

NOVAMOBILI

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COLOURFUL
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Milano Design Week

9 – 14.04.2019

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A colourful story – Materialized

At the 2019 Salone del Mobile, Novamobili is presenting new textured finishes

Battistella Company's designer brand, Novamobili, is taking part in the Salone del Mobile from 9 to 14 April 2019 (Fiera Milano Rho exhibition centre, Hall 12, Stand B19-C22), presenting *A colourful story – Materialized*, an event that is the continuation of a colour journey initiated in 2017. Novamobili illustrates a new approach to colour, where textured finishes, three-dimensional and tactile surfaces, and mature, imaginative combinations grace the living area and bedroom collections.

The main new development showcased during Milano Design Week concerns the textural finishes used on living room furniture: 4 new clays, 2 metal lacquered finishes (light bronze and pewter), Emperador marble and the introduction of 3 veneers (rovere terra, noce canaletto and rovere miele) already featured in the bedroom collections. In addition, 11 new fabrics have been added for upholstery items – which will be available starting from the second half of the year – along with the Perla faux fabric finish, for the inside of Box 18 storage units.

2019 stand

The stand takes the concept conceived by French designer Philippe Nigro – the basis of the previous years' stands – and develops it further: the perimeter is turned into a city skyline, a space where the architecture both encloses and connects with the collection. It is made using coloured grids punctuated by glass panels, which give it a unique lightness. Divided into 3 areas, corresponding to the 3 veneered finishes introduced into the living area, the stand presents 3 living room and bedroom arrangements: the theme of colour is interpreted in a more refined, decorative way, which includes using textured walls reminiscent of clays, reeded glass partitions with metal frames, and coloured reeded wall panelling, bringing out the colour contrasts, especially in the upholstery items.

Flagship store Gioia 8 – Porta Nuova, Milan

The new fabrics will also be a key element of Novamobili's redesigned Flagship store in Milan, a 500 m² display space housed in the basement of the iconic Gioia8 building (Via Melchiorre

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Gioia, 6/8), designed in 1973 by the famous and highly versatile architects Marco Zanuso and Pietro Crescini. Located in the heart of Porta Nuova – a neighbourhood that stands as a symbol of Milan's cultural and economic rebirth courtesy of a town planning and architectural redevelopment project that has reshaped the city into a true modern metropolis – the Flagship store is now an inspirational multifunctional space fostering opportunity and connections.

Archiproducts Milano – Tortona neighbourhood, Milan

From the Salone's opening and for a full year thereafter, the co-net-working space located at number 31 Via Tortona that brings together architects, designers and brands will also be home to Novamobili and *Pontile*, an infinitely configurable modular bookcase from French designer Philippe Nigro, in the new exhibition space designed by a Turin-based design studio.

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 designers Philippe Nigro, Zaven, Matteo Zorzenoni, Zanellato/Bortotto, Makoto Kawamoto, Valeria Carlesso – Battistella Company's in-house designer – and design studio E-ggs.

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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.

Novamobili

Novamobili is a brand of Battistella Company, a group established in 1953 in Pieve di Soligo outside Treviso, one of Italy's leading manufacturers in the furniture industry in the production of systems. A solid artisan tradition, highly specialized know-how and the development of new technologies – in the spirit of a sustainable culture – are the values that set apart Battistella Company's approach, its quality and the creativity of its products.

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The designers

Philippe Nigro

French designer born in Nice, he splits his work time between France and Italy. After studying Applied Arts and Product Design (LTGC, Antibes – La Martinière, Lyon – Boule, Paris), Nigro embarked on his career working alongside De Lucchi, collaborating on numerous product, furniture, lighting, interior design, event and stage design projects. Since 2005, various experimental works have been supported by VIA (a French organization promoting innovation in furniture design) and some can be found among the collections of the Centre Pompidou and Musée des Arts Décoratifs in Paris. In 2014, he was responsible for the exhibition design of the 7th edition of Milan's Triennale *Italian Design beyond the Crisis* and he was awarded the title Designer of the Year by Now-Maison & Objet. His work's distinctive stamp comes from the pairing of experimental research with a pragmatic analysis of *savoir faire*, a trait that has allowed Nigro to take on many and varied design challenges and address the different aspects of design.

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 developed the Novamobili stand based on Philippe Nigro's design.

Zanellato/Bortotto

After graduating from the Ecal university of Lausanne, Giorgia Zanellato and Daniele Bortotto founded the Z/B design studio in 2013 in Treviso and kicked off their business 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. Their works have been shown in various galleries and museums, such as MAXXI in Rome and Milan's Triennale and Poldi Pezzoli Museum.

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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.

Zaven

Founded in 2006 by Enrica Cavarzan and Marco Zavagno, they are a design studio based in Venice. Zaven produce 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 have exhibited in their native Italy and abroad, at the Kalmar Konstmuseum, at Milan's Triennale, at the London Design Festival on a number of occasions and at Design Days in Paris.

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 Boisbucet (Vitra Design Museum). Following a lengthy stint as consultant for Fabrica, 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.

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Makoto Kawamoto

Born in Hyogo in Japan, Kawamoto 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. Some of his product designs were 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. His works have been shown in numerous international exhibitions, including: 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

Founded in 2009 by Margherita Rui and Alessandro Rado, they are a communication and design studio based in Treviso. They believe that an omnichannel strategy is the way to coordinate brand development, through unified creative and strategic management. They work on branding, visual identity, digital and social, product and interior design, exhibition, retail and microarchitecture projects, with a special focus on interior design, tourism, fashion and food.

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