of a designer series of tableware known as Kartell in Tavola.

#### ]37[ FOLDING RULER BY ARTEK

It is 2m long and is in black painted beech. Perfect for design lovers, architects, interior designers and the likes.

#### ]38[ COASTER SIENA BY ARTEK

9 x 9 cm coasters that come in a two-piece set in plywood and paper.

#### ]39[ LEVEL BY ARTEK

It is 40cm long and is in aluminium. Perfect for design lovers, architects, interior designers and the likes.

#### ]40[ GUEST BOOK BY ALEXANDER GIRARD FOR VITRA

'Home Sweet Home' is the perfect motif for this high-quality, linen-bound Guestbook – not only as a graphic design, but also with regard to its theme. It was selected by Vitra in cooperation with the Girard family from the vast assortment of images created by Alexander Girard.

#### ]41[ MY NEW FLAME LIGHT BY MORITZ WALDEMEYER, INGO MAURER AND TEAM FOR INGO MAURER

A circuit board, metal and plastic. Based on video material, the LEDs render a flickering candle flame in a realistic and captivating



**normann**  
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way. The LED candle is available only as USB- version.

**]42[ PINGY BY EERO AARNIO FOR MAGIS**

Your child's new best friend in rotational-moulded polyethylene!

**]43[ EAMES HOUSE BIRD BY CHARLES & RAY EAMES FOR VITRA**

Charles and Ray Eames enriched the collage-like interior of their private home, the Eames House, with numerous objects and accessories that they brought back from their travels. For over fifty years, the figure of a black wooden bird has stood in the center of the living room – an artifact of American folk art that was evidently highly treasured by the couple, since it also appeared frequently as an accessory in photographs taken by Charles and Ray.

**]44[ CORNICHES BY RONAN & ERWAN BOUROLLEC FOR VITRA**

Corniches arose from the need for small spaces for the spontaneous storage of miscellaneous objects. 'The same way that we hang our belongings on a rock jutting from a cliff before diving into the sea, we



need small, informal storage in everyday life too', explains Ronan Bouroullec. And this is the reason that Corniches are neither regular shelves nor simple horizontal surfaces, but rather individual, isolated protrusions in the environments that we create.

Whether as a key rack beside the front door, a spot to put everything we need to have at our fingertips in the bathroom, a pedestal for a small collection of objects or as a large installation, the Corniches storage ledges are a new way to use the walls in our living



spaces. They are produced from high-quality plastic in a variety of shapes, sizes and colors.

**]45[ ROCKY BY MARC NEWSON FOR MAGIS**

Rocking horse in rotational-moulded polyethylene. The Rein is in natural hemp rope.

**]46[ GEO VACUUM BY NORMANN COPENHAGEN**

A minimalistic design featuring masculine,

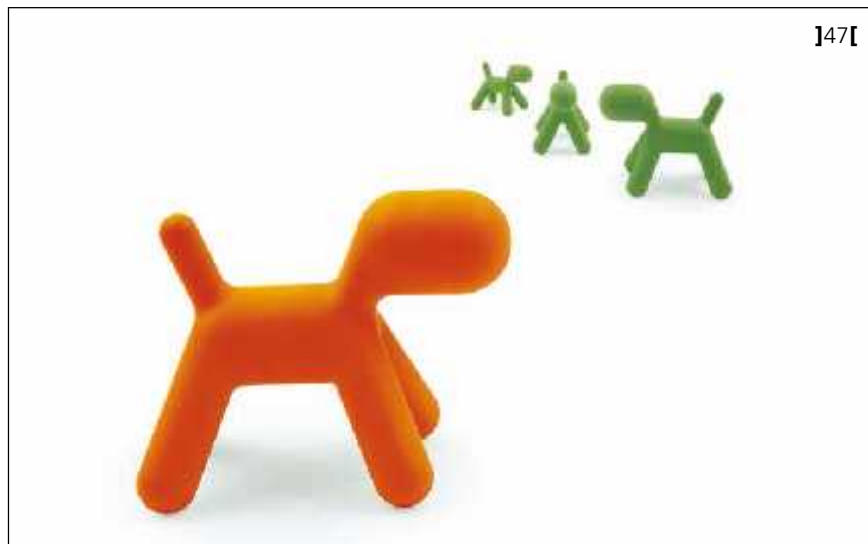
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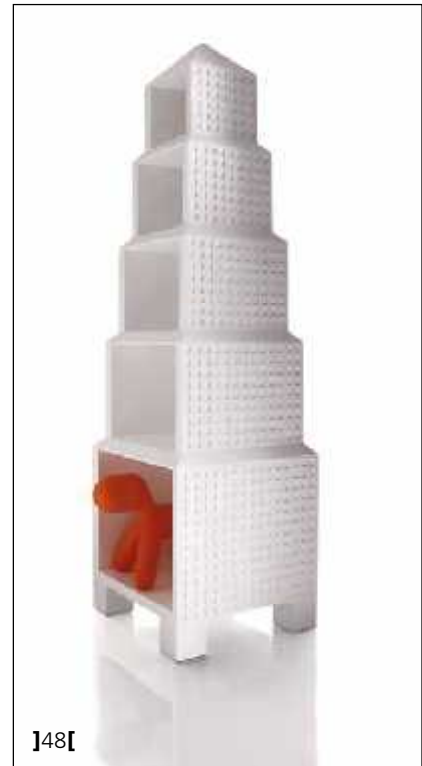




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sharp edges fused with bright and lively color combinations. This is the essence of the Geo Vacuum Flask. Geo holds warm and cold drinks in a stylish way. It has a classic and retro-inspired design, and its eccentric and fashion-inspired color combinations make it a new and unexpected impression of a thermos. Use Geo on an outing to the forest, for afternoon tea or on the terrace on a warm summer evening. The Geo Vacuum Flask holds one liter and comes in the colors purple, grey, black, white, red and turquoise.

It won the Red Dot Design Award 2013 and the German Design Award "Special Mention" in 2014.

**147[ PUPPY BY EERO AARNIO FOR MAGIS**

Abstract plastic dog in rotational-moulded polyethylene. It is also suitable for outdoor use.

**148[ DOWNTOWN OIVA TOIKKA FOR MAGIS**

Shelving system in rotational-moulded polyethylene, suitable for outdoor use.

**149[ CAMPARI BAR BY RAFFAELE CELENTANO FOR INGO MAURER**

Ten original Campari Soda bottles,



149

individually detachable. Plastic, metal, glass, porcelain with a pull switch. Campari Bar is a new version of Campari Light, designed for tables and counters. Above the ten original Campari Soda bottles, ice cubes made of glass reflect the light.

**150 SHIBUYA BY CHRISTOPHE PILLET FOR KARTELL**

An elegant vase or table center made of transparent colored PMMA plastic. The techniques used in the manufacturing process are at the front edge of plastics technology. Once again, Kartell has pushed forward what can be achieved with plastic to create a product in beautiful, vibrant colors that evokes the look of Venini Venetian glassware. Made from transparent colored PMMA Plastic in four color finishes; grey-yellow-blue, grey-smoke-blue, orange-red-grey & beige-blue-cherry.

**151 SHANGHAI BY MARIO BELLINI FOR KARTELL**

Bellini has designed a multifaceted vase opening from the base to the top in a swirling motion that projects light and energy. Shanghai is like refracted light radiating from prism-like crystals with alternating glows and shadows, creating irregular geometric forms, with a multiform



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and multicolored fascination like its Oriental namesake.

**]52[ METAL HEART WALL RELIEF BY ALEXANDER GIRARD FOR VITRA**

Girard devoted the same level of attention to every visible surface in an interior. Ceilings, walls and floors were treated with great care and coordinated with the moveable objects in the room. The Metal Wall Reliefs are decorative examples of wall decorations created for The Compound restaurant and his own house in Santa Fe. Selected in cooperation with the Girard family, the Sun and Heart motifs are made of robust metal materials.

**]53[ and ]55[ MIRROR 192A & WALL DRAWER 114B BY ALVAR AALTO FOR ARTEK**

A 120 x 50 cm rectangular mirror with rounded corners in birch natural lacquered or in lacquered white. The wall drawer is also available in natural lacquered or lacquered white.

**]54[ PULL BY WHATSWHAT FOR MUUTO**

The Pull lamp is a Muuto icon. A perfect example of classic and simple Nordic design, given a new perspective with its playful personality. Pull has an adjustable shade that changes both the lamp's light and its character. The lamp was the winning design of the Muuto Talent Awards 2011 for Whatswhat.



**]56[ CRAFT SALT & PEPPER MILLS BY  
NORMANN COPENHAGEN**

Craft is an excellent quality mill in exclusive natural materials. The flaired shape and weight of the mill makes it comfortable to hold. Hidden inside of Craft is a ceramic Crush Grind grinder. This is one of the leading brands on the market used for mills. Crush Grind has been tested to grind salt and pepper for an equivalent of up to 200 years use in a normal home without showing any notable wear.

A long-lasting body of solid oak, along with a sturdy knob made of marble, makes Craft suitable for frequent everyday use. The Craft Mills are sold separately and look beautiful in the kitchen as well as being a decorative addition to the dining table. The dark and light marble knobs elegantly underline the simple function of the mills.

**]57[ WOOD LAMP BY TAF ARCHITECTS  
FOR MUUTO**

Designed by TAF Architects, the Wood lamp offers a contemporary, all-wooden interpretation of the traditional architect lamp. Focusing on simplicity, the lamp aims to provide an alternative to other more complex products. Wood is made from high quality pine wood and can be used as a desk lamp, bedside lamp or in other settings. Three different colored chords are also available to add a touch of individuality to each lamp.

**]58[ RESTORE BASKET BY MIKA  
TOLVANEN FOR MUUTO**

Restore's felt structure challenges traditional perceptions of functional storage baskets in a unique and understated way. The basket is mainly made from fibers extracted from recycled plastic bottles. Restore is an all-purpose versatile basket and is strong enough to be used for magazines, toys or even firewood.

**]59[ EAMES PLASTIC ARMCHAIR RAR  
BY CHARLES & RAY EAMES FOR VITRA**

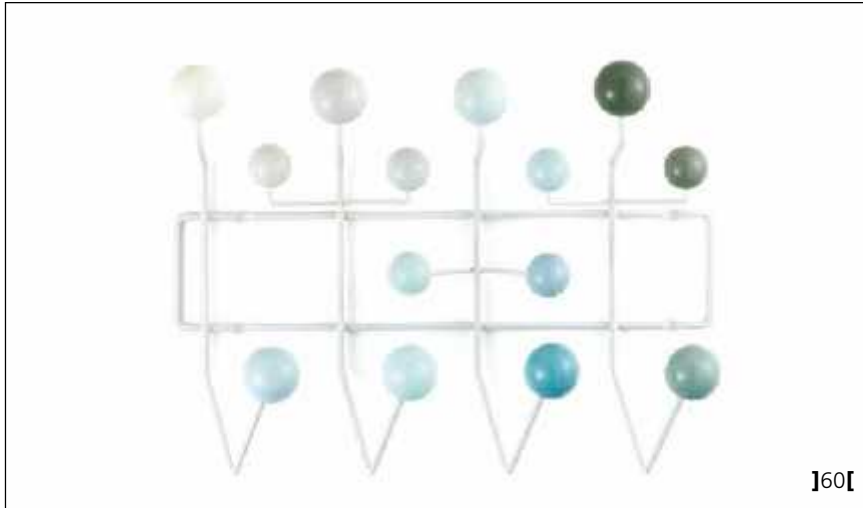
The Eames rocking has an especially striking model from the Eames Plastic chairs, which is the so-called Eiffel Tower base – an intricate and graceful design made of steel wire that inimitably combines light, elegant



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**]61[ JELLIES FAMILY BY PATRICIA URQUIOLA FOR KARTELL**

A line of plates, trays, glasses, bowls and carafes made of brilliant colored and transparent PMMA, part of a designer series of tableware known as Kartell in Tavola.

The particularity of the line lies in the fact that each plate model has a different pattern of clear naturalistic inspiration. The transparent, subtle and delicate colors combine easily and can result in a variegated table of creative and original inspiration – just, in any case, like the style of the Spanish designer. The mixing and matching of plates and colors create an original but discreet impression, a blending of the creative and the sophisticated.

**]62[ PANTONE JUNIOR BY VERNER PANTONE FOR VITRA**

With its bright, cheerful colors and smooth curves, the Panton Chair has always been a favourite of children – both as a chair and as a plaything. This led Verner Pantone to consider the idea of producing a child-size version of the chair together with Vitra over 35 years ago.

Proving impossible at the time for economic reasons, this aim was finally achieved in 2008 with the introduction of Pantone Junior, a chair based on the designer's original plans. Identical to the regular model with regard to material and shape, the children's chair is approximately 25 percent smaller than the full-size Pantone Chair. This makes Pantone Junior, which is available in six different colors, an ideal chair for children in nursery and primary school.



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forms with structural strength. The shell comes in a variety of colors.

**]60[ HANG IT ALL BY CHARLES & RAY EAMES FOR VITRA**

Used instead of simple hooks, the brightly colored wooden balls of the 'Hang it all' coat rack are aimed at encouraging children to literally hang up all their things. Thanks to the uniform distance between the balls, multiple coat racks can be mounted alongside one another for additional storage. 'Hang it all' is a cheerful alternative to boring coat hooks – and not just for children's rooms.

The original colour composition of 'Hang it all' was conceived by Ray Eames. In celebration of what would have been her 100th birthday in December 2012, Vitra and the Eames Office developed three new versions of the coat rack in fresh hues of red, blue and white.

**]63[ AMP LAMP BY NORMANN COPENHAGEN**

Amp is a range of small lamps inspired by old tube amplifiers from the 1960s. The unique shapes and classic materials of marble and glass add a nostalgic and at the same time, contemporary feel to Amp. The decorative bulb emits a stunning glow through glass lampshades, making a stunning contrast to the heavy marble.

The transparent glass shade lets the light shine from the decorative light bulb in all directions. Amp takes up less space visually, allowing for many different applications in the home. Hang one Amp Lamp in the hallway, in a corner of the living room, or



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create a cluster of Amp Lamps over your dining room table for modern ballroom effect. It comes with a matching textile cord. The table lamp is supplied with a dimmer switch for adjustable lighting.

**164 UNDER THE BELL BY ISKOS BERLIN FOR MUUTO**

Made from recycled plastic felt, Under The Bell is a large lamp that creates a new space within a space whether hung over the dining room table or on the ceiling. Its eye-catching design can also help to absorb noise and improve the acoustics in large rooms. Designed by Iskos-Berlin, Under The Bell creates a sense of shelter and adds a strong statement to any setting.

**165 ABBRACCIAIO BY PHILIPPE STARCK WITH AMBROISE MAGGIAR FOR KARTELL**  
Even if they are no longer used for lighting,

candles still shed the light of the designer's creative spark thanks to design supports that lend them contemporary appeal. Abbracciaio is an aluminum casting of two shapes which, when placed one in front of the other, become a loving embrace. The two structures composing the candelabra link together giving the piece stability. Elegant and poetic, Abbracciaio holds two candles and is produced in two finishes and various colors: one in aluminum polished silver, gold and gun metal, and the other in white and black matte.

**166 ZOO TIMERS BY GEORGE NELSON FOR VITRA**

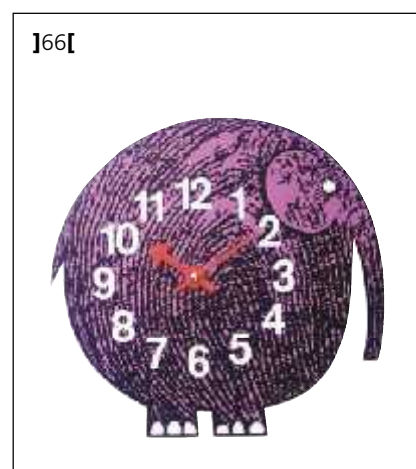
As a truly multi-talented designer, George Nelson was also successful as a graphic designer. His Zoo Timers – animals drawn in bright colors – offer children a playful and cheerful start to telling the time.



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Happy Holidays!

Wishing you a magical one!



## A Journey Around the World



Limited Edition is a Belgian house of design that carries a wide range of luxury rugs and carpets that are loved all over the world. The brand offers unique stylish collections of woven and handmade rugs in wool, linen, cotton, leather and cowhide. Limited Edition has gained a high reputation in the international design world, thanks to a mix of creativity, innovation, quality and unlimited service. The same Limited Edition also reflects the mission of the brand manufacturer: the design of customer-specific carpets of superior quality.

Again in 2015, the Belgian brand Limited

Edition is pushing boundaries, with influences from around the world woven into the carpet designs - a touch of the Orient here, an African tint there - but also with innovative production techniques from right here in Belgium. The new ranges are characterized by their unusual colors, structures and natural materials.

The trend in flat weaves is carried forward with style, and the outdoor carpets show a surprising development.

### ]01[ and ]02[ BOHEMIAN

With a unique ethnic motif and warm, glowing colors, Bohemian brings a touch



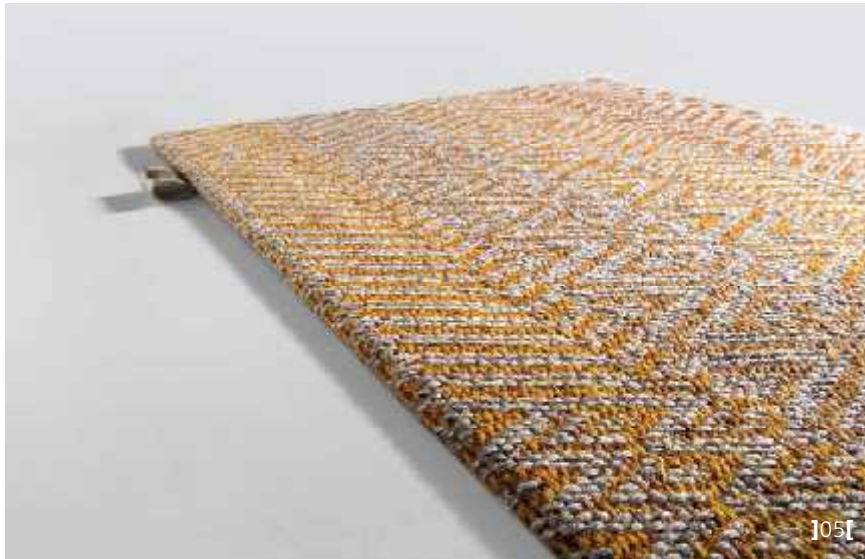
of rich Slavic tradition into the home. The dark background in chocolate brown allows the craftsmanship to come impressively to the fore: the patterns flow harmoniously, with the quality of the yarns used to its full effect.

In the style of Bohemian chic, this flat-woven carpet lends your interior a warm glow – from sulfur yellow and soft brown through to bright flaming pink or turquoise.

#### **]03[ and ]04[ ELITE**

Elite has everything it takes to make your interior come to life: a subtle blending of colors, a fascinating Oriental design and fine





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materials. This handmade rug will instantly bring a luxurious and classy atmosphere to your living room. The four trendy colors coordinate smoothly with various styles of interior – Elite attracts looks of approval in lofts and more traditional rooms, in sober nuances or bolder color combinations.

## 105[ and 106[ FUSION

Fusion's original patchwork of patterns, introduced last year, make it a classical favorite within Limited Edition. In wool and linen, this flat-weave carpet makes the home instantly welcoming.

Fusion is easy to combine with warm materials such as wood or cork. The snow-white version will appeal to those who love the look of purity, while the variant in ochre is favored by those who like the warmth of atmospheric hues.

## 107[ ELIXIR

Brought back from last year by popular demand and with added new colors, Elixir is a tasteful addition to the new generation of plain weaves. A lovely combination, too, of old and new values: inspired by classical Oriental rugs, but given its own character and the latest colors.

Limited Edition introduced this successful range last year and is now following it up with the latest new colors. Elixir stands out in plain and neutral white, lends color to your interior in saffron yellow and looks richly luxurious in cobalt blue, a color that is making a strong comeback.

## 108[ EVOLUTION

This versatile carpet in woven vinyl is worthy



108[



team'by'wellis |





of its name: with a faded arabesque pattern and a subtle gradient in grey, Evolution appears constantly changing.

Stylish indoors, exciting in the open air- particularly when the sun boosts its play on light. Thus, Limited Edition puts its stamp on the trend for liquefying patterns.

#### **]09[ POOLSIDE**

All that was missing was a refined black in the Poolside range, a carpet made of recycled vinyl yarns but with considerable natural charm. The traditional braiding and simple graphic pattern will lend any modern home a natural look, both indoors and out. Moreover, it is UV resistant as well as maintenance friendly.

#### **]10[ INFINITY**

Utter sophistication... with its attractive sheen and eternal look, infinity feels like home, for life. An oriental design underpins this woven Wilton carpet, produced by means of a very specialized Belgian technique that results in a unique finish. Infinity will continue to surprise you with a world of stories whichever way you look at it.

#### **]11[ GROOVE**

With its patchwork of patterns- in durable woven vinyl – Groove is more than just a lovely background to the home. This jacquard woven carpet is available for wall-to-wall application or finished with a subtle edge, also available in the cooler variant of Tarmac and the warmer tint of Toffee. Two attractive colors that can lend great character to a patio.

#### **]12[ OUTSIDER**

Limited Edition's outdoor range now includes the inspirational outsider. This carpet hints at the beautiful Mauritian rugs in leather and natural fibers. With its original pattern, warm color and composition in vinyl/polypropylene, it fits in anywhere – on the patio, your balcony or at the swimming pool.

Outsider also makes a place for itself indoors; the soft earth tints with a hint of grey will add a little bit of Africa to your living room, bathroom or even kitchen.





## Linteloo Delicatessen Furniture, Food & Fun



At this year's Salone del Mobile, Linteloo and the Italian designer Paola Navone presented Furniture, Food & Fun, a set up by Paola Navone, which is based on food and the delicatessen. Linteloo, passionate about quality of life, food is a part of that; which led to the creation of a real delicatessen marketplace where the finest Italian and Dutch food and furniture met.

The new Linteloo designs on show in Milan included the Butcher Collection by Sjoerd Vroonland, the cast terrazzo table Hexagon and the Kigi tables by

Roderick Vos, the new sofa Take It Easy by Paola Navone, the new collection by Marcel Wolterinck for Verden and many more.

Italian designer Paola Navone, 'took it easy' and created a brand new collection for Linteloo which was introduced during the Milan design week. **]01[** Take It Easy is a simple and refined collection of sofas and side tables that is dedicated to bring people together in an informal and playful atmosphere.

Paola Navone is known for her unconventional way of thinking, bringing



forward simple yet cultivated objects. The sofas for the new collection are beautiful examples of this special creative approach. The furniture is dressed with soft linen powdery and plain colors as well as bright colors full of energy.

"I have a special connection with Linteloo, a personal click with both Jan and Lars. You could almost call it a love affair," says Navone.

Dutch designer Sjoerd Vroonland has translated Linteloo's feel good factor and







passion for food into the **1021** Butcher Collection. "Think of an artisan baker, or the butchers of the past," he says. "They were real craftsmen who made high-quality products with lots of love and attention. I've brought the same passion and attention to detail to the Butcher Collection for Linteloo as these butchers and bakers. Also the details of their high-quality tools as a baking tray or a chopping block inspired me."

In this collection, Vroonland combines the bold character of the chopping block with a keen eye for detail and smoothly finished edges. The collection consists of the butcher table, butcher stool and butcher bench. The dining table, the central piece, is made from crosscut material from the ends of wooden planks.

Thanks to its shape, the **1031** Hexagon cast





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terrazzo table by Roderick Vos can be used in playful combinations, enabling you to create more space. Place just one element next to your sofa or connect a few in the middle of the room and create a new object. Next to the Hexagon, Roderick Vos designed a collection of 3 round oak side tables in different sizes and heights. The collection is called **J04** Kigi, which refers to 'a family of trees', and is strongly influenced by a Japanese style characterized by its minimalistic forms, clean lines and simple shapes.

Linteloo's welcoming interior is like a good piece of music: the different parts come together in harmony. Linteloo's interiors are conceived with this in mind, enabling anyone to freely compose his or her own "feel good factor" room. One new design featured in the collection is the **J05** Southampton sofa. The Southampton is inviting, compact and made for hours of relaxation and socialising. New fabrics and soft furnishings – such as cushions and Linteloo lab's hand-knitted blankets, including a giant knit version – provide the perfect final styling touches. All blankets are made from Icelandic and Merino wool and knitted by hand in the Netherlands for the emotion and warmth only crafted creations can give. Combine class and quality with the Settee sofa by Niels Bendtsen, or choose Marcel Wolterinck's new designs for the Verden collection, or Linteloo lab's cushions and giant hand-knitted blankets.

This year's Linteloo in Milan was definitely all about 'feel good' furniture, delicious food & loads of fun!



]io[

# Fiam

## Born from One Man's Passion for Glass



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]FROMTHEMASTERS[





Vittorio Livi. In 1962, when he was 18 years old, he established "Fullet" to produce decorated glasses earmarked for the furniture industry. Then followed: 1964 Artiglass, 1966 Curvovetro, 1967 Cromoglass and 1969 Vellutart.

In 1973, while he was setting up all these companies, he established "Fiam Italia", the first company able to perform curved glass furniture items, which most well known international designers cooperate with. Among these there are: Giorgetto Giugiaro, Enzo Mari, Philippe Starck, Ron Arad, Cini Boeri, Vico Magistretti, Makio Hasuike, etc.

Fiam Italia, worldwide leader on its field, distributes its own collection all over the world and some of its products are hosted by 25 international museums.

In 1988, together with Massimo and Alberta Ferretti, they established the "Montegridolfo srl" to reorganize the homonym walled-in suburb dating back to

VII century B.C., which was crumbling and brought back to the ancient brightness.

In 1992, he bought "Villa Mirafiore", Pesaro's historical building dating back to 1260, that has marked the historical stages of these places by the nobles that have lived there. It crumbled and was recovered together with its own typical Italian garden.

A part of "Villa Mirafiore" was used as a museum to host glass works produced by himself in cooperation with some artists such as: Gianni Colombo, Arnaldo Pomodoro, Enrico Baj, Walter Valentini, Danny Lane, Umberto Mariani, Eugenio Carmi, Luigi Veronesi, Bruno Munari, Oscar Piattella and Vasco Bendini.

Fiam designs, develops and produces items of furniture in curved glass, creating them through a combination of craftsmanship and industrial processes, actually merging tradition and innovation, hand-crafting and design. Glass, solid and





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fragile, natural and artificial, ancient and industrial, all at the same time, is a mass of seeming contradictions, and Livi loved it for just that, as well as for its practical qualities. Glass is environment-friendly and hygienic: it may look simple, because of its transparency, but both its chemistry and its physics are really very complex. And this material of vast potential was virtually only used in the world of furniture for the production of small accessories or ornaments. And so in the young Vittorio Livi's creative mind, a dream began to take shape:

Glass would become a unique star in the world of fine design, being used to produce items of furniture which would be astonishingly solid yet beautifully transparent; design items which would





rise above the age of their production, untouched by the passing years, spaces and fashions. From its earliest days, Fiam immediately focused on innovation as the driving force for achieving its business and cultural aims. This innovation would proceed on three fronts.

The success of the complex process by which glass is transformed into the finished product relies on the experience of skilled craftsmen, who carry out various operations: silver-coating, bending, decoration, fusion, engraving, grinding and carving. A professional glassmaker, capable of predicting, quantifying, controlling and finding the right alternatives in every single case.

During the bending process, the master craftsman's experience and his ability to



**]01[ And ]02[** "VILLA MIRALFIORE" PESARO'S HISTORICAL BUILDING  
**]03[ ]04[ ]05[ And ]06[** THE TRANSFORMATION OF GLASS





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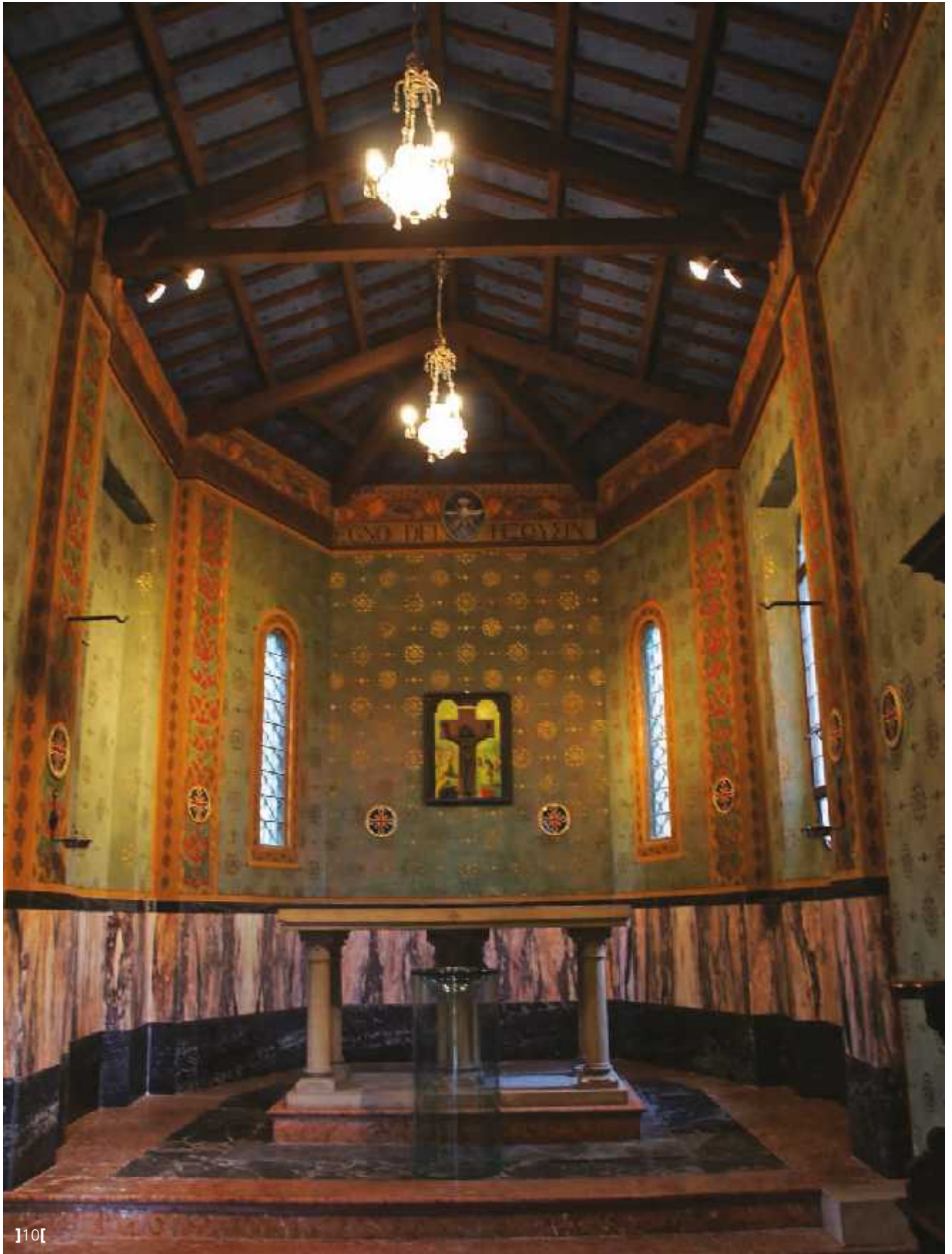
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107[ 108[ And 109[ THE TRANSFORMATION OF GLASS  
110[ "VILLA MIRALFIORE" PESARO'S HISTORICAL BUILDING







### **]11[ ]12[ And ]13[**

"VILLA MIRALFIORE" PESARO'S HISTORICAL BUILDING

work in perfect harmony with the furnace operator are fundamental for controlling the shapes produced and the success of the operation.

Fiam sees a designer's ability to take risks with shapes as a welcome challenge to its technical expertise. The company has even created one-off technologies to produce some pieces. For example, in

1982, Massimo Morozzi came up with the design for the Hydra coffee table, with very pronounced shapes that would be difficult to obtain with the machinery then available. So Fiam invented a special machine called the Paser, capable of pushing water and abrasive powder to a speed of one thousand meters a second – three times the speed of sound! And to produce the Illusion table by Philippe





Starck, Fiam had to create a plant capable of processing glass at one thousand degrees.

At Fiam, the master craftsman is considered just as important as the designer in the piece's creation. In spite of the state-of-the-art technology used to forge it, the finished item is unique: a crafted work of art.

## For the Love of Bulbs by Ingo Maurer

Ingo Maurer started to design exceptional lamps, lighting systems and objects beginning in the middle of the 1960s, which his company produces and distributes worldwide. This is why they can realize their ideas without compromises.



For over four working decades, Ingo Maurer and Team – as he refers to the co-workers – has constantly grown. They are now a group of more than sixty people. The address in Munich, Schwabing has remained the same since 1970. However, in 2005, they outgrew their production facilities in the courtyard at Kaiserstrasse 47 and a new location for production and shipping was established on the outskirts of Munich. In the former production hall, Ingo Maurer and his team created a spacious showroom, the second after New York and the only one in Europe. Their project department has steadily

evolved from the design of exhibitions at trade fairs, festivities and special installations of the lighting system YaYaHo. Ingo Maurer takes on commissions for lighting as well as interior light-planning. In addition to the sales of their regular products, the projects are now an important part of their activities. The challenges they pose have often been invigorating and inspiring, both through the people involved and the spaces that are to be designed. The projects permit Ingo Maurer to realize his ideas for artistic installation or lighting objects, providing at the same time intriguing and pleasant

spaces for those who will live or work in them.

Since he started to work as a lighting designer, Ingo Maurer has always collaborated closely with the photographers entrusted with the creation of images of lamps and project works. In the 1960s, Angelika von Mutius was the main photographer, later Christof Piepenstock, both located in Munich. Since, it has been many years that Ingo Maurer works with Tom Vack.

**]01[ BULB BY INGO MAURER, 1966**

Bulb designed in 1966, was included in 1969 into the permanent design collection of the MoMA in New York. Photographs include a vintage one of the Munich Kaiserstrasse 47 location which at the time was the early "Factory Outlet". Polished chromium-plated metal base and hand-blown crystal glass from Murano.



]02[

**]02[ I RICCHI POVERI BZZZZ BY INGO MAURER, 2014**

Bzzzz is a member of the new tribe of lamps called Ricchi Poveri, presented by Ingo Maurer in April 2014. It is a group of objects with an unpretentious and simple yet highly powerful expression that came straight from the heart. Dragonfly is made of anodized aluminum in red, green or blue, steel, brass and a low-voltage halogen bulb.

**]03[ I RICCHI POVERI - MONUMENT FOR A BULB BY INGO MAURER, 2014**

Monument for a Bulb is an intriguing small lighting object that looks like a tiny maquette for a huge monument. Eight human figures are standing on a dark metal plate around the monument: the frosted bulb hovers horizontally, propped up by simple brass. Each of the human figures is cast in nickel silver and fixed on the plate.



]03[





Monument for a Bulb is a new member of the I Ricchi Poveri, a tribe of simple yet refined hand-made lights.

**104[ LUCELLINO LED BY INGO MAURER, 2015**

At first glance, Lucellino LED seems to be nothing else but Ingo Maurer's well-known trademark which Lucellino presented in 1992. In redesigning Lucellino as LED version, it was a challenge to change as little as possible, except the light source. Not an easy job when the lamp's main elements are a frosted bulb and a pair of white wings!

The new light source has been created by the Japanese company Toshiba Materials, which developed highly sophisticated LED technology for Ingo Maurer's iconic design in direct cooperation with Ingo Maurer personally. TRI-R, as the product is named, does not only look like a frosted bulb from the outside, but also dims like an incandescent bulb.

Average dimmable LED retrofit bulbs, become less bright when dimmed, while the TRI-R bulb also changes the color, just like halogen bulbs do. The bright spot of the bulbs become reddish. Also, it is actually in the middle of the bulb, not next to the socket. When defining the color rendering, Toshiba Materials used the solar spectrum as a reference standard. The new LED bulb for Lucellino is the first full-fledged replacement for all admirers of the light bulb, hardly distinguishable from a halogen bulb and a technological masterpiece.

The base plate of the new Lucellino is equipped with a touch sensor for switching and continuous dimming.

**105[ I RICCHI POVERI – FLY BY INGO MAURER, 2014**

I Ricchi Poveri – Fly is a new member of The I Ricchi Poveri, a tribe of simple yet refined lights, hand-made, unboastful and exceptional. A large fly sits cheekily on a lying bulb. The insect, looking just like a real one, joins a long series of "disgusting" creatures Ingo Maurer has included in some of his lamps lighting object, like Seven Rats, created in 2007. The new LED bulb, developed for Lucellino will also be used



INGO MAURER



ZETTEL'Z VIVA L'ITALIA!

Design Ingo Maurer & Team 2011

LIMITED EDITION of Zettel'z 5

Made of 80 printed Japanese paper sheets selected by Ingo Maurer

1995 - 2015  
**20** YEARS  
ANNIVERSARY



]06[



]07[



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for I Ricchi Poveri – Fly to make sure the vermin doesn't get burned. I Ricchi Poveri – Fly is a limited edition.

**]06[ BIRDIE'S RING BY INGO MAURER TEAM, 2013**

Birdie's Ring is a new member in the family of winged bulbs. It is height-adjustable and can also be suspended at a slight angle. Metal, goose-feather wings, 12 low-voltage halogen bulbs, three LEDs with reflectors, integrated into the round body. Bulbs and LEDs are dimmable with integrated transformers and halogen bulbs.

**]07[ WALKING BULB BY MICHEL SEMPELS, 2015**

Walking Bulb combines the unique, magical beauty of the incandescent bulb with cutting-edge LED technology. It is slender and light, made of a stainless steel wire. Walking Bulb seems to stride forward, carrying the light bulb into the future. Stainless steel, brass, aluminum and plastic, the LED spot swivels through 360 degree on an horizontal axis.

**]08[ I RICCHI POVERI – TOTO BY INGO MAURER, 2014**

Toto the bulb with ears. Made of steel, hood made of lacquered brass and has a low-voltage halogen bulb.



# VERPAN



Cloverleaf sofa and Modular chair & table by Verner Pantone

1995 - 2015  
**20** YEARS  
ANNIVERSARY

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1995 - 2015  
**20** YEARS  
ANNIVERSARY