

NOVAMOBILI

Feria Hábitat Valencia

18 – 21.09.2018



A colourful story: the full collection

Novamobili presents its new living room and bedroom furniture at Hábitat 2018

Novamobili, Battistella Company's design brand, will be presenting **A Colourful story: the full collection at Feria Hábitat in Valencia** (Stand D13 N2-P2) **from 18th to 21st September**.

The line of research initiated in 2017 with the living area has been completed this year in the bedroom with versatile solutions devised to flow seamlessly from the living area, designed by leading names in international design and featuring an elegant, contemporary style that effectively blurs the lines between different areas of the home. Each design again revolves around colours and fabrics, which are explored with unusual colourways and material combinations, while comfort and function never take second place. This personal take on colour - seen in the complementary colourways, whether tone-on-tone or contrasting - has shaped the new domestic settings conceived by Novamobili.

2018 Stand

Novamobili will fit out the stand with a juxtaposition of cold and warm shades from the colour palette, adding three of the new lacquered finishes presented at Milan in April: **pesca**, **granato** and **foresta**. The living room area is enhanced by the projects of creative duos Zaven and Zanellato/Bortotto and of designers Philippe Nigro, Matteo Zorzenoni and Makoto Kawamoto. Two of the new systems - **Easy System** by Valeria Carlesso (in-house Battistella Company designer) and **Giro-Giro System** designed by the E-ggs design studio - as well as the **Rain bed** by Zanellato/Bortotto and the **Layer wardrobe** will be presented in the bedroom area.

Collaboration with the designers

Pontile is a flexible and customisation bookcase designed by **Philippe Nigro**, "*a modular system that can be endlessly added to, deftly adapting to any architectural setting*". Its extreme simplicity means it's open to many different configurations: against the wall, double-sided or full height, straight or corner arrangements, with or without a top shelf. The uprights, which constitute the real backbone of the design, are made up of extruded aluminium profiles in a bronze finish that accommodate a front strip - in rovere naturale, rovere brown and any of the matt and metal lacquered colour options - and allow shelves to be set at different heights to give the resulting arrangement a certain rhythm.

In a first-time collaboration with Novamobili, design studio **E-ggs** - made up of Erica De Candido, Gaia Giotti, Marco Popolo, Cristina Razzanelli and Giona Scarselli - have conceived **Giro-Giro System**. "*A graphic design made up of broken lines, a multidimensional module, endless combination options: these are the building blocks of Giro-Giro System*" a modular storage unit featuring drawers arranged on all sides. With a distinctive small handle

accentuating the vertical lines, they can be put together in countless versions and customized with a range of finishes and colours to meet any aesthetic and space organization requirements. Designed as a freestanding item, it can also be placed against a wall, standing on feet or directly on the floor.

The creative duo **Zanellato/Bortotto** have developed two new chairs that have an easy feel to them but are also defined by unique aspects giving them a stylish look: *“We aim to create objects that have the ability to tell a story: not just beautiful, attractive products, but also items of furniture that can become the centrepieces of the spaces they are set in.”* The **Rose chair** – with its soft, pared-back lines – features a seat upholstered in fabric or given a traditional straw finish, skilfully crafted, in large part using old-fashioned workmanship. The **Haiku armchair** has a soft, enveloping shell set within a graphic-looking metal frame, accommodating two comfortable cushions shaped with handcrafted care and upholstered with comfortable fabrics in soft, elegant tones. **Rain** is a bed with a youthful, contemporary slant that plays with materials *“to create new textured effects”*. The generous padded headboard can be finished off with two circular trays that serve as bedside tables. The bed surround in the *noce canaletto* finish can have a padded cover attached with Velcro featuring removable fabric covers or leather upholstery.

Flowing lines and attention to detail are the distinguishing features of the **Hanami table**, designed by **Matteo Zorzenoni**. The angled legs tapering towards the floor produce a light, dynamic look. The top can be in polished or matt Bianco Carrara or Grigio Oriente marble, *noce canaletto*, rovere chiaro or any of the lacquered colours, with legs in the *noce canaletto* or rovere chiaro stain. *“When I design, I’m always thinking about the pieces that I’d be happy to see every day in my own home. Objects made with care, featuring quality materials, long-sellers rather than objects that follow the fashions of the moment”* remarks the designer.

Zaven, the design studio founded by Enrica Cavarzan and Marco Zavagno, have produced the **Float series of sideboards** for Novamobili. The projects play *“with the concepts of support and storage, based on the idea that every element of the piece of furniture is equally important.”* Moving the feet to the outside results in a structure that not only shows off its supporting function, but also becomes a distinctive visual feature, as do the exposed screws, an unusual eloquent detail.

Battistella Company’s in-house designer, **Valeria Carlesso**, has revived the Easy collection along new lines. *“When it comes to the bedroom, the wardrobe is the ultimate storage system. As we worked on Easy - explains the designer - we thought: why not bring the living room wall system design concept into the bedroom?”* and this is how **Easy System** came about. One of Novamobili’s long-established designs, Easy is a system of drawer units and bedside tables with a pared-back look that offers you the opportunity to create endless furniture solutions.

The series was developed with a view to improving its functionality: the drawer unit and bedside tables become part of a system that can also include benches, clothes racks, mirrors, open shelving, freestanding arrangements, desks and Box 12 storage units. The wall panelling with shelves - a wall system or headboard - transforms the area behind the bed into a functional, contemporary storage space. The system is further enhanced with new finishes, like noce canaletto on the **Rays drawer fronts** and decor finish in rovere naturale.

Designed by **Makoto Kawamoto**, the **Origin armchair** takes femininity as its inspiration, both in its sinuous forms and in its versatile ability to change and morph into different combinations, dressed in colours, fabrics and textures that show off its shapes and lines. For Kawamoto, interior design *“is not just a question of putting together function and dimensions, it involves interpreting the character of a home’s occupants and creating a synergetic relationship full of excitement.”*

Dogtrot

Novamobili is continuing its **collaboration** with **Margherita Rui** (Dogtrot studio), the brand’s creative director, who is working on a process of continuous communication strategy strengthening. Since 2016, she has been working as a product design consultant and has helped create the design team made up of Philippe Nigro, Zaven, Matteo Zorzenoni, Zanellato/ Bortotto, Makoto Kawamoto, Valeria Carlesso and, from this year, design studio E-ggs.

Novamobili – Home system, daily inspired

Novamobili stands out in the furniture world for its modular systems, setting out to inspire personal concepts of domestic life by designing furniture that rewrites the rule book so that we can build spaces around the objects we want to have near. The cornerstone values of our philosophy are modularity, flexibility, cross-functionality and wide applicability, the clear expression of an artisan tradition that lives on today in a technologically advanced company open to future challenges. The company comprises a team of designers and engineers who, in collaboration with leading names in architecture and design, are skilled at coming up with innovative custom-designed furniture solutions tailored to individual requirements.

The designers

Philippe Nigro

French designer born in Nice, he splits his work time between France and Italy. He studied Applied Arts and Product Design (LTGC, Antibes - La Martinière, Lyon - Boulle, Paris). He embarked on his career alongside De Lucchi, working with him on numerous product, furniture, lighting, interior, event and stage design projects. The distinctive stamp of Philippe

Nigro's work comes from the pairing of experimental research with a pragmatic analysis of the savoir-faire of the clients he works with. Over the years, these experiences, enriched by the combination of Franco-Italian culture and all manner of design challenges, have allowed him to move between work of different types and scale, working with an equally diverse range of companies, from big to small, from leading names to lesser knowns, in various different fields of business, enabling him to address different aspects of design. Since 2005, various experimental works have been supported by VIA (a French organization promoting innovation in furniture design). In 2014, he was awarded the title designer of the year by Maison&Objet. His work also extends to exhibition design, including the 7th edition of the Triennale Design Museum Italian Design beyond the Crisis, and the 2015 Milan Furniture Show for Lexus, for whom he has created the brand's new stand design concept seen at motor shows worldwide. In 2016, he was in charge of the installation Ultralin, in Paris' Place des Vosges, for the European Confederation of Linen and Hemp. Some of his designs can be found among the collections of the Centre Pompidou and Musée des Arts Décoratifs in Paris, including Twin-Chairs, T.U. and Confluence. He also collaborates with Ligne Roset, Cinna, De Castelli, Piba Marmi, Skitsch, Serralunga, Artuce, Caimi Brevetti, Venini, Foscarini, DePadova, Baccarat, Moleskine, Triade, Saint Luc, CELC, le Mobilier National and Hermès.

E-ggs

E-GGS is a practice that takes an across-the-board approach to design, spanning product design, interior design and architecture. Attention and curiosity are captured by the discovery of the unusual in the everyday, in the pursuit of new expressive and textural languages. It is this exploration of everyday needs that sparks ideas. Made up of Gaia Giotti, Giona Scarselli, Cristina Razzanelli, Marco Popolo and Erica De Candido, they have won numerous international awards, including the Red Dot Award, IF design Award, Wallpaper Design Award, German Design Award and Archiproduct Design Award.

Zanellato/Bortotto

Design studio established in Treviso by Giorgia Zanellato and Daniele Bortotto. Both graduates from the Ecal university of Lausanne, they started working together in 2013 with the Acqua Alta project, a collection dedicated to Venice presented at the Salone Satellite event in Milan. Since then, they have collaborated on various projects with Italian and international brands.

Matteo Zorzenoni

The style that is his hallmark and has made him one of the most promising Italian designers is his continuous exploration of materials and discovery of their unexpected potential. His designs have been selected for some of the most important exhibitions, including: the Maxxi museum in Rome, Milan's Triennale, the London Design Festival, the architecture section of the Venice Biennale and the Centre Pompidou in Paris. He was a lecturer at IUAV, the Venice School of Architecture, Madrid's IED and runs workshops for Domaine de Boisbuchet (Vitra Design

Museum). Following a lengthy stint as consultant for Fabbrica, he is currently working alongside Jaime Hayon, looking after the studio's Italian office. His own continuous research in the world of high-quality craftsmanship runs in parallel to his Hayon commitments and sees him creating new designs for various brands in the furniture industry.

Zaven

Founded in 2006 by Enrica Cavarzan and Marco Zavagno, Zaven is a design studio based in Venice. It produces work in the field of product, graphic and installation design, conducting research and collaborating with individuals and businesses on the creation and production of thoughts, objects and spaces. Zaven has exhibited in its native Italy and abroad, at the Kalmar Konstmuseum, at Milan's Triennale, at the London Design Festival on a number of occasions and at Designer Days in Paris. They have collaborated with Agusta Westland, Antolini Marmi, Atipico, Barberini Eyewear, cc-tapis, Cedit, Dudù Bags, FontanaArte, Knoll, Maison 203, Mercedes, Miniforms, Nike, Novamobili, PaolaC, Red Bull, Replay Jeans, Secondome, Tim and Tod's. They have worked with various institutions, including Ca' Foscari University, IED Venice, IUAV Venice School of Architecture, Venice Biennale, Sandretto Re Rebaudengo Foundation, Sindika Dokolo Foundation (Luanda) and V-A-C Foundation.

Valeria Carlesso

A young designer from Bassano del Grappa in northern Italy, having graduated from IUAV, the Venice School of Architecture, she initially freelanced in the interior design sector before working with architecture and design practices. Studio Gherardi, based in Castelfranco Veneto, introduced her to the world of industrial design and, since 2015, she has been Battistella Company's in-house designer, working with and alongside the in-house design practice – Novamobili studio – and art direction team – dogtrot – on the development of new products. For the 2018 Salone del Mobile, she has designed the Novamobili stand based on Philippe Nigro's project.

Makoto Kawamoto

Makoto Kawamoto was born in Hyogo in Japan in 1965 and moved to Italy in 1992. He lives and works in Milan in the field of design, graphic design and interior architecture. He has taken part in numerous exhibitions in Italy and abroad and was one of the candidates selected at the Young&Design competition 1997 and 1999; in 2000, he took part in the Saint-Etienne Design Biennale. His lamp Frozen was included in the Design Year Book 2001 and the butter knife Lik-lik was one of the products selected for inclusion in the ADI Design Index 2005. In 2006, he was presented with the Good Design Award by The Chicago Athenaeum Museum of Architecture and Design for Fiordifoto. From 1999 to 2005 he was art director for the Kawatsura SHI-KI brand, a collection of objects and homeware produced in authentic Urushi lacquer, made in Japan and designed in Italy. Since 2006, he has been the local producer for the "Lexus in Milan" project. His works have been shown in numerous international exhibitions, including:

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the Chelsea Art Museum (New York), the Living Design Gallery Ozone (Tokyo), the Wexner Center for the Arts (Columbus, Ohio), 100% Design (London), the International Design Biennale (Saint-Etienne), Maison&Objet (Paris) and the Milan Salone del Mobile.

Dogtrot

Established in 2009 by Margherita Rui and Alessandro Rado, Dogtrot is a communication and design studio based in Treviso. They believe in the omnichannel philosophy understood as the capacity to coordinate a brand's development under a single creative and strategic management. The studio develops branding, visual identity, digital and social network, product and interior design, exhibition, retail and computer organization projects for the furniture, tourism, fashion and food industries.

FERIA HÁBITAT VALENCIA

feriahabitatvalencia.com

Av. de las Ferias s/n, Tuesday 18th - Friday 21st September 2018

9.30am - 7pm

LOFT

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Monday – Friday: 10am – 2pm / 5pm – 8pm

Saturday: 10.30am - 2pm

Novamobili Spa
via G. Pascoli 14
31053 Pieve di Soligo
Treviso — Italia
T +39 0438 98 68
marketing@novamobili.it

HOME SYSTEM, DAILY INSPIRED

novamobili.it