









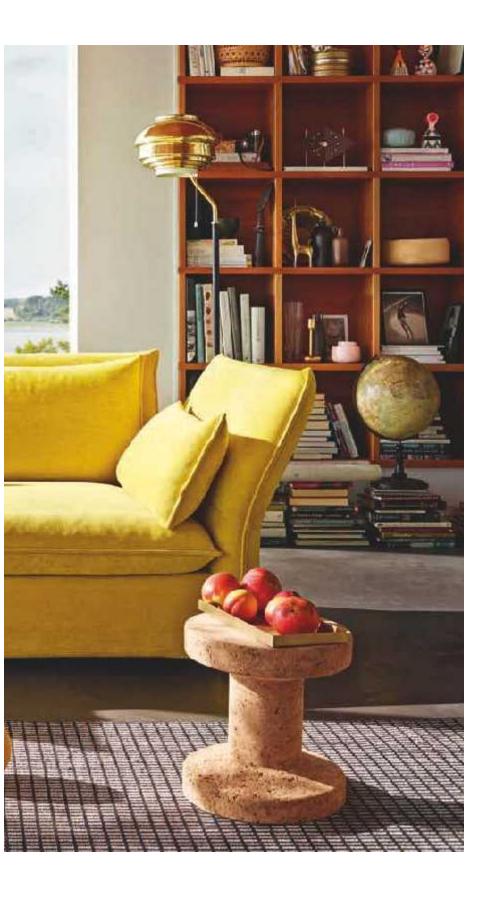




**Mariposa Sofa** Developed by Vitra in Switzerland Design: Edward Barber & Jay Osgerby

www.vitra.com/mariposasofa



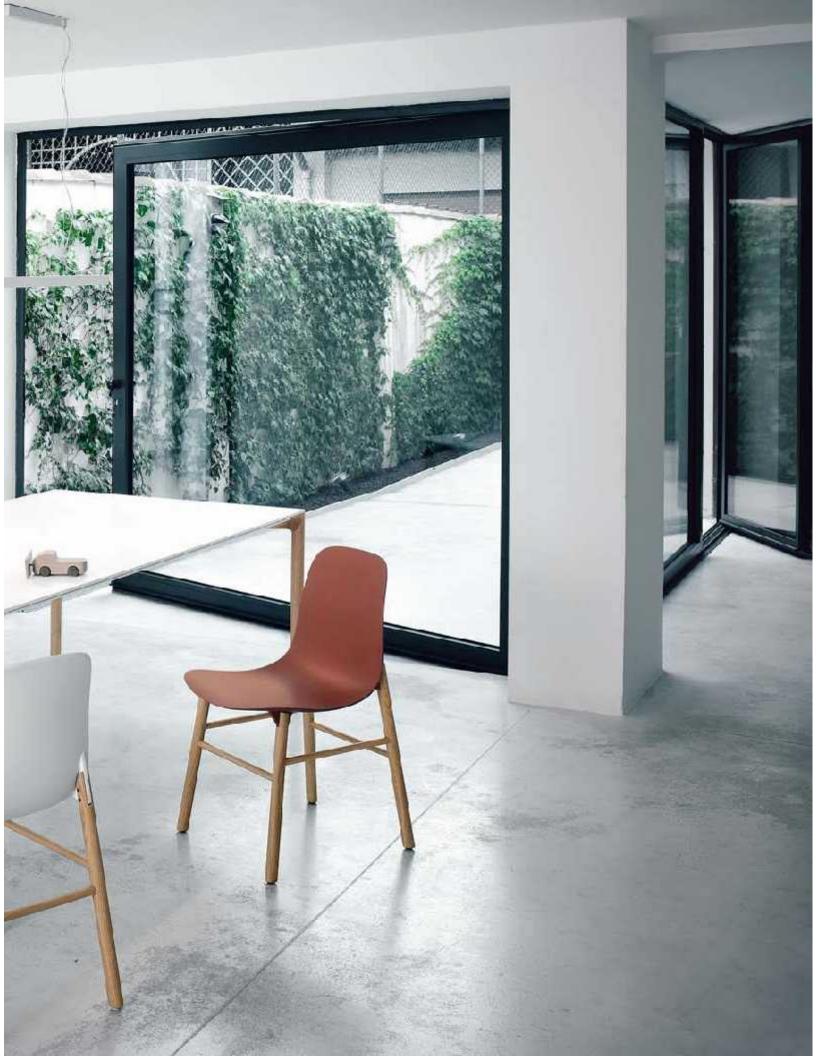


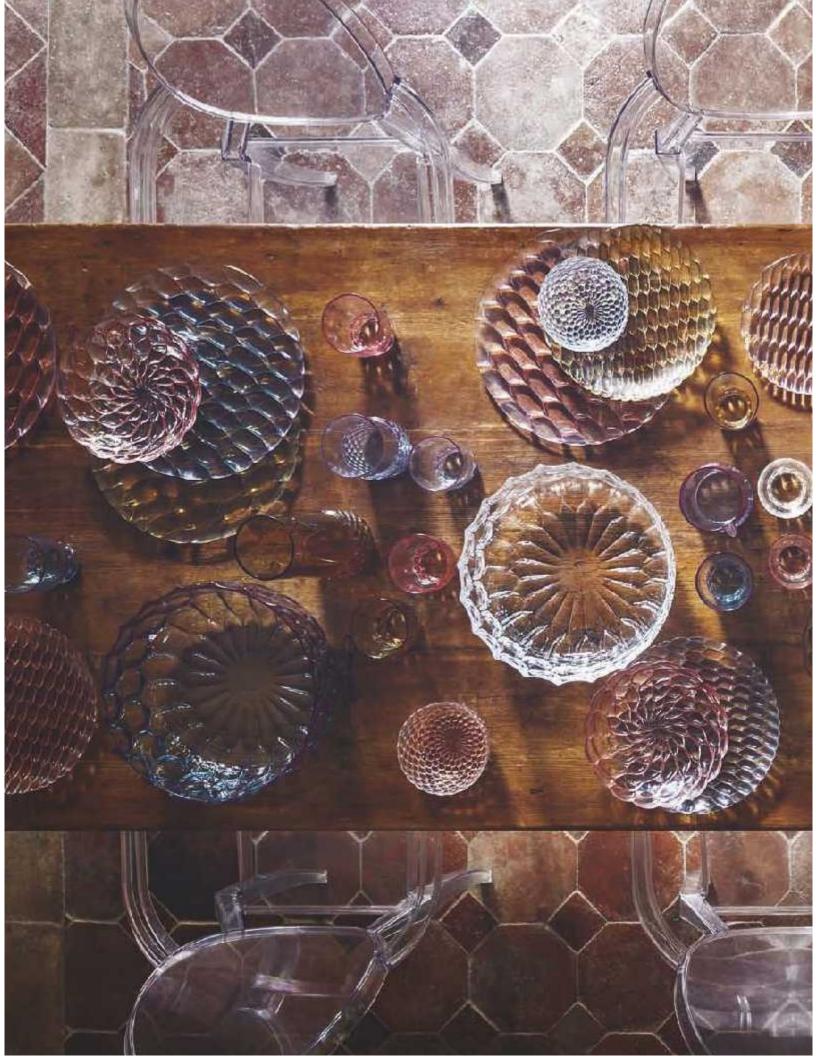
vitra.

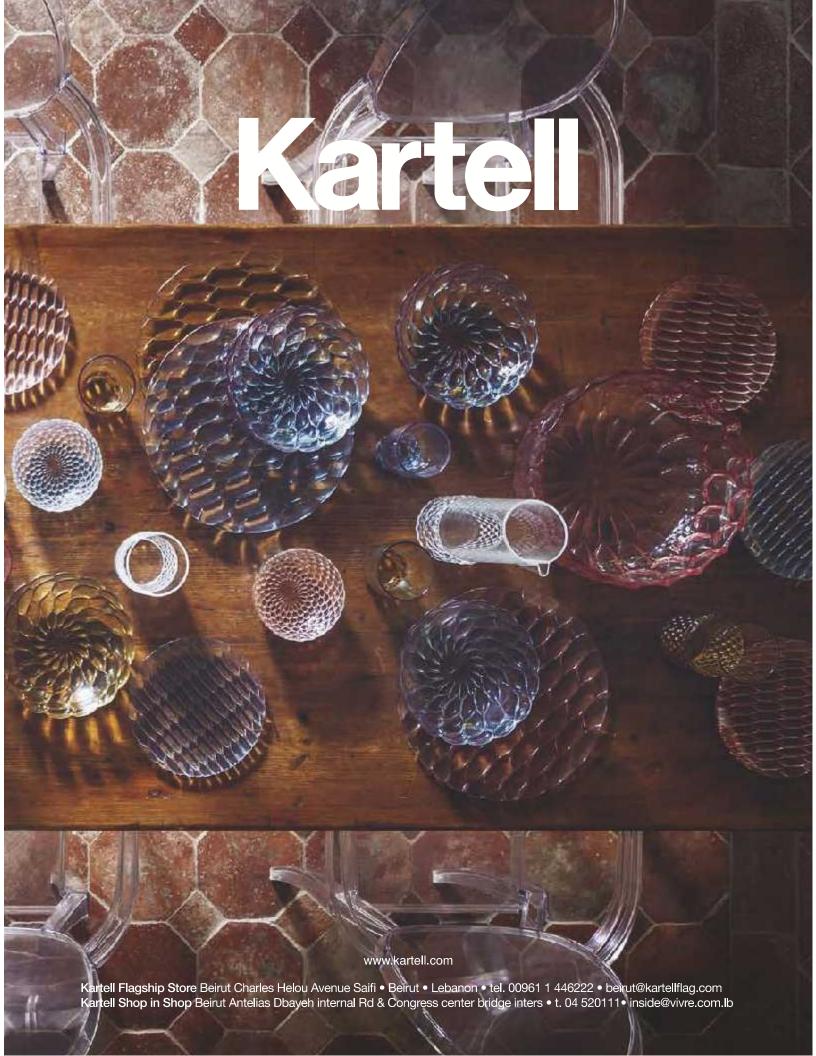
### **KRISTALIA®**















Vivre, Inside sal

Antelias-Dbaye internal road at Congress Center bridge
+961 4 520 111 · inside@vivre.com.lb · www.vivre.com.lb







Vivre, Inside sal
Antelias-Dbaye Internal road at Congress Center bridge
+961 4 520 111 • inside@vivre.com.lb • www.vivre.com.lb

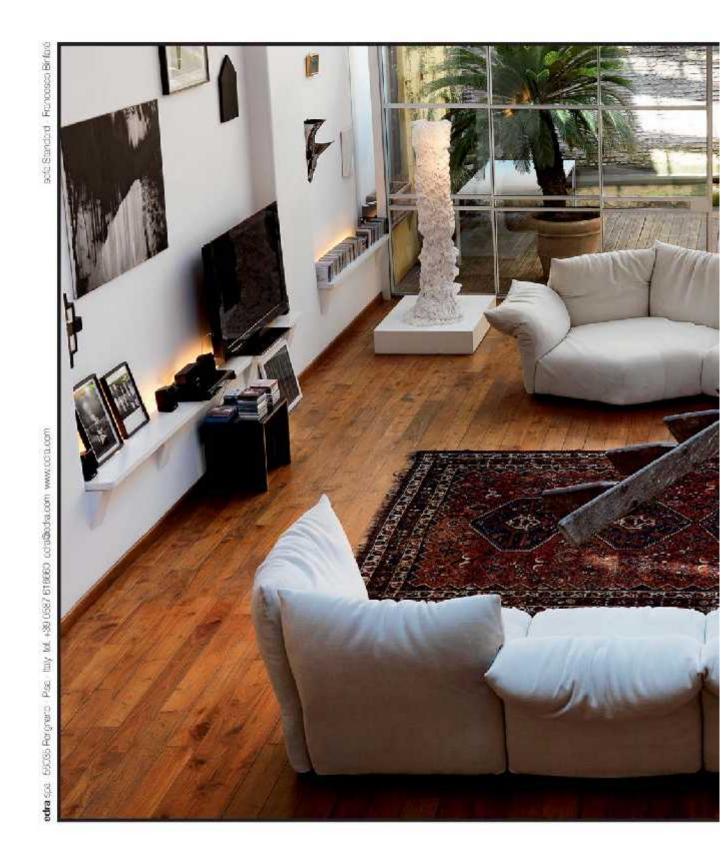


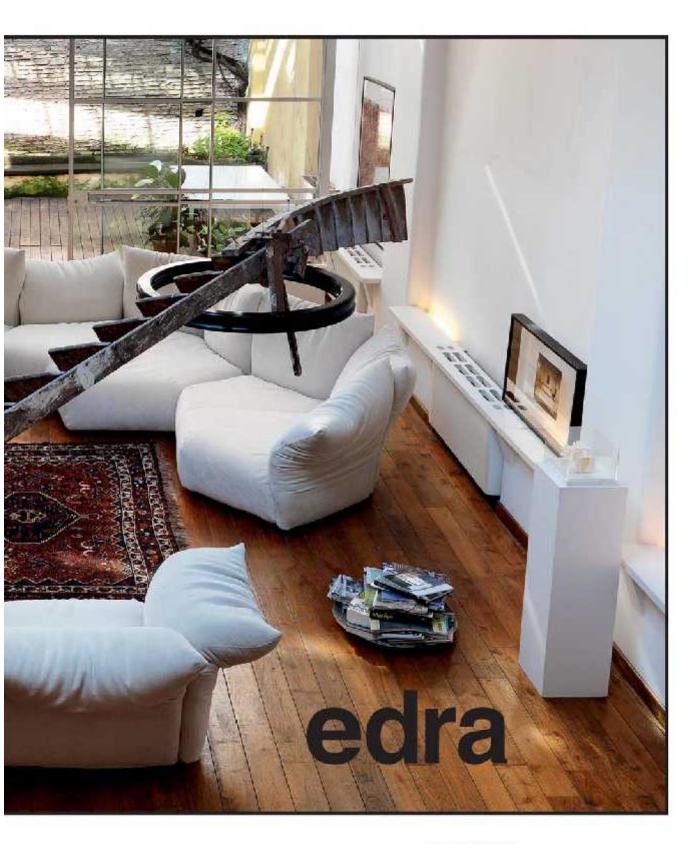
bross



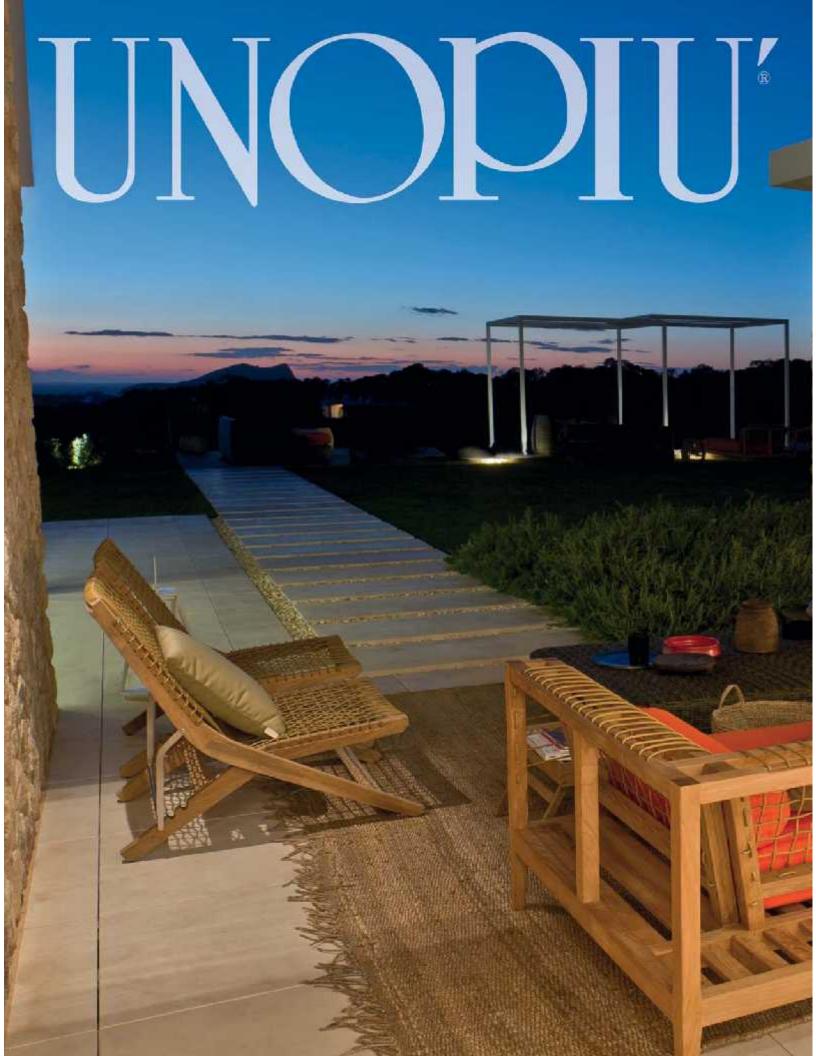


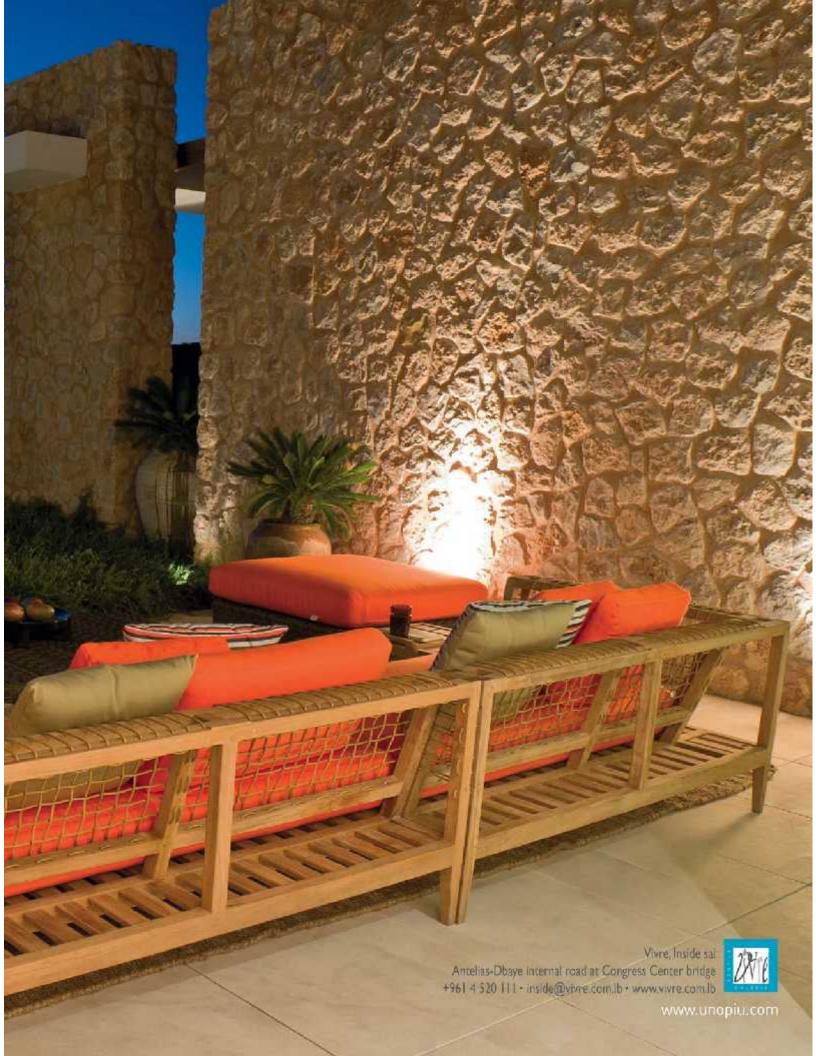












## **EDITORIAL**

Soul space.

]io[

]io[ Magazine A Vivre quarterly design handbook io@vivre.com.lb

]Editor[

Maroun Wazen

]Content Manager[

Rima Sauma

]Media Officer[

May Atiyeh Thoumy

]Art Director[

Jessie Raphael Bali

]Advertising[

Christine Roumouz

]Printing[

Anis Commercial Printing Press Beirut - Lebanon Coco Chanel once said, "An interior is the natural projection of the soul."

An interior filled with objects that make us happy, reminds us of where we've been, who we've loved and what our lives have been like. It also helps us aspire for more.

Creating a home that tells the story of who we truly are is the best kind of interior. These are the interiors that are created with personality and style. Collect things you love, that are authentic to you, and your home becomes your story. This is what transforms a house into a home.

Vivre is our home. Each and every Vivre product tells a different and unique story. A story of classic designs, craftsmanship, timeless pieces, durability, functionality, elegance, creativity and innovation.

Today, we celebrate 20 years of beauty. 20 years of partnerships and 20 years of loyalty. We celebrate a remarkable 20 years of you and us.

Also celebrating today are our dear partners; Riva's 95 years, Fritz Hansen's 60 years, Cherner's 50 years, Baxter's 25 years and Desalto's 20 years. We wish them all a very Happy Anniversary!

Cheers!

COVER AND BELOW: PHOTOS BY BACHAR SROUR.



#### ]Owner/ Publisher[

Vivre - Inside sal Antelias-Dbayeh internal road and Congress Center intersection P.O.Box 60373 Lebanon Tel + 961 4 520111 Fax + 961 4 522014 inside@vivre.com.lb







|             | JFROMTHEEXPERTS[ VENINI - ITALIAN EXCELLENCE               |
|-------------|--|
| 26[         | <br>IN THE FIELD OF HANDCRAFTED GLASS ART                  |
|             | ]FROMTHE <b>designers</b> [ Kartell is back on the table   |
|             | AFTER 40 YEARS - CHEF AND DESIGNER FACE OFF FOR A          |
| 34[         | <br>NEW "KARTELL IN TAVOLA" ERA                            |
| 40[         | <br>]FROMTHEMASTERS[ BAXTER                                |
| 46[         | <br>]FROMTHEHOST[ HOTEL.D                                  |
|             | ]FROMTHEMASTERS[ THE MADE-TO MEASURE                       |
| 52[         | <br>TERRACOTTA BOOKCASE - TERRERIA BY ARCHEA ASSOCIATI     |
| 58[         | <br>]FROMTHE <b>NORTH[</b> MUUTO - THE NEW NORDIC          |
| 68[         | <br>]FROMTHE <b>beginning[</b> piet boon                   |
|             | ]FROMTHE <b>PARTNERS[</b> ALIVAR, HARD ROCK HOTEL & IBIZA  |
| 78[         | <br>- A PERFECT COMBINATION                                |
| 82[         | <br>]FROMTHE <b>MASTERS[</b> LET'S HAVE A SEAT WITH MOROSO |
| <b>88</b> [ | <br>]FROMTHE <b>TALENTS[</b> CATCHING THE MOMENT           |
| 94[         | <br>]FROMTHE <b>north[</b> Gubi                            |
| 102[        | ]FROMTHE <b>VALET[</b> HOOKED UP                           |
| 114[        | <br>]FROMTHEGENIUS[ PANTONE SPECIAL                        |
| 120[        | TEROMTHES AND MANT HAVE A GOOD NIGHT'S SLEEP               |





# CONTENTS

#### Venini

# Italian Excellence in the Field of Handcrafted Glass Art

Recent collaboration with the most interesting artists of the international design scenario, have lead to the creation of new products which confirm Venini's leadership in the glass universe, fully complying to the sensibility of the present and to the constant research in the glass art, typical aspects of the company founded by Paolo Venini and Giacomo Cappellin in 1921 in Venice. The combination of contemporary planning with works of the most important glass masters of the 20th Century, from Scarpa to Napoleone Martinuzzi, indicate the efficient equilibrium of one of the leading brands in the history of design.



Doriana and Massimiliano Fuksas imagined the colorful geometric shapes in opal. **]01[ Glass of Zoe**, a lantern seen as a shelter of one's desires, memory of Venice once suspended between East and West, gateway of knowledge and oblivion which the creative couple – inspired by the magic of the lagoon and by a material which is able to reflect, enclose and reveal, only but partially - have reinterpreted in a modern key. These pieces converse with the innovative and delicate transparencies of Alberto Biagetti's work which, in this occasion, reinvents the light bulb: ]02[ Edi -Edi Glass- Edi Model 1 is a series of tables, floor suspensions and wall lamps that clearly refers to the light devised by Edison and which enabled us to spring out of the darkness. As a tribute to the grande inventor, Biagetti thought about the silhouette of the traditional light bulb acting directly on the original light source (a metallic filament), now transformed into glass, thanks to the fusion of polychrome sticks that produce soft light hues.

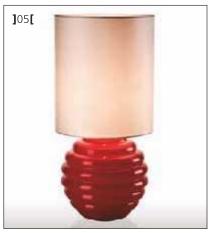
**103[** The Balloton Lamp projects and the updates of the Esprit, Scarlatti projects developed by the creative team within the company are also part of the 2014 collection. The charm of the Balloton lies in its production: the Glass Master works by applying pressure to the molten glass not yet shaped within a particular metal mould, which creates a graphic rhomboid on the outer surface. The group consists of a table version, with or without lampshade, a suspension lamp and a wall lamp. Esprit















is characterized by large luminous 'boules' embellished with glass flowers and stars applied to the central element which is the typical object of the house collection, offered in a wide color range.

**104[ Doge** and **105[ Deco** by Napoleone Martinuzzi, one of the leading innovators in the glassmaking art of Murano (and Artistic Director of Venini from 1925 to 1931), summarize the many possibilities that this art reserves: the Doge collection, retrieved from the company's archives uses the "rigadin" technique which allows to obtain numerous parallel lines thanks to the imprint left by the mould.

**]06[ Formosa** is the suspension lamp designed by Ettore Sottsass in 1989, shaped

by wavy stems with a fringe effect attached to the top metal plate and enriched with soft decorations in the lower part. The light source is enclosed in the slightly pink glass central sphere.

**107**[ The Master Carlo Scarpa's Soffiati 1935, is a collection of chandeliers and wall lamps coming from the Venini archives in which the artist has expressed his mastery craftsmanship in forging the material. The size and the rounded shape of the handmade long and light arms, enhance the attention given to the combination of class and metal.

**]08[ Lighthouse** by Ronan & Edward Bouroullec is a collaboration between Established&Sons and Venini. Ronan

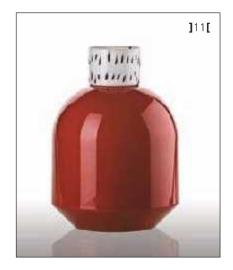
and Erwan Bouroullec's idea was to light up a voluminous round glass structure that would be balanced on a delicate aluminum support. Drawing attention to the precariousness of the equilibrium, the Bouroullecs wanted to present the vulnerability of the object. The base and the support are industrially made in opposition to the hand-blown glass which uses traditional artisan skills. It produces a diffused light and variations may occur.

For the ArtGlass collection, the research at Venini takes a step further thanks to













**]10[ Altitude** by Philippe Nigro consists of a couple of risers inspired by the cups which were used to carry offerings to the Gods in ancient times: their profile comes from a contrast between the mighty leg proportions for height and weight and the lightness and thinness of the tray, like the stones in equilibrium of the "Fairy Chimneys" in Turkey. They seem to take flight, a couple of these two risers produce a dialogue, a resonance, both a formal and chromatic echo.

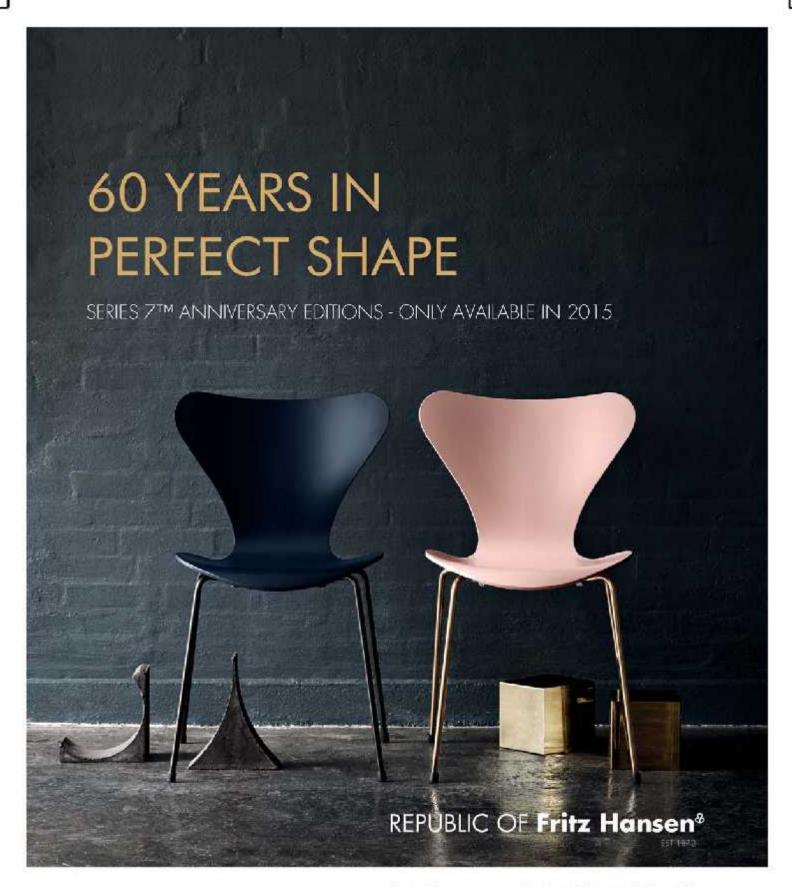
Edward Barber and Jay Osgerby present **]11[ Port**, a vase that combines references to the nautical world, a topic of great interest to the creative couple. The silhouette of Port, with its characteristic opaque blown glass, is that of a floating buoy or of the light signals of the Venetian canals and comes from a mould capable of determining a precise angle at the base, suspending the main shape from the flat surface while the superior cup is made with Black and White Murrine also blown into the mould. Coral Red, typical of Venini is identifiable in the choice of color.

**]12[** and **]13[** Pistillo by Atelier OI is upholstered with a leather structure like a suspended water drop that is being retained in the center of a second shell at the same time. Like a flower and its pistil the two elements talk to each other with a clear reference to the production theme. While the nucleus challenges gravity, the reticular structure derives its organic form from two glass elements creating an unexpected graphic effect.

**]14[** Alla Morandi is Matteo Thun's homage to Theo, the Italian painter Giorgio Morandi. Matteo Thun takes up the simplicity of Morandi's still life

the work of designers such as Emmanuel Babled, Francesco Lucchese, Philippe Nigro, the duo Edward Barber & Jay Osgerby and the collective Atelier OI.

Francesco Lucchese thought of **]09[** Elettra, a pair of vases designed like a free and enveloping wave created by fire which contrasts with the lightness of its elegant and lightweight volume.





For the 60 year anniversary of the Series Z''' two special editions of the 3.107 chair have been made. The two chairs have been designed both to stand out an their own, and to complement each other with a masculine or ferminine perspective, as a deep dark blue shell with powder coated legs in a burnished look and a pole pink shell with gold-plated legs. Each piece comes with a golden plate mounted on the bottom of the shell showing that it is part of the  $60^\circ$  Anniversary Edition.

The two chairs are only available throughout 2015.









paintings by creating triptychs made with blown Murano-glass in soft natural hues. The limited edition of artistic bottles is crafted by Venini's master glass blowers in Venice. "With their silent breath, they have interpreted my idea of timelessness" says Matteo Thun and adds "since many years I attend the glassblowing in Murano trying to realize what happens in those fractions of a second: I wanted this sense of archaic to be produced by the complexity of the blown as happens in the paintings of Morandi."

Truly a hand-crafted work of art, prolific Finnish designer, Tapio Wirkkala's **]15[ Bolle Bottles** are striking fusion of color,

materiality, and craft. Glowing hands of Murano glass are fused together to create a single vessel and the result is beautiful and calm. Designed in 1968 by Tapio Wirkkala for Venini, the gently curving shapes of the bottles are set off by vibrant swaths of red and green, subdued with softer shades of blue and gray. This series of five bottles employs the "inclamo" technique wherein two different types of glass, worked separately, are fused together to obtain, within a single object, separate areas differentiated by color. This technique was developed and perfected by the master glass-workers at Venini.

**]16[ Dune** is a bowl in hand-blown glass, with decoration applied on top of the object when glass is still hot. Dune, whose name is already evocative, is a cup of original and classic design, which is highlighted in the technical realization. The refined and balanced combination of colors, sand – red, surface, thanks to the special processing of the glass, which creates playful reflections creped, opacity and transparency, make Dune, an object to give as a gift on any occasion.

**]17[ Incisi** is a collection of Paolo Venini since 1956 and is extremely elegant. Made

### vitra.

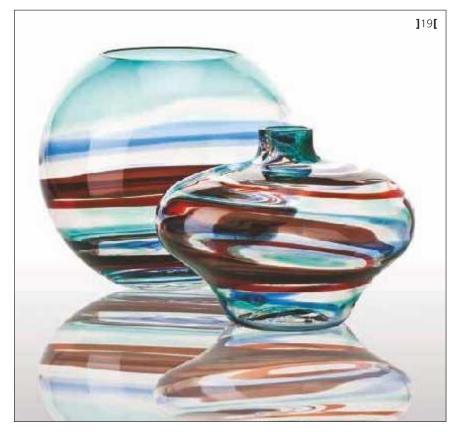


East River Chair Developed by Vitra in Switzerland, Design: Hella Jongerius

www.vitra.com/eastriverchair







of blown glass and hand crafted and engraved later. It's a limited edition of the unmistakable sophistication of Venini.

**]18[ Opalini** milk-white is an opal glass, created for the first time in Murano in the early 15th Century in order to imitate



porcelains, which were very renowned in Europe in those times. This particular type of color is obtained by overlapping transparent colors to the milk-white one.

**]19[** Miraggio a numbered edition, handmade and blown glass vases decorated with glass stripes.

**]20[** Osmose by Emmanuel Babled, a virtual fusion between hand blown glass and marble.

The strong style which still distinguishes Venini, is defined by the interpretation of traditional schemes, by welcoming avantgarde artists accompanied by the skillful mastery of techniques, as well as the extraordinary contribution of the best glass masters of the Murano island.



Big Will, table - design Philippe Storck Cyborg, chair - design Marcel Wanders



#### Kartell is Back on the Table After 40 Years

## Chef and Designer Face Off For a New "Kartell in Tavola" Era



The debut with some of the first collections and accessories signed by Andrea Berton, Carlo Cracco, Jean-Marie Massaud, Davide Oldani, Philippe Starck and Patricia Urquiola.

34

The 70s: Anna Castelli Ferrieri and Franco Raggi of Centrokappa signed the beautiful Kartell in Tavola collections. Even then collections proclaimed Kartell's highly experimental approach to materials and technologies such as polycarbonate injection molding to create imaginative, colored, transparent and seductive products. They are still contemporary and fashionable today.

2014 marks the great epoch-making return of the Kartell in Tavola line. Kartell invites chefs and designers to design brand new collections for the table- a sophisticated and young table, glamorous and practical, elegant yet easy at the same time. The way Kartell always is.

It is not only designers from the Kartell team (Philippe Starck with the "Ding Dong" accessories and Patricia Urquiola with the more articulated "Jellies Family" line) who have signed the first collections but also Jean-Marie Massaud with his first "Namaste" line and other stellar chefs of international fame such as Andrea Berton and Carlo Cracco (who have signed some first accessories) and Davise Oldani who





"I have always spent a lot of time in observation before seeing one of my ideas transformed into an object.

I have watched guests and how they sit down and behave at the table, the way they order and eat. And whether or not they appreciate the service. And to check on the functionality of the instruments with which I have equipped the kitchen of my restaurant from time to time, I have watched my collaborators. Verre D'O, Passepartout, Doppiotaglio and All Season are all the result of that careful and constant eye I keep on things around me. And this how I.D. ish. A plate with a raised fingerprint. A light trace but clear to the person who must grasp the plate. A light sign but distinctive for a new line. I.D.ISH has its own definite identity and the elegant relief on its rim ensures the arrival at the table of a plate without all those fingerprints and the sign of a thumb which has wandered along the rim looking for a place to rest."- Davide Oldani

instead designed a wider range of plates, glasses, carafes and cutlery by the name of "I.D.ISH by D'O".

Why invite the chefs? Because behind food lies a very precise ritual, a tradition that demands respect, a culture of good food and good wine and, to help Kartell approach with all the respect and full comprehension due to such a delicate environment, so intrinsically associated with the concept of quality if not excellence, who better than chefs? Thus two different procedures and two approaches to designing the Kartell table collection took shape.

Patricia Urquiola has signed the "Jellies family", an articulated line of plates, trays, glasses, bowls and carafes made of brilliant colored and transparent PMMA. The particularity of the line lies in the fact that each 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.

"Jellies is a three-dimensional colored world for the table. Plates "not plates", glasses and pitchers with bubbles. The touch and sight bring cut crystal to mind. Generous decorations. They live outdoors and play with light refractions. They're not afraid of rain or rumbles. They live equally well inside with all the same or with a mix of colors." – Patricia Urguiola

Davide Oldani signed "I.D.ISH by D'O Davide Oldani" and describes it in the first person in these words: "I.D.ISH"- the plate with the light but distinctive touch. For

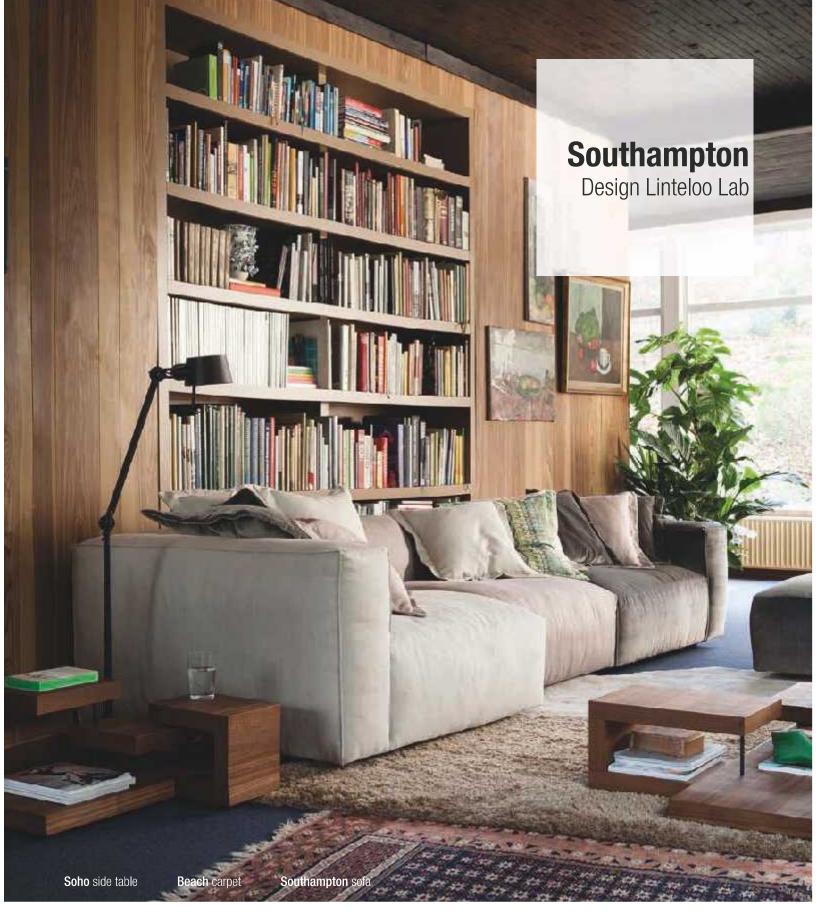




functional use but stylish, imaginative and unique. An excuse for using on the table.

The collection consists of a complete line of dishes of bone white or bronze colored melamine (dinner plate, classic soup plate, the "Oldani" soup plate with a slightly asymmetrical slant, a slanted plate), water and wine glasses, a carafe and a set of cutlery. An articulated collection which also reflects the famous chef's own vision of the kitchen, all centered on the act of serving (represented ironically by the iconic fingerprint on the rim of the plate and offered in four color versions which refer to the four seasons for the relevant modelsthe Summer dinner plate, the Autumn classic soup plate, the Oldani Spring soup plate, and the winter inverted plate).

Jean-Marie Massaud presents his first collection for Kartell, the "Namaste" set of melamine dishes featuring a soft asymmetrical design suggestive of flat stones and with a very naturally colored palette (black, grey, beige and orange). The





Vivre, Inside sal Antelias-Dbaye internal road at Congress Center bridge +961 4 520 111 • inside@vivre.com.lb • www.vivre.com.lb









plates can be matched to create pleasant nuances or two-tone contrasts.

Completing the Kartell table offerings are the accessories bearing the signatures of Andrea Berton, Carlo Cracco and Philippe Starck.

"Panis B." by Andrea Berton is a bowlshaped melamine bread dish made of bread dough clay that comes in the colors of white, grey, brown and lime yellow which "represents a new object for the bread, designed to enhance the modern table." Carlo Cracco signs a line of melamine Bone China colored trays, the "Ovo", and describes it in these words: "For the first pieces of a larger collection designed for Kartell I was inspired by the the image of my new restaurant, the "Carlo e Camilla in segheria" where the evocation of a rural environment contrasting with the post-industrial architecture of the place is most tangible. The atmosphere is that of a country home brought forth by the mood of the elegant period tableware. The new trays created for Kartell bear the images of some of the animals typical of the country and seasoned with a dash of skillful irony! Because at the table, as in the Kitchen and in life in general, one needs a touch of majesty while yet keeping one's feet on the ground."

Philippe Starck signs the set of "Ding Dong" bells of PMMA for the presentation of compositions of cheese or desserts (cakes and pastries). The line includes lots of festive color variations in perfect Kartell style.

Kartell in Tavola again offers its collections with simplicity, a light touch and irony and at the same time with the soundness of a complete design in all its articulations and structure created for long-lastingness, for distribution all over the world, reaching beyond geographic borders and particular culinary cultures. The first six collections will be developed and broadened. Other chefs and designs will be invited to express themselves.

This is only the beginning of a new direction in a continuously changing sector open and receptive to change.

Get ready to welcome the variegated and wide-ranging new ideas of Kartell in Tavola.

15 years of transparency

www.kartell.com

Kartell Flagship Store Cel un Charles Helou Avenue Saifi • Beirut • Lebanon • tel. 0095/h1 446222 • beijut@kartellbag som Kartell Showin Shop Beirut Antelias Dbayeh internal Rd & Congress center bridge inters v t. 04-520111 • interial ®vivre.com

### Baxter







Authentic furniture, result of research on the territory, carried out in the period of the '30s and 60's and selected according to an intuition. Carried out thanks to the collaboration with few and rare connoisseurs of the techniques concerning restoration and buffed polishing with shellac, technique that is in disuse by

now because of the care and the time that it requires. This technique has been replaced by French-polishing procedures that remove, instead of giving brightness to wood or to the various essences for the veneering. Shutters and drawers are decorated with the cult patterns of those years, riding the boundary between fashion,



















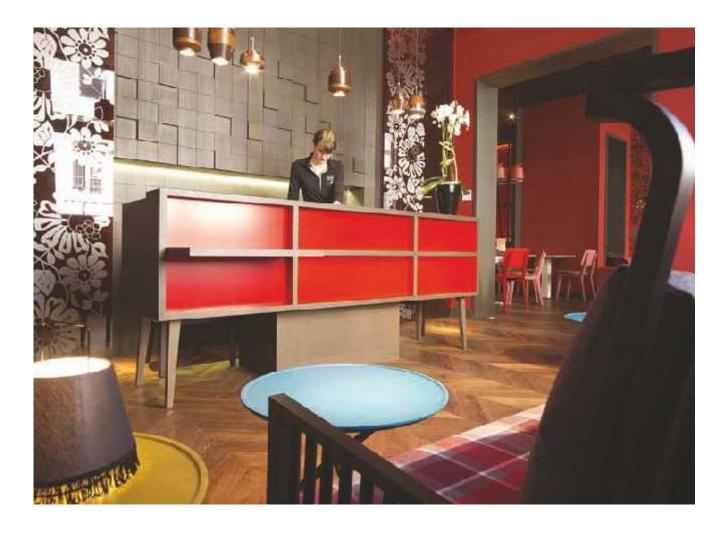
architecture and design and receiving the geometry lessons of the period, both in decoration and in shapes. These products are screen-printed and decorated by hand with graphics and resins that follow the artist's inspiration and carried out as though they were pictures. For this reason, each piece is unique and different.

The thread running through this collection, result of the proneness to research that has always been and still is an important strength point in Baxter worlds, is a careful analysis of the '50s, year that gave us the best representation of the Italian style,

characterized by a creative wave that links together the elegance of the lines to the functional requirements. Color nuances such as ruby-red, sage-green and saffron yellow became the predominant nuances, emphasized and enhanced by combinations with materials like the brass of small tables and lamps and the hemp of wallpaper and carpets. It deals with different, intimate and cozy ambiences, that express the elegance and refinement of a home luxury, absolutely not gaudy, but enhanced by the use of new leathers that broaden and enrich Baxter's collection. A union

characterized by sensitivity, colors, matter and design. Here is how the ambiences, through a strongly evocative connotation of the '50s, give their guests a sort of union between past and present. Outline of the past that merge in a contemporary and modern ambience, creating in this way an eclectic atmosphere, characterized by matt, soft and cozy tones. A house, where the employed materials and the pieces that populate it seem to come from different parts of the world, like only an art collector is able to do, enhancing the authenticity and the true value of raw materials.

### Hotel.D



Hotel.D the latest member of the Hotels & Residences Diana group, where comfort goes hand in hand with modern amenities, just opened in the heart of Strasbourg.

multicultural, Strasbourg is home to a rich variety of lifestyles.

Christine and Michel Baly were intent on reflecting this spirit of openness, hospitality and discovery at Hotel.D.

Located just a few minutes from the historic downtown district and the various Strasbourg institutions, this elegant

With a strategic location that contributes to

making it a significant European crossroads,

the city of Strasbourg has gained historical

importance over the centuries, as the

seat of many institutions. Modern and

sandstone and brick building is home to a hotel with contemporary spirit, featuring a subtle combination of designer influences and Alsatian traditions.

This new hotel is geared towards tourists in search of new experiences as well as professionals seeking fast, easy access to the business districts and European institutions.

To decorate Hotel.D, Christine and Michel Baly selected Sybille de Margerie, an interior decorator specialized in hotels.

46

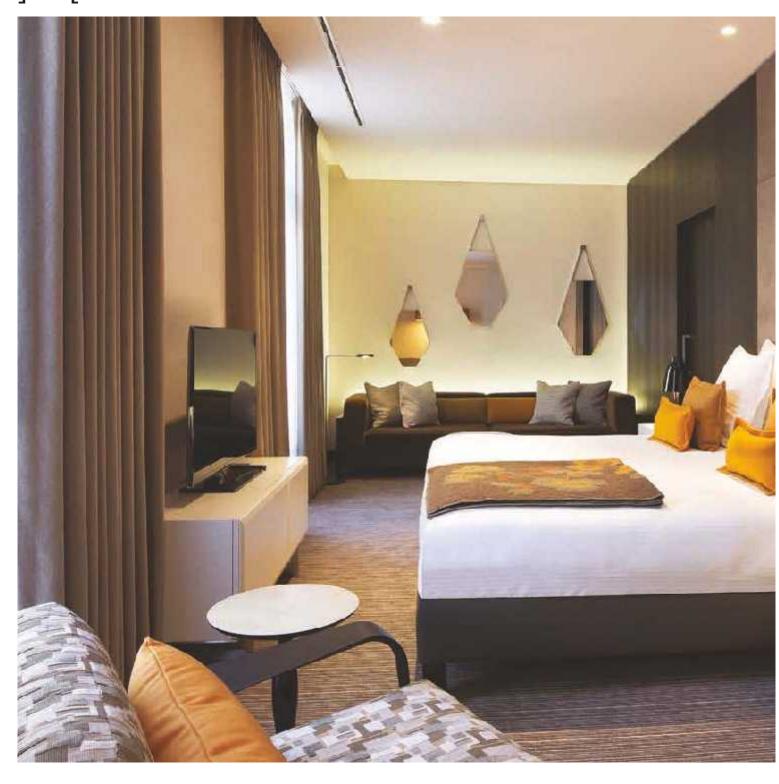












With her keen eye for detail and comfort, as well as her sensitivity to the surrounding environment, the hotel owners were delighted about their choice.

Specialized in destination locations, Sybille de Margerie, is committed to imparting a

unique emotional dimension to each of her projects.

"For Hotel.D in Strasbourg, my goal was to draw on the city's various flavors, including its history and institutions. At the crossroads of the ages and civilizations, a place where tradition goes







hand in hand with modern taste, a place of reconciliation and cosmopolitan unity, an intense modern taste, an intense, active cultural beacon, Strasbourg expresses itself in a unique language that we wanted to observe and translate, in order to design a unique hotel that would leave a remarkable impression on clients, creating a desire to stay there and to come back. Located in an elegant building owned by the Baly family, Hotel.D will be a modern showcase for Strasbourg, in the spirit of color and warmth."

# The Made-To Measure Terracotta Bookcase Terreria by Archea Associati





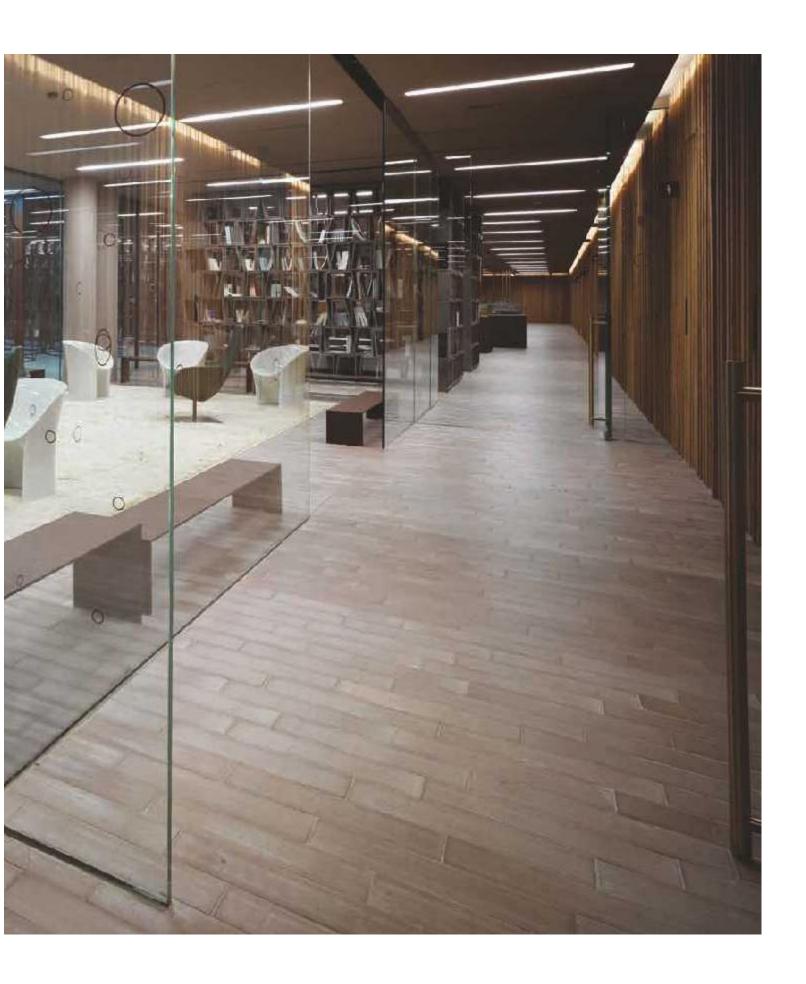


"In every home there is normally a bookcase which holds our books, our photographs, our souvenirs and knick-knacks, objects we do not want to forget. The bookcase is the holder of our memories and is most commonly made in wood, sometimes metal, sometimes glass but never clay despite our yearning for the 'natural' in our life and home. Terreria isn't just a combination of two words 'terracotta' and 'libreria' (the Italian for bookcase) it's about creating a living space which is simultaneously new and old, urban and rustic. Terreria is part modular furniture- the single elements can be assembled to produce an infinite number of configurations and sizes- and

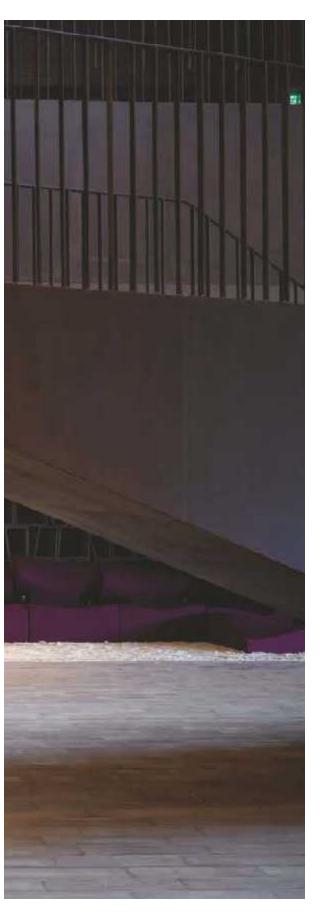
part Italian farmhouse window looking out over the countryside.

The product's design stimulates different ideas for configuration as the three components can be used in different combinations to render every Terreria wholly original and unique. This is why it would be wrong to apply the term "industrial design" to Terreria; it is rather a "handcrafted design" of a product which can be freely assembled. The design has its origins in the Chianti Classico area of Italy where the first prototypes were developed for Cantina Antinori as part of Moroso's furnishing of all their interiors. This Archea Associati project led by Marco Casomonti is representative

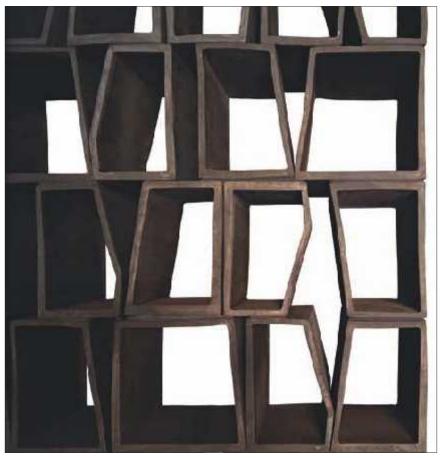






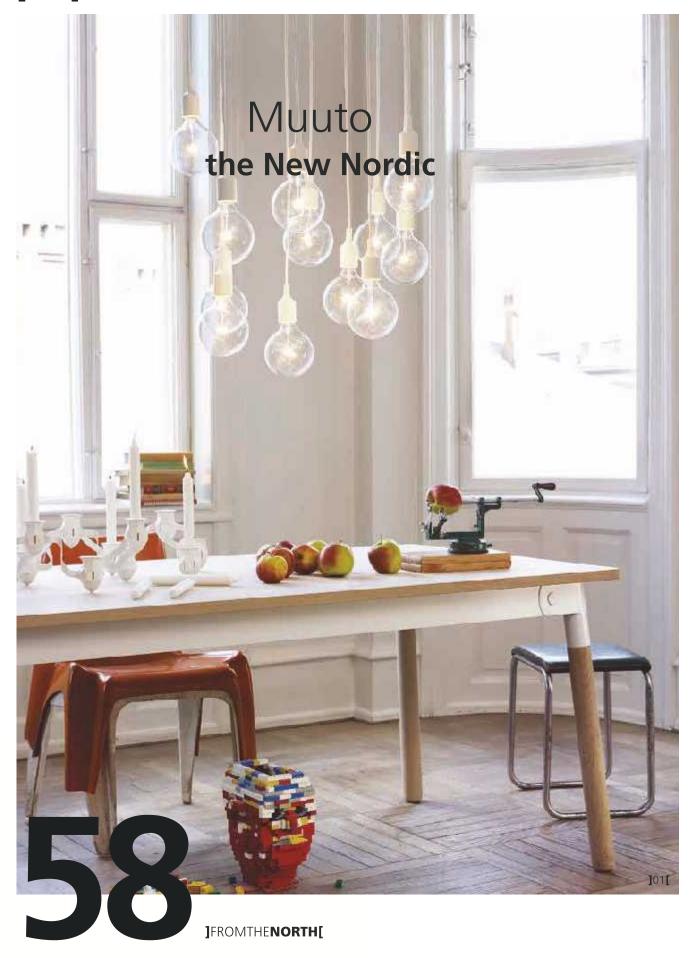






of the firm's long-term interest in the use of so-called 'poor' materials, bringing together design and architecture in projects both large and small.

The material used, the colors and hues and the feel to the touch exploit all the many applications which ceramics have had in the home over the centuries. In Terreria, you can choose to feel the different coarseness of the terracotta and the smoothness of the varnishes in various different shades on offer.



"We are striving to expand the Scandinavian design tradition with new and original perspectives. In fact, our name Muuto, inspired by the Finnish word muutos, means new perspective.

To us good design starts with the person. We handpick the brightest design talent in Scandinavia and give them the freedom to express their individual story through everyday objects. Some want to alter the world, others find passion in color and shape or draw deeply from personal experience. How do they see a chair, vase, lamp or any other everyday product?

You will know our design because it has muutos. Objects made sublime through new perspectives, enjoyed across the world, representing the best of Scandinavian design today."

#### ]01[

#### **ADAPTABLE TABLE by Taf Architects**

"Our idea was to update the classic Scandinavian wood dining table. The design has obvious references to traditional Scandinavian furniture making but the choice of materials and detailing, giving the table a new expression. Furthermore, we wanted to make a table adaptable to personal needs - with a choice of two different table tops, 3 frames and 3 types of legs. There are 18 ways to create a personal and unique table."

#### E27 by Mattias Ståhlbom

"E27 lamp departs from the essence of a lamp – the socket- creating a simple yet strong object that celebrates the potential beauty in simplicity. The simplicity of the naked bulb is hard to compete with. It represents something that feels romantic and contemporary at the same time."

### THE MORE THE MERRIER CANDLESTICK by Louise Campbell

"A candlestick that is everything but streamlined. As the saying goes: the more elements you join together, the merrier the result. Can be constructed in infinite



ways. The design is a blend of the normal and the informal. The crystal-inspired candleholders are made of the softest matt rubber; the garland-like arms are pressed in hardwearing steel and then coated. Assembly can be conducted with a sense of meticulous symmetry, or with complete chaos, as you wish. Using 4, 7,14, 27, 77, 189.....elements, according to desire."

#### ]02[

UNDER THE BELL LAMP by Iskos-Berlin "Under The Bell is not just a lampshade. When hung over a table or in an open environment it creates its own space within the bigger space. That way, the lamp embraces and shelters the table and the people beneath it- both physically and in a more abstract sense. The recycled plastic

felt even absorbs sound and helps improve the acoustics of your room."

#### VISU CHAIR by Mika Tolvanen

"The task was to create a personal interpretation of the relevant plywood chair. I wanted my chair to have an unobtrusive and timeless nature that is familiar but never boring and without sacrificing function or ergonomics. Designing a family of chairs, visually related but for different functions, was an iterative and thorough process lasting nearly two years. In the end, I think every detail is exactly as it is supposed to be."

#### 103[

#### AIRY COFFEE TABLE by Cecilie Manz

"The idea behind Airy was to create a coffee





table that did not scream but still was not afraid to speak. The result is a table series that masters the fine balance between being light and airy, and at the same time having plenty of personality and individuality. Due to this combination, Airy gets a multifunctionality that makes the side tables suitable for every kind of interior."

#### ]04[

#### **CONNECT SOFA by Anderssen & Voll**

"Connect is a modular seating system based on the idea of finding perfect proportional connections between the different components of the sofa. The design shows a precise attention to details and has references to architectural principals derived from modernism. The sleek long lines give the sofa a modern yet timeless expression. Connect the modules to create a sofa of your choice."

**LEAF LAMP by Brodberg & Ridderstråle** "Leaf successfully combines a light and





elegant design with an energy-efficient LED technology. Though the design is minimalistic and straightforward, a soft asymmetric geometry gives the lamp an organic and friendly appearance. Depending on the viewing angle and how the shade is turned, the lamp will subtly transform its shape to create a graphic and leaf-like silhouette in the room."

### AROUND COFFEE TABLE by Thomas Bentzen

"Around has a modern and unique identity, but the materials and craftsmanship express traditional Scandinavian design values. The shape and frame make the Around tables functional and elegant, and simultaneously give the table a warm and welcoming appearance. Both coffee tables work well on their own or in groups of two, three or more."

#### ]05[

#### **BULKY TEA SET by Jonas Wagell**

"Bulky has a colorful and expressive design with slightly oversized details. Its playful form is inspired by fairy tales and children's storybooks where things and shapes were exaggerated and emphasized to fit a kid's wild imagination. The name Bulky further underlines the over-dimensioned and friendly proportions of the tea set."

#### ]06[

#### **COVER CHAIR by Thomas Benzen**

"Cover is from a desire to create a comfortable and contemporary armchair in wood. I aimed for a crisp and vivid expression in the plywood while looking for a solid and grounded look in the frame and base of the chair. Three years of play and hard work in the making has resulted in a light, yet strong armchair, playing and taking the molded veneer to its extreme."



#### 70/70 TABLE by Taf Architects

"The 70/70 table is a study in geometric forms identifying the dimensions for a well-balanced table. It has an almost anonymous expression but with careful detailing. The table is based upon two cast aluminum squared frames with the dimensions 70 x 70 centimeters. The simple Scandinavian aesthetics balanced with the warmth from the layered wood adds personality to the table with multiple functions, from dining table to home office."

### UNFOLD PENDANT LAMP by Form Us With Love

"The industry lamp is a classic, and soughtafter design that we are excited to provide a new perspective on. Our interpretation of the industrial design classic comes in a refined material that gives the lamp a modern and warm appearance. 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."

#### ]07[

#### **ELEVATED VASE by Thomas Benzen**

"The Elevated vase is about doing something exceptional for flowers. The wooden bowl holding the glass vase elevates the flowers, almost ritually, and frames them in a new Nordic poetic way.







The materials are inspired by the flowers and branches I would put in the vase. The wood represents the roots in the soil and the glass the airy treetop, as it stands in nature. All together, creating a vase that combines a solid and rooted base with a light and divine top."

#### ]80[

#### FIBER CHAIR by Iskos - Berlin

"One of the most difficult and noble disciplines is to design without eccentricity. To create simple, well-functioning, almost ordinary objects that nevertheless have strong identities. We designed Fiber





chair to do just that with a clear sculptural language that refuses to compromise on comfort. It's a chair stripped of all unnecessary layers leaving the chair with a seat, back and armrests that is integrated in one harmonious shell, perfect for nesting yourself into. The iconic form marries soft, embracing curves with an environmentally friendly wood fiber composite, giving Fiber chair a distinctive tactile texture while also keeping it 100% recyclable."

#### ]09[

**SOFT BLOCKS SOFA by Peter Skogstad** "The idea behind Soft Blocks was to play

around with the proportions of a conventional sofa, challenge straight continuous lines and explore the beauty of asymmetry. The result is a playful composition of soft blocks that are ready to welcome you in the most friendly and comfortable way."

#### **VARJO RUGS by Tina Ratzer**

"The idea was to create a geometric rug with multiple layers and dimensions. I wanted to give the first layer an easy understandable language and balanced color scheme. When you go one layer deeper a dynamic herringbone pattern

arises and brings a new dimension and a surprising twist to the rug. Varjo is Finnish for shadow, which translates to the shadow effects that are created between the layers, as the darkest color block almost rises above the others, creating a three-dimensional expression."

#### ]10[

#### **RAW CHAIR by Jens Fager**

"Raw is a product family based on rough and intuitive interpretations of iconic everyday objects. Every piece is unique because they are all made of a piece of wood carved by hand with a band saw





machine. With their strong yet iconic look they can easily be placed anywhere in your home, at the office or at the restaurant."

### OTO 100 STORAGE SYSTEM by Pil Bredahl

"The storage system is made for the modern nomad and inspired by the fact that we move more often in our lives than ever before. It can be separated and assembled very easily. It has a clear sculptural value and you can put it in the formations you like best. When it's not used for books, magazines, clothes, etc., it can lie on the floor, each ring inside the bigger ring creating a beautiful pattern."

#### THE DOTS COAT HOOKS by Lars Tornøe

"This characterful little family of hooks is a friendly addition to any wall. The Dots are proud of their round edges and will treat your clothes with the greatest care. They will also let you arrange them on your wall in the pattern you like. Being a very social set of hooks, The Dots love to welcome other Dots to join them on the wall. The only thing The Dots demand from you is that you uncover them every now and then and admire their shape and material."

#### ]11[

#### VISU LOUNGE by Mika Tolvanen

"Visu lounge is a natural continuation of the first Visu chair. The idea was to create a lounge chair, which is extremely comfortable – even without upholstery – and I believe that we have succeeded in this quest. The proportions of the chair are exactly right, and it is neither too big nor too low. The chair is able to combine an elegant curve with a compact and simple form."

#### **WOOD LAMP by Taf Architects**

"The all-wood design is a low-tech antidote to the usually very modern work desk lamps. All of the details are pragmatically chosen with every screw visible. The wooden lamp gets a lot of personality with the most simple methods."

#### [12[

#### STACKED SHELF SYSTEM by JDS

#### Architetects

"How to be specific and generic altogether? Shelving systems have a tendency to achieve one concern but never both. We decided to dimension shelving units based on the generic measurements of things to store and display while allowing for them to be combined according to specific needs and desires... the result can be at times a random stack of boxes or a coordinated grid of efficient storage... or both!"

### Piet Boon



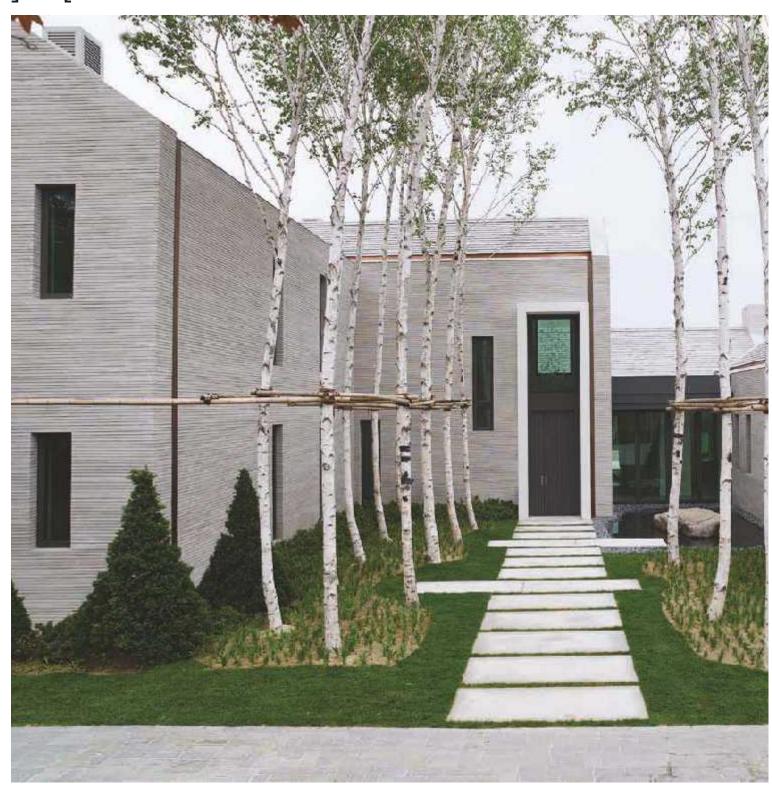
The bespoke Studio Piet Boon total concept approach blends architecture, interior and product design skills with each project's context, culture and environment, delivering outstanding quality on a global scale.

Founded by designer and master craftsman Piet Boon (1958) in 1983, the studio originates from a carpenter workshop in Oostzaan in the Netherlands, that developed into a small studio specialized in the design of bespoke residences. Having gained experience in construction and carpentry at an earlier stage in his career, Boon discovered that in order to realize his unique design vision, he needed to take full ownership of a design concept. This allowed him to focus on the functionality, comfort, aesthetics, individuality and durability of the exterior and complete interior of any project.

In 1986, Karin Meyn (1961) joined the company as business partner and Creative Director Interior & Styling. Recognized as a world-class interior stylist, Karin Meyn played an instrumental role in defining the timeless characteristic of Studio Piet Boon's philosophy and style.







Over the years, Studio Piet Boon has grown into a globally known design company and proudly manages an exclusive portfolio of private, corporate and commercial clients. Still rooted in Oostzaan today, the Studio Piet Boon furniture collection grew

from a dynamic and international team of experienced professional designers, architects and stylists. What drives the team is to excel on every project, creating a long lasting, inspiring and rewarding experience for their clients.







The project portfolio demonstrates exterior and interior design services, on-site styling, and product designs for both owned and licensed products that vary from furniture and floors to lighting. The rich variety of the portfolio can be illustrated by numerous

exciting projects such as restaurant The Jane in Antwerp, the Park Hyatt Tokyo hotel, Land Rover limited editions, Serax Base tableware by Piet Boon, residential projects Huys 404 and Oasten in New York and beautiful private residences in both



metropolitan and beach locations around the world.

Studio Piet Boon shapes concepts based on the mission to positively impact the lives and well-being of their clients.

As a corner stone of the design philosophy, functionality lies at the basis of every Studio Piet Boon design, it is what makes reason and ratio collide and stems from the studio's rich history and design craftsmanship.







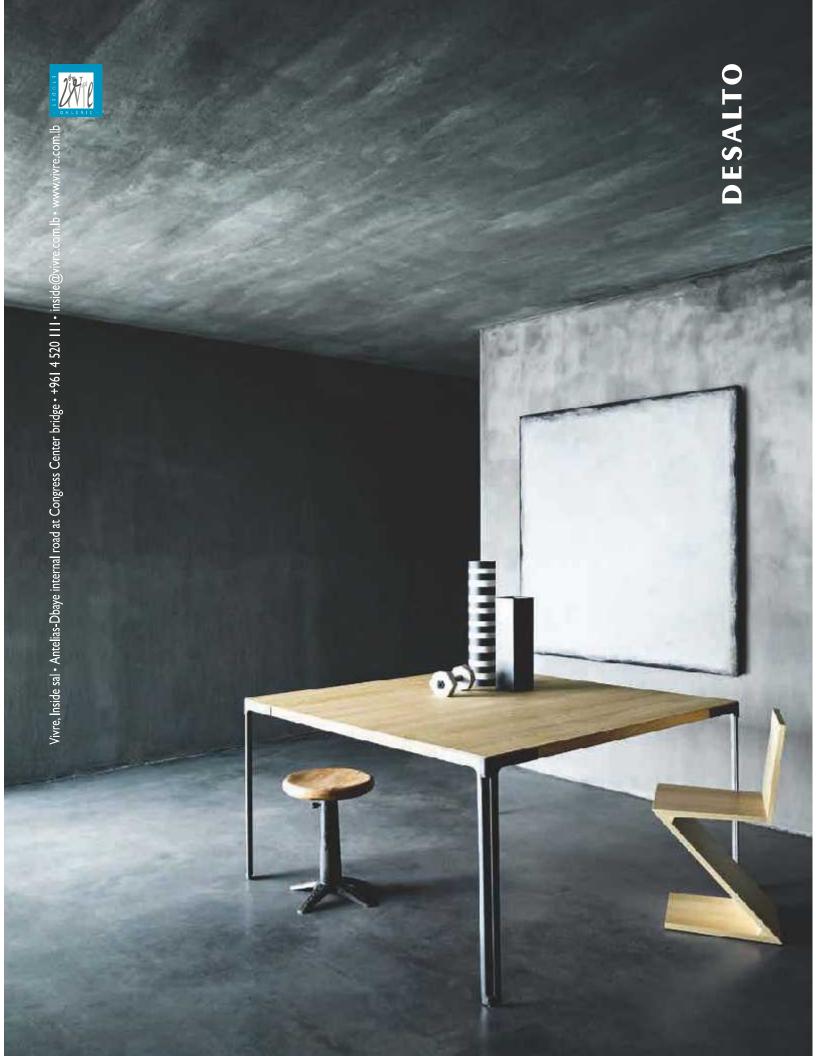


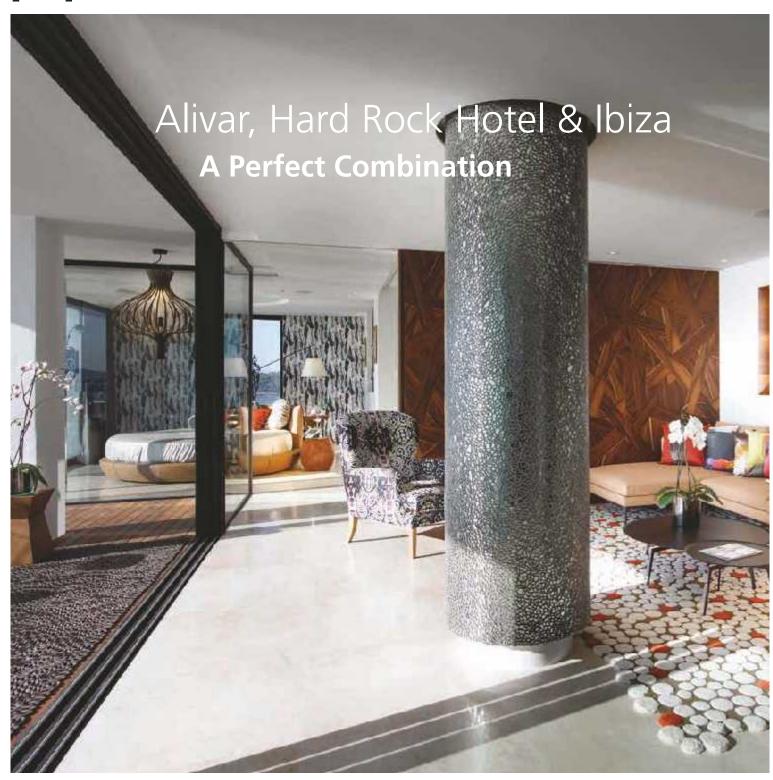


Secondly, the characteristic Studio Piet Boon aesthetic signature can be found in the use of strong lines, rich natural materials, symmetry and innovative durable solutions for the optimum use of space and light and natural resources like the wind.

Thirdly, the team is highly motivated to truly understand the needs of their clients and embrace their values and way of life. This insight allows them to shape the individual identity of each project, which is crucial for the creation of a unique, customized sense of home.

Seamlessly blending these three corner stones into one holistic and enthralling experience is what characterizes the signature of Studio Piet Boon and what enables them to engage in long lasting relationships with their clients and partners.





78

A successful partnership, the perfect combination that brings together Alivar furniture and the legendary Hard Rock Hotels and Cafes brand, all with the incredible island of Ibiza as the backdrop. In fact, Alivar has supplied part of the

furnishings for the Presidential Suites and VIP rooms at the brand new Hard Rock Hotel Ibiza, the first European Hotel for the renowned Hard Rock Hotel chain, in this amazing Spanish place.

This is a five-star hotel that is the result

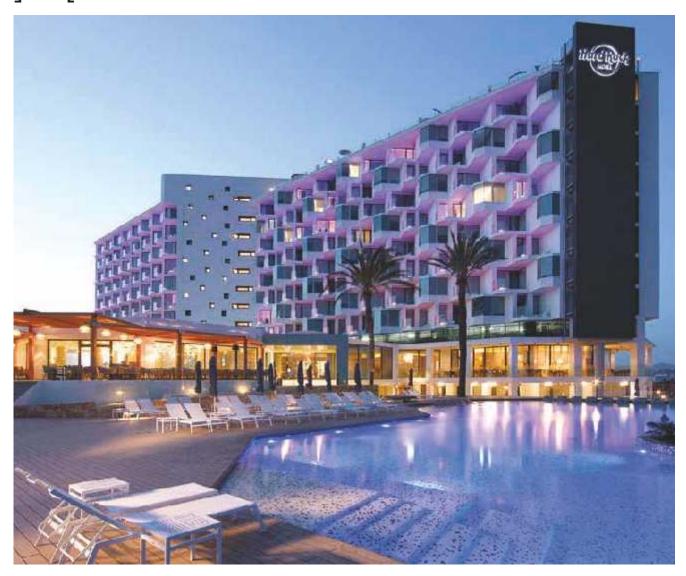




of close collaboration between Alivar and a high-end Spanish hotel group that manages a large number of hotels around the world.

The views from the hotel are incredible and the rooms provide a sensory experience







bolstered by the comfort and elegance of the furnishings. Alivar takes great pride and satisfaction at having been able to contribute to the dreams of so many guests: to be able to relax and enjoy the unique and fascinating style of the hotel while immersing themselves in the magical atmosphere of the island. In fact, every corner of the hotel has been designed to ensure that guests have a memorable stay. The exclusive rooms, decorated with the famous collection of personal and original items from legendary music icons, match perfectly with Alivar's furniture. The products selected for this prestigious collaboration include: the Portofino sectional sofa, the T-Gong and Harpa side tables and the Radar table, all designed by architect Giuseppe Bavuso.



# Let's Have A Seat With Moroso

"The story of Moroso is the story of our relationships with designers, people who, with intelligence and with the passion which always inspires artists in the face of beauty, are trying to change the world for the better. I ask them not to imagine a single object, but to imagine a new world and project it into the future."

Patrizia Moroso



Moroso has been working in close collaboration with some of the world's most talented designers to produce luxury sofas and seating since 1952.

Today, the company is headed by the second generation of the Moroso family-Roberto, the CEO, and Patrizia, the Art Director,- and is an example of how a small Italian artisan-owner company has evolved since it was run until the nineties by Agostino Moroso. The company has always been open to new ideas, from its origins in post-war Italy where there was a culture of 'doing things and doing them well', Moroso has been farsighted, daring and certain of the advantage of combining craftsmanship and tailoring with industrial processing techniques to create unique products and by drawing on the worlds of industrial design, contemporary art and

The story of Moroso is about adopting a different approach to the market.

It is a story told by their designs and projects, by people, the protagonists of

contemporary living, who tell of their genuine, spontaneous passion for beauty, emotion, design and art.

It is a story of the dedication which they have shown day in and day out for more than 60 years to their production and working methods, to their artisanal care for each product, and to their honest and direct relationship with their suppliers and customers.

An active, and responsive, approach which has helped secure a solid financial position, creating long-term economic value which is shared with, and benefits, everyone involved, from industry to the arts, and which they believe is key to building a better world. Growth, development and being receptive to new ideas are only possible when there is respect.

This is the beauty of design, the project as a way of embracing life, a vision of the world. A colorful world which celebrates difference and diversity, making them a physical part of daily life and form of communication and interaction.

82





### ]01[ RIFT CHAIR BY PATRICIA URQUIOLA Private areas in a shared space.

Rift, to borrow the geological term for crack or fissure, is a seating system that cuts across the contemporary domestic living space. Unlike modular systems based on the rational use of geometry, Rift is built around an unexpected and asymmetric positioning of different volumes, an intentional randomness inspired by the unpredictability of nature. Multiple layers form relaxed seating, designed for the individual yet perfect for the public places: like tectonic plates, the different

layers tend to collide and overlap giving a highly original impression of movement, transforming even the most formal space into something fluid yet without ever altering its character.

#### ]02[ IMPOSSIBLE WOOD BY NIPA DOSHI & JONATHAN LEVIEN

### Material possibility of the abstract form.

An aesthetic which crosses the line; a rational, logical interpretation is replaced by instinctive perception. A process of conceptual reinvention, a curved wooden

frame which would be impossible to produce if not through injection molding. The seat heralds a new form, nature is altered, with a molded plastic product displaying all the visual and tactile characteristics of wood. An extreme investigation into some of the intrinsic opportunities of industrial design to produce a new, stylish, light weight form.

### ]03[ MAFALDA BY PATRICIA URQUIOLA Honest, tenacious, stubborn comfort.

Light and welcoming in shape and character, Mafalda brings together three









conceptually distinct components to form a single body: seat, shell and wood base. The result is a distinctive, almost humorous, character. The name is deliberately borrowed from a cartoon character loved for her outgoing personality and no-nonsense language. The parallels between the two Mafaldas are obvious. In her spontaneity, Mafalda expresses, with a very light touch, the idea of a project which takes into account the life-cycle of a project. Mafalda..." is only six years old but she cares about the world"....



### ]04[ TROPICALIA BY PATRICIA URQUIOLA The measured intensity of color.

The tubular steel frame of Antibodi becomes the starting point which the designer uses for a creative makeover. The frame is disguised and transformed, the seats assume different personalities according to the material used. The wrapping of thread works like pencil lines, creating a surface which is both graphic and structural, both part of its construction and a form of identity: playful when two or three colors are used, sophisticated in a single color and elegant in leather.

#### 105[ STEEL BY ENRICO FRANZOLINI

Frame in chromed steel or in solid oak for "wood versions", natural or coffee. Injection moulded polyurethane foam with inner steel structure. The arm is in steel covered with polyurethane with no removable covers.

### ]06[ TALMA BY BENJAMIN HUBERT Wearing nothing underneath.

Loungers pretending to be armchairs, camouflaged chairs which take over the space with their roguish appearance. The idea is simple: cover a metal frame with a padded overcoat and turn it into something else. A quite upstanding posture: the shape of the armrests is reminiscent of the lapels of a double-breasted jacket and this resemblance is confirmed with the central button fastening. The upholstery becomes clothing, capable of transforming, without overdoing it, a bare, naked frame into an object in search of its own, innate identity.

#### **]07[ TV CHAIR BY MARC NEWSON**

Integral skin polyurethane in black or injected flame-retardant foam over internal steel frame. The base is in metal with varnish finish aluminum. The glides are in nylon and the base of the chair in integral-skin polyurethane in varnished matte black. The chairs can be stacked up to 4.

#### ]08[ HEEL BY NENDO

#### Sense of measure.

Measurement, as the mathematical relation between power and size, is an essential part of knowing and discerning. Measurement, as the opposite of chaos, demands discipline, logic, and control. Yet measurement can also allow for a



margin of error. Heel carries the trace of an accepted fracture, an interruption of the frame's continuous line which the design is quick to swallow, to return to the accepted order of things. A design to be measured, like the results of an experiment, the search for the right balance between harmony



and discontinuity, between the habitual and the rejection of excess.

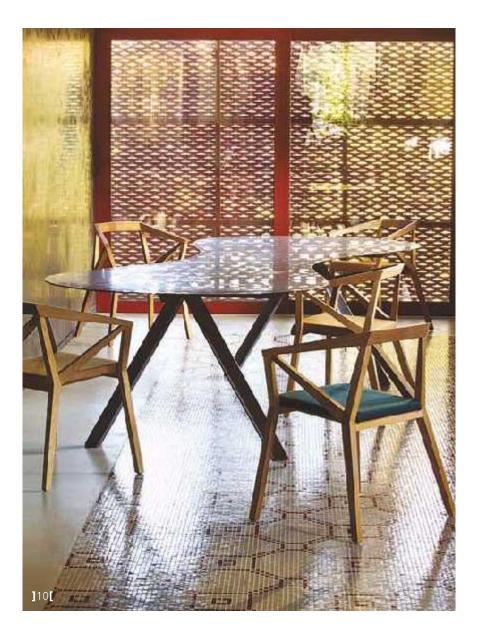
Jo9[ MATHILDA BY PATRICIA URQUIOLA The chair is in varnished natural ash or walnut and the seat and back are upholstered in flame-retardant, stressresistant polyurethane foam with differentiated densities. Chair Mathilda doesn't have removable covers.

## ]10[ YY BY FOR USE/NUMEN Analytic study of geometric composition.

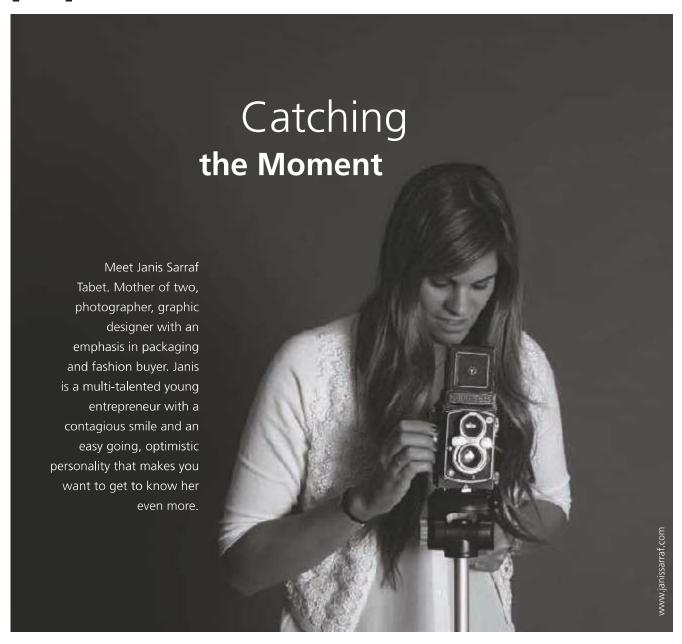
The Euclidean space is more than a simple vector space. To identify a figure in this space it must be possible to establish distances and angles, starting from the straight line which can be drawn between two points. For Euclides, a straight line was a primitive concept, the second fundamental object of geometry. It is the straight line in YY which makes the piece static, increases its stability, helps to identify a structure which transfers the properties of a geometric solid to the wood.

### ]11[ DIATOM BY ROSS LOVEGROVE The infinitely vertical stacking chair.

Entirely computer generated, Lovegrove has adopted technologies typically used in the automotive industry to envision diatom. Each seating object is developed through pressed hydroforming in which a die-cast aluminum sheet is pressed into a dimensional shape- a marvel of structure devised from exploring the rules of mathematics that dictate the vegetative development of living organisms. The legs are punched of the seat bowl itself and further welded to form tubular supportsa juncture in which two techniques meld into a single piece. The use of aluminum makes diatom 100% recyclable, while also ensuring equivalent levels of performance.







## How would you best describe your style of fashion photography? And are you inspired by a specific photographer?

My photography has a fresh and romantic style to it. I love to capture the vast array of human expressions that are really the soul of who we are. At the same time, I enjoy using props to further illustrate the 'inner world', be it for a vintage or modern photo shoot. I wouldn't say that there is a single photographer who inspires me. In fact, it is Life – with a capital L – that inspires me.

### What subject do you enjoy photographing the most?

Without a doubt it is people of any age,

gender, nationality and ethnicity. I try as much as possible to get to know them before I take their pictures, so that I can best reflect their personalities and stories through the images.

## Apart from being a talented photographer and a loving mother of two beautiful daughters, what other business endeavors keep you busy?

I am also a Fashion Buyer for Malia b, a concept store where we sell a little bit of everything, from clothes and accessories to curiosities, gadgets and handmade crafty decorations for parties and all other occasions.



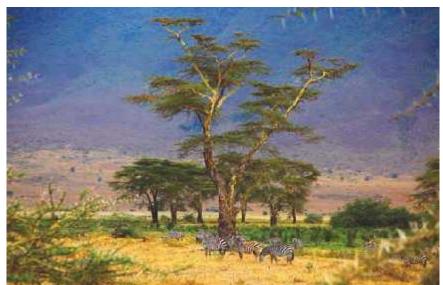














### What is your biggest success up until now?

My little family:)

As a successful entrepreneur, what advice would you give working mothers to help them better manage their time? It's all about organization. You need to plan your day ahead of time while being prepared for the surprises that come your way. It's a delicate balance and sometimes the routine can get a little tiring. So my advice is to make your day exciting and to have some time for yourself just to unwind and re-energize.

### If you had to work on only one project for the next year, what would it be?

I've been planning to put together a solo photography exhibition for some time now and it's something that I have not done yet. But I am taking my time with it because I would like to combine everything that describes me in it. If I had a year to work on a project, it would definitely be this.

### When did your love for contemporary design products start?

My maternal grandfather worked in furniture design and I must say that I grew up in a family where we were taught to love beautiful things. When I recently moved to my new home, I really enjoyed decorating it, especially my daughter's room. I had a blast!







## Where do you most want to travel, but have never been? And where was your most enjoyable trip so far?

I must admit that I absolutely have a passion for travelling. Every opportunity I get, I try to plan an interesting trip with my two loves: my husband and my camera. One of my favorite trips so far was to Tanzania in Africa. The wildlife was amazing! My next dreamy destination? Antarctica!

#### What does your perfect day look like?

My perfect 24 hours consists of waking up to the giggles of my two little girls and spending the day creating cute props and taking photos of my kids and/or clients for hours, and hours and hours.



### Gubi

At Gubi, we're on a continual quest. A journey. Fuelled by our passion to discover overlooked icons from the past and future icons in the making, we've made a distinctive name for ourselves in the international design arena as a dynamic design force to be reckoned with.



We see ourselves as treasure hunters, where curiosity, courage and intuition are key components for our success. Design is all about discovering gems and following your instincts. It involves travelling, searching and finding long-lost remnants from the past as well as contemporary, cutting-edge designs from new artists on the horizon.

The result is an eclectic, intercontinental collection that blurs the lines between

the past and the future. An extensive assortment of extremely aesthetic, thought-provoking designs characterised by simple, arresting shapes, original materials and innovative techniques which defy time and space. Imbued with a beauty that resonates with design aficionados, architects and designers all around the world.

Mathieu Matégot's organic forms and lightness of touch create a sense of joy

94



and the ground breaking and innovative techniques that he applied resulted in unique aesthetics and, above all, contemporary designs. Today, Matégot's designs for Gubi are equally fit for the purpose as when they were originally conceived, and his legendary designs are both timeless and classic. Some of his notable designs include the Nagasaki stool, the Kangourou table and the Coatrack.

#### ]01[

#### MATÉGOT NAGASAKI STOOL

#### by Mathieu Matégot

The stool is made of perforated metal with four tubular metal legs.

It is available in red, yellow and black.

#### ]02[

#### MATÉGOT KANGOUROU TABLE

#### by Mathieu Matégot

This side table consists of two small tables,

the smaller one sitting within the larger. It is made of perforated metal sheet and is available in colour combinations: black/red, black/yellow, black/white, white/black and white/yellow.

#### ]03[

#### **MATÉGOT COATRACK**

#### by Mathieu Matégot

The coatrack centre is made of brass and the three coat arms are made of black



powder coated metal with ends in white, yellow and red.

Art Deco is an eclectic artistic and design style that began in Paris in the 1920s and flourished internationally throughout the 1930s, into the World War II era.

Jacques Adnet is a furniture designer best

known for his Art Deco Modernist designs and an icon of French Modernism. Known for his avant-garde designs, Adnet was one of the first to integrate metal and glass in the structure and decoration of furniture. His style is the epitome of luxury. In 1950, Adnet formed a partnership with the French fashion house, Hermes, where



he developed a collection of leather-covered furniture and interior accessories. Accordingly, he created Adnet Circulaire's mirror.

#### ]04[ ADNET CIRCULAIRE L

#### by Jacques Adnet

A round leather mirror with brass hinges

and besides the remarkable leather and brass details, the mirror is also unique as the strap that holds the mirror is in direct proportion to the dimension of the mirror. The mirror is available in black or cognac Italian leather and in three different sizes.

Many architects and furniture designers of

the Bauhaus era were intent on providing well-designed homes and impeccably manufactured furnishings for the "common man". In 1955, Barba Corsini, a leading functionalist architect, realised his contemporary vision through his renovation of the loft space and the furnishings he custom designed for "La Pedrera".







Antoni Gaudi, who originally designed "La Pedrera", is generally considered the great master of Spanish Modernism but his unique body of work cannot be defined by any single style or simple classification. Corsini was a great admirer of Finnish architecture, which he believed to be the finest in Europe on account of the powerful simplicity of the designs. 'Powerful simplicity' is indeed an apt description of Corsini's personal design style, as represented by the Pedrera series.

The Pedrera lamps are both modern and classic. Some of the lamps were designed by Barba Corsini, others in association with his protegé, Joaquim Ruiz Millet. One lamp, the ANA pendant, was designed by Ruiz Millet as a tribute to Corsini.



#### ]05[

#### PEDRERA ANA PENDANT LAMP

by Barba Corsini & Joaquim Ruiz Millet This cylindrical pendant lamp is made of perforated metal and is available in black, white and red.

#### PEDRERA COFFEE TABLE

by Barba Corsini & Joaquim Ruiz Millet This coffee table comes with a black painted steel base and an 8mm hardened organic shaped glass top.

GamFratesi's design takes its creative drive from a fusion of tradition and renewal and in an experimental approach to their chosen materials and techniques. With their dual traditional background, they draw on the classic Danish furniture and craft tradition as well as the classic Italian intellectual and conceptual approach. Stine Gam and Enrico Fratesi belong to the latest generation of furniture architects. Stine is Danish, while Enrico is Italian and together they represent a new interpretation of the meeting between Danish and international design traditions.

"Our work is balancing between the traditional and surprising. Often it takes just a small detail to achieve or break an expression, and we are very curious about that. We work strictly with the Scandinavian approach to crafts, simplicity and functionalism, but there always happens to be a strong emotion to concept and story

behind each work," GamFratesi explains. Some of their notable designs include the Masculo chair, the Gräshoppa lamp and the Beetle chair.

#### ]06[

#### MASCULO CHAIR

#### by Gamfratesi

The rod structure of the dining chair is made from steel, powder coated in black or in chrome. The seat and back is available in upholstered fabric or leather.

#### 107

### GROSSMAN GRÄSHOPPA FLOOR LAMP by Greta Grossman

The iconic Gräshoppa lamp was first produced in 1947. The tubular steel





tripod stand is tilted backward and the elongated aluminium conical shade is ball-jointed onto the arm; so the light can be directional, yet the glare is minimal. Both stand and shade are powder-coated. It is available in 6 colours: anthracite grey, warm grey, blue-grey, jet black, vintage red and matt white.

Today, Grossman's product designs are highly collectible and are sold at auctions all around the world. Grossman's products are unique, modern classic designs.

#### ]08[ BEETLE CHAIR

#### by Gamfratesi

The seat and back are in laminated moulded veneer. This fully upholstered chair is available in a wide range of fabrics or leathers. The steel base comes in a non-stackable base with conical legs available in black powder coated steel.

#### Y! - TABLE

#### by Henning Larsen

With simple, classic lines and beautiful



wooden tabletops, the versatile Y! table enhances any room. Y! Table was designed by Henning Larsen for Gubi in 2008 and with its many combinations is suited to all types of homes.

The Y! Table is notable both for the simplicity of its form and its construction; it is functional, thoughtful and classic without being boring. Designed without architraves around the tabletop edge, the elegant steel table leg is angled towards the center of the top, creating the illusion that the tabletop is floating. The table is offered in several sizes and two

standard heights. The table top is available in finishes; black stained ash or oak, laminate, linoleum and black soft coating and the base comes in black or white painted metal.

#### ]09[

#### **GUBI DINING TABLE**

#### by Komplot Design

The Gubi Dining Table is available with round, elliptical or rectangular tabletop and comes in oak, walnut and black stained ash and a white laminate top with black table edge and black stained ash legs.



102

Furniture makers and designers soon were making appropriate hat stands or hat trees or hall stands. In those days, before there were plentiful closets in homes, such stands were needed in the front hall near the door to hold the coats,

hats, canes and boots of visitors. By the 1860s every well-furnished home had a hall stand. Most were tall, and many had mirrors, carved ornaments and numerous pegs and hooks.

This furniture idea went out of style in the

1920s when front closets were built in new homes. But the decorative and useful hall stand is again back in use in homes and offices. Not only are they back and standing tall, but now they come in interesting materials and creative forms.

#### 101 THE DOTS COAT HOOKS

#### by Lars Tornøe for Muuto

"This characterful little family of hooks is a friendly addition to any wall. The Dots are proud of their round edges and will treat your clothes with the greatest care. They will also let you arrange them on your wall in the pattern you like. Being a very social set of hooks, The Dots love to welcome other Dots to join them on the wall. The only thing The Dots demand from you is that you uncover them every now and then and admire their shape and material," says Tornøe.

They are made out of first class oak or stained ash wood with many color options oak, ash white, yellow, rose, tangerine, petroleum, dusty green, grey and black. The coloured versions are in ash wood. They are available in gift boxes containing one large, two medium and three small Dots or as single small, medium or large coat hooks.

#### ]02[ HANG IT ALL

#### by Charles and Ray Eames for Vitra

Designed by Charles and Ray Eames in 1953, instead of simple hooks, the brightly coloured 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, green and white.









#### ]03[ HANG ON COAT

#### by Normann Copenhagen

Powder lacquered metal and is attached to the wall by three 6 cm screws.

#### ]04[ AND ]05[ READY HOOK

#### by Normann Copenhagen

Comes in coated steel & glass mirror. Use it both as a mirror and a hook.

#### ]06[ DROPIT HOOK

#### by Normann Copenhagen

Available in wood and comes in two sizes; big and small. Each package contains two pieces.

#### ]07[ PLAY COAT RACK

#### by Normann Copenhagen

In oak and in three different colors; shadow, oak and candy.













#### ]08[ STEELWOOD

### by Ronan and Erwan Bouroullec for Magis

The frame is in solid beech, natural or painted and the joints are in steel plate painted in epoxy resin.

#### ]09[ FOUR LEAVES

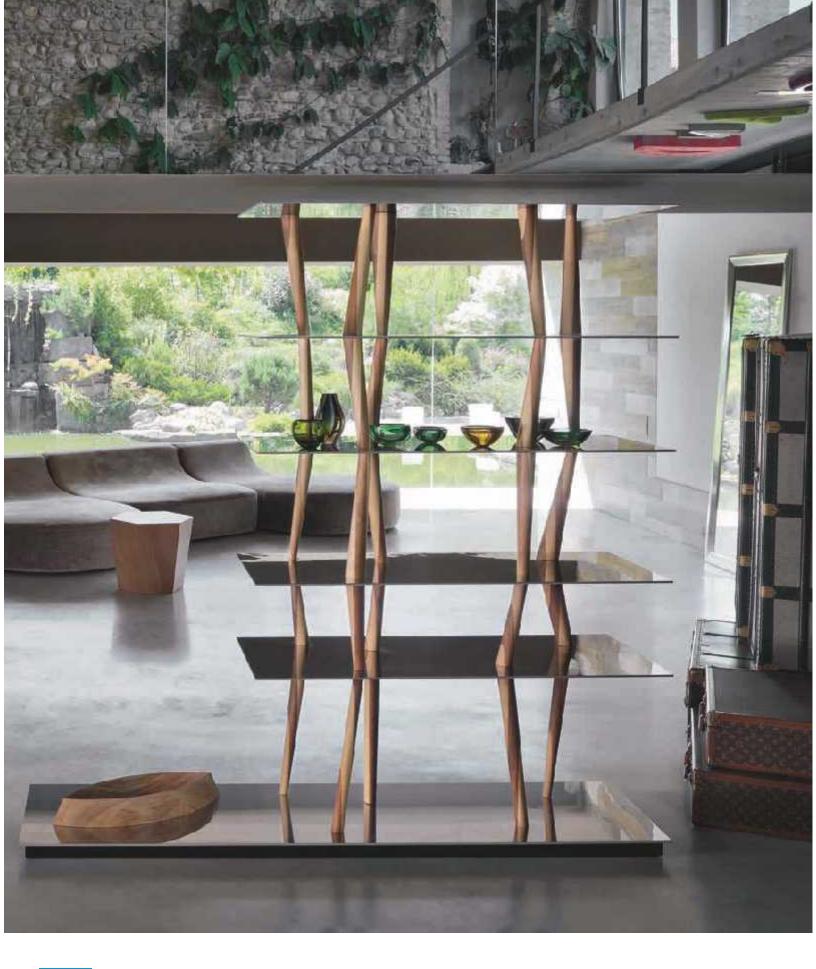
#### by Barber Osgerby for Magis

The base is in die-cast aluminium, the frame in aluminium tube and coat hanger in die-cast aluminium. It is also available with an umbrella stand.

#### ]10[ PARADISE TREE

#### by Oiva Toikka for Magis me too

The elements in rotational-moulded polyethylene and the weight and inner frame in galvanized steel. Also available in white.











#### ]11[ AND ]12[ HANG ON

#### by Thomas E. Alken for PP MØbbler

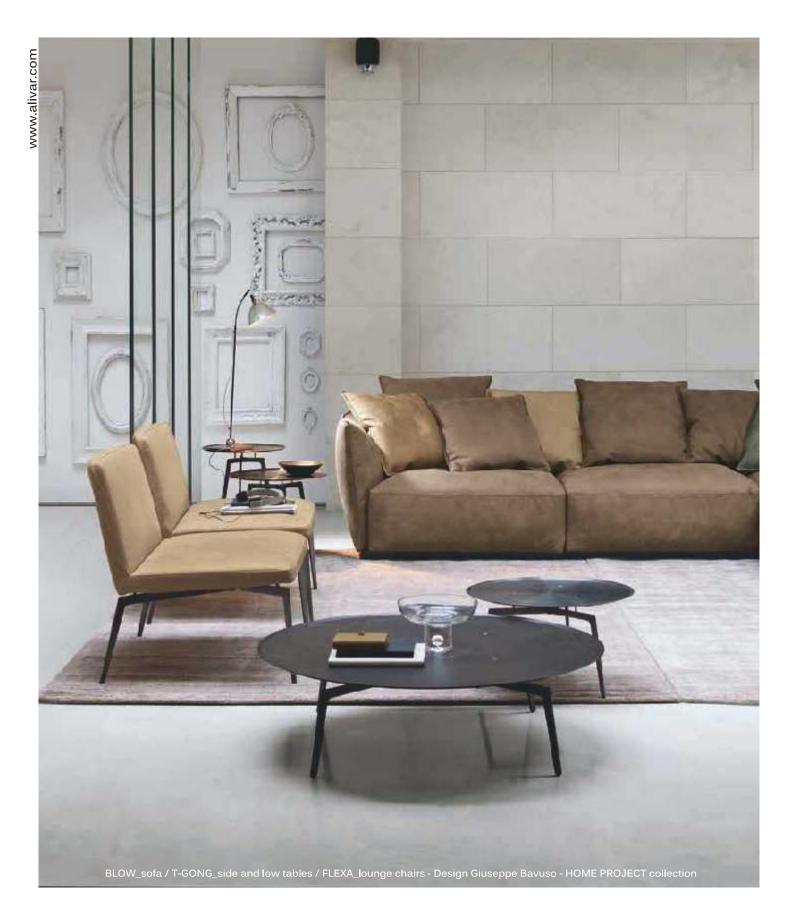
"As I've been visiting PP Møbler, I often got fascinated by the many wonderful pieces of waste wood that naturally appears in the creation of PP Møbler's collection. There were pieces in ash, maple, oak, beech, walnut and cherry as well as various other wood types, which I didn't immediately recognize. Each piece was like a color sample: Both individually beautiful, but also exciting in a mix of many different, where color and grain look good in combinations. These pieces of waste wood fascinated me. They were far too good to burn but too small to be part of a chair or a table. So I went home wondering if I could figure out a good product that would make use of them," says Thomas E. Alken.

Eventually Alken designed this simple and practical hanger consisting of two basic parts: A rail and a hanger, where the hangers are produced in all possible wood types depending on the current activity in the workshop. The two parts are easily assembled without the use of glue or tools, so it is possible to make your very own combination of wood types.

#### ]13[ CROWN

#### by Stefan Schöning for Desalto

"A crown flutters in the air». This intuition has produced «Crown», perfect











functionality combined with a formal design with a strong personality. Clothes stand, in steel frame. Available in chrome or in glossy colours; white, black and red.

#### ]14[ HANG UP

#### by Salvatore and Marie for Kristalia

This sleekly designed coat hook by Salvatore and Marie is a wonderful addition to any home and can be used to hang a number of items from coats and scarves to keys and other accessories. This item is carefully handcrafted using excellent taste in design to produce this excellent cast aluminium shell. The design itself is very unusual but also provocative and will stand out wherever you install it.

This wall mounted has a very round and bubbly appearance which will look great in a vestibule taking on similar principles in terms of its decorations. Alternatively this could be used in a much plainer room to add some colour and excitement to the overall appearance.

The unusual design of this trendy wall hanger has three curvy hooks so a fairly large amount of items and garments can be hung from it. Its almost ironic design produces a positive and defined visual impact and will both furnish and decorate the room with its presence at all times. Your clothing will be welcomed by this wall hanger and while they reside on its hooks, they will become part of a scene held







together by mutual taste.

"We wanted to design an item that would complement and add a defined flavour to a wall before it embraced any item of clothing or accessory. We wanted to make a relatively simple object, yet one which is bursting with fashion choice and something which gently breathes elegance into the home where it is installed," explain Salvatore and Marie.

#### ]15[ COAT TREE

#### by Sidse Werner for Fritz Hansen

Little helpers available in multi colour, multi gray and white.

### ]16[ AND ]17[ MATÉGOT COATRACK by Mathieu Matégot for Gubi

The coatrack centre is made of brass and the three coat arms are made of black powder coated metal. It comes in two color variations:

brass/black or brass/white/yellow/red/black. Mathieu Matégot's organic forms and lightness of touch create a sense of joy and the ground breaking and innovative techniques that he applied resulted in unique aesthetics and, above all, contemporary designs. Today, Matégot's designs are equally fit for the purpose as when they were originally conceived, and his legendary designs are both timeless and classic.

## Pantone Special

Verner Pantone, a visionary Danish designer of the 20thcentury, designed furniture and interior designs that exemplify the 1960s 'Space Age' look. Although much of his work appears fantastical, he was a pioneer in the use of new materials such as plastic. He created innovative and futuristic designs in a variety of materials, and in vibrant and exotic colors.



114





Panton trained as an architectural engineer in Odense. In his youth he was involved with the Danish resistance against Nazi occupation. He then studied architecture at the Royal Danish Academy of Art in Copenhagen, and graduated in 1951. At the beginning of his career (1950-2), he worked at the architectural practice of Arne Jacobsen, the pioneering Danish Modernist designer. Panton worked on the famous Ant Chair. Panton later claimed he had 'learned more from him than anyone else.' Behind the gentle elegance of Jacobsen's work lay obsessive research in new materials and technologies









which inspired Panton. However, Panton turned out to be something of an enfant terrible and started his own design and architectural office.

The 1960s were known as the 'Space Age': the Space Race was underway, America and Russia were competing for supremacy in the cosmos; the first moon landing occurred in 1969. The enthusiasm for all things futuristic gave rise to a Space Age style based on capsule and pod-shaped furniture. The space age look can best be described 'far out'.

Panton created multi-purpose furniture in moulded plastic. He was inspired by the sight of plastic buckets stacked on top of each other. In 1960 Panton designed the first single-form injection-moulded plastic chair. The Stacking Chair (1968) "S" became his most famous and mass-produced design. The chair is seductively sleek and curvaceous. This was the first cantilevered chair to be made from a single piece of plastic. The chair was unveiled in the Danish design journal Mobilia in August 1967 and caused a sensation. Equally memorable was its appearance in a 1970 issue of the British fashion magazine Nova in a shoot entitled 'How to undress in front of your husband'.

In 1995 the Panton Chair appeared on the cover of British Vogue with Kate Moss naked. It is officially the sexiest chair ever made.

Panton began a long collaboration with Vitra. Together, they developed the 1967 Panton Chair, the first cantilevered chair made from a single piece of plastic.

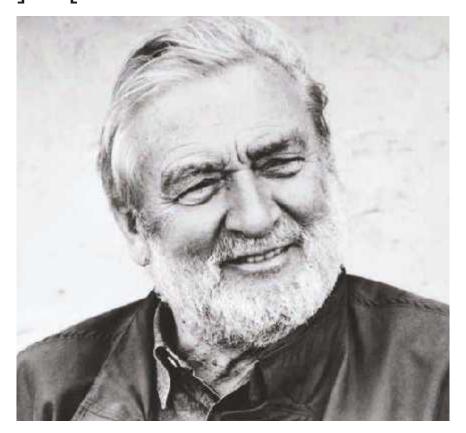


Kosmos design by Dirk Wynants



visit
extremis.be
to discover
more
tools for
togetherness









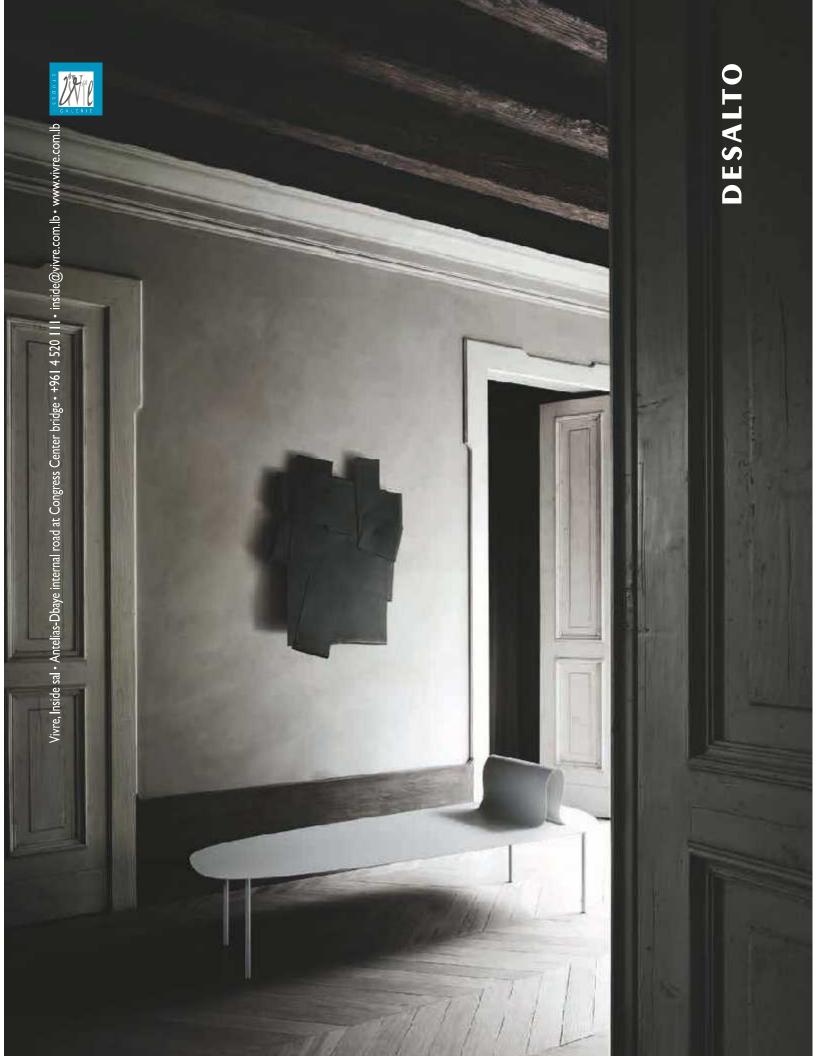


Panton developed the first inflatable furniture – made from transparent plastic film – in 1960. His work is pervaded by a bold use of color. He wrote: 'Most people spend their lives living in dreary, beige conformity, mortally afraid of using colors. The main purpose of my work is to provoke people into using their imagination and make their surroundings more exciting.' In 2005, a smaller version of the Panton

Chair, Pantone Junior, produced in 1999 was made to scale for children from the age of three.

The comfort of this chair results from the combination of a cantilever structure with an anthropomorphic shape and a slightly flexible material. It can be used individually or in groups and is suited for indoor and outdoor environments. The Panton Chair has received numerous international design awards and is represented in the collections of many prominent museums. Its expressive shape has made it an icon of the twentieth century.

During summer, Vitra produced the classic chair in a limited edition special color 'summer green'. This vibrant green hue blends harmoniously with the varied shades of green found in gardens or on balconies – but also provides a fresh accent in interior spaces. Whether indoors or outdoors: the Panton Chair in 'summer green' brings a summertime feeling to every home and creates an appealing contrast when combined with Panton Chairs in other colors. The Pantone Junior is now available in two new limited edition special colors; aqua turquoise and citron.



## Have a Good Night's Sleep

Baxter has built its personal identity upon seeking and preserving craft excellences bound to the territorial tradition, rediscovering and revaluing masteries almost forgotten and weaving them together skillfully with a continuous research.

There is just one main star of this tale, leather. Entrusted from the very outset to master tanners, keepers of ancient traditions, it is skillfully worked mainly in its original thickness and tint with natural anilines, in complete respect of its intrinsic properties.



120

You cannot know where you are going unless you know where you have come from. While it is true that Baxter has among its strong points a past history made of traditions and solid cultural

roots, it is also true that it has been able to transport this history to the present day, maintaining manual dexterity and attention to customers in a world that it increasingly industrialized and impersonal. Its constant



attention to creative design and the energies dedicated to research contribute to determining its extremely recognizable style, able to withstand the passing of time.

Every single product is a direct and tangible expression of our philosophy. We leave intact and unaltered the string natural component of the leather, which offers a characteristic design in every single piece, together with great breathability, guaranteeing the maximum comfort to the products for which it is used. We have a high level of manual production, enhanced by a singular artistic blend. All this contributes to giving life to a unique piece every single time, irreproducible.

#### ]01[ SUMMER BED

#### by Paola Navone for Baxter

The material used is Bo.Hemian which responds to the aged-look of the hide, with its scratches, scars, wrinkles and chafes, characteristics of this extremely natural leather, is enhanced by special washing processes. The product, thanks to the final nubuck processing obtains a marked light/dark effect. The leather is extremely soft with a sensual texture. The item Bo.Hemian was created as a natural leather design, which intead of masking the signs of the hide, enhances them. It redefines the concept of "defect", enhancing it to testify to a life of freedom and the definition of a characteristic texture.

#### ]02[ AND ]03[ POSITANO BED

#### by Paola Navone for Baxter

The material used is Kashmir and Nabuck. Kashmir leather responds to the desire to offer an absolutely exclusive article. Using the best raw materials in the world, it stands out from run-of-the-mill industrial production from the very moment of tanning, being completely free from chromium and other metals, but at the same time it overcomes the limitations of vegetable tanning, making the leather extremely soft and smooth to the touch. Kashmir leathers are ecological and biodegradable.

Nabuck responds to the extreme softness and a special sensation of warmth and envelopment characterise this leather,









which is striking and sensual to the touch, thanks to its "velvety" effect, known as the "signature" effect.

### ]04[ SIMONS BELLE DE JOUR BED by Baxter P for Baxter

The special edition Belle de Jour made in Kashmir and Nabuck materials.

Every Orizontti product contains the desire to provide a fulfilling experience. Clean, essential and rigorous lines and forms, as if to recreate the archetype of



the bed. Selected threads intertwine in weaves and colours to give body to our personality. Materials that are fruit of choices inspired by science, medicine and the environment. Products offered in innumerable variations, dimensions and technical solutions that take account of the most diverse habitable spaces.

Orizzontti is a universe of complementary elements: coordinated beds, sofa-beds, mattresses, pillows, duvets, cushions and sheets. Complementary not only in their functionality. No element, material

or shape is ever a casual choice. They interact with each other to provide the best quality sleep possible. They compete to produce the unified whole that is the "Orizontti System:" an example of Italian manufacture without compromise. Those who work at Orizontti call all of this the "Art of Sleeping."

#### ]05[ AND ]06[ MOHELI BED

#### for Orizontti

Structure in metal and wood while the cover comes in either fabric or leather.





#### ]07[ NEST BED

#### by Enrico Cesana for Orizzonti

The feet are in metal and wood while the removable cover comes in fabric or leather. It has a storage depth of 14cm that may come in handy.

#### ]08[ ARCA BED

#### for Alivar

The headboard is covered in polyurethane foam and Dacron. The wooden base is covered in polyurethane foam, the legs in painted steel and the cover comes in either leather or fabric.









#### ]09[ TASCA BED

#### by Studio Habits for Orizzonti

The feet come in different wood finishes. The cover is removable and comes in either fabric or leather. It also has a storage depth of 22cm.

New furnishing items to give a true touch of character, furnishings to highlight the surroundings with lighting features, ideal solutions for highly functional and modern environments. ALIVAR range continues an ongoing project in which each detail has a specific intrinsic value and in which each element has a true significance focused on comfort and dynamism. For a home that is a true source of inspiration, multi-centered, in which minimalist lines provide the scope for excellent visibility, and fashion trends are conceived as an anticipation of what lies beyond the horizon.

#### ]10[ BOSS HIGH BED

#### for Alivar

The steel frame is covered with expanded material and the base is in steel tube painted or chromed. The headboard comes in either high, medium or low.

#### ]11[ MAYA BED

#### for Alivar

The steel headboard is covered in cold injected polyurethane foam. The steel base and frame are covered in polyurethane









foam, cold injected. The cover comes in either leather or fabric.

Edra is a company with a story on its own, which established itself as a leader with a break-through role. They are the meeting point of modern technology and artistic tradition. The production is the result of a combination of inventive talent, sophisticated manual skills, research about materials and innovative technologies.

Manual intervention is the irreplaceable human contribution that distinguishes and characterizes the one-of-a kind result. The necessary attention to details is the result of manual skills cultivated by years of experience. The intrinsic manual expertise is part of the manufacturing process of each Edra product and ensures its highest quality: an evolutionary choice in conceiving serial production.

#### ]12[ FAVELA BED

### by Fernando and Humberto Campana for Edra

The bed is structurally made with pinewood small boards of different sizes, glued and nailed together by hand one over the other. The slatted bed-base is made out of plywood.







