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# COLOURFUL STORY

INTRODUCING LIVING SYSTEM,  
SOFA COLLECTION AND DETAILS COLLECTION

15 – 21.01.2018  
**IMM Cologne 2018**  
Press kit

**NOVAMOBILI**

## Novamobili at IMM Cologne 2018

*We are presenting the new Pontile modular system and the new collection of living room furniture*

**Novamobili**, part of Battistella Company, is a design firm with a philosophy hinged on the values of modularity, flexibility, cross-functionality and wide applicability. **We are exhibiting from 15 to 21 January at IMM Cologne 2018**, presenting the new collection of living room furniture, new fabrics – the product of a meticulous exploration of shades, texture and weave – materials and colourways. Novamobili's new mood is *A colourful story*, identifying colour as our main focus.

A number of collaborations have been forged with top designers, identified and coordinated by **Dogtrot**, the communication and design studio who, since 2016, have been responsible for Novamobili's art direction, as well as the product design's art direction. Most notable is our collaboration with French designer **Philippe Nigro**, who is presenting the new **Pontile** modular shelving system in Cologne. First exhibited at the Milan Furniture Show as a prototype, the system will be **showcased in Cologne in its regular production version**. With its distinctive modularity, the system can adapt to suit a whole host of different domestic situations, becoming a solution capable of offering storage spaces in different rooms, such as the livingroom, study, kitchen, etc. *"The difficulty with this type of furniture is its simplicity – says Philippe Nigro – the key lies in finding just the right detail that makes the difference. For this design, I was inspired by the colour, or rather, the extensive range of colours and finishes that Novamobili has managed to develop over the years and that I wanted to incorporate into this design. The idea is to give the user the freedom to choose the colour of the shelves and allow it to be extended to the uprights, which constitute the real backbone of the design."* Made up of extruded aluminium profiles, the uprights are designed to accommodate a front strip, house cables for wiring and, where necessary, allow the height of the shelves to be adjusted, hiding the holes.

In addition to Pontile, Cologne is the chosen platform for presenting occasional furniture designs – tables, chairs, sofas and armchairs, sideboards – developed by creative duos **Zaven** and **Zanellato/Bortotto**, and by designers **Matteo Zorzenoni** and **Makoto Kawamoto**.

**Giorgia Zanellato** and **Daniele 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. *“Colour is a key element of our work – the designers point out – it gives a unique angle on the design of a piece of occasional furniture as well as on that of a space. The application of a certain colour can be a tool used to help make a room more effective, or an important aesthetic detail for bringing out the shapes of an object and giving it unprecedented distinguishing features.”*

**Zaven**, the design studio founded by Enrica Cavarzan and Marco Zavagno, have produced the **Float series of sideboards** and the **Sunny table** for Novamobili. The former project plays with the concept of “support” and “storage”: the idea behind the design is to reinstate the importance of each of the elements making up the piece of furniture. Moving the legs to the outside and leaving the screws that hold everything together in clear view shines the spotlight on the function of every exposed detail. The distinguishing traits of the Sunny table are light and essentiality, with a top supported on three metal legs: a reflection on the relationship between the limbs (the supports) and their function, summed up in a clean, geometric design. *“We think about and design objects that we’d like to have and use and that serve the spaces they occupy. Their proportions, softness, the enjoyment we get from using them... these are all important in creating familiarity. We envisage different rooms that we could live in and hence kinds of objects that belong to the home’s different moments. For a home that is constantly transforming.”*

**Matteo Zorzenoni**, one of the most promising Italian designers, is presenting five new designs set to become iconic pieces. For the living area, the designer has developed the **Hanami** and **Torii tables** whose lines and technical features become clearly recognizable formal solutions. Painstaking cabinet-making expertise can be seen in the quality of these pieces, allowing them to sit happily in different settings. Another addition to the catalogue is **Velvet**, a line of upholstery items comprising a sofa and an armchair with enveloping lines in a soft one-piece design that provides a comfortable spot for resting. Adding the finishing touch to his all-encompassing work for the living area, the monolithic-looking **Cliff occasional tables** have a strong personality. Made from lacquered polyurethane, they add character to the space they are set in with their soft and enveloping shapes and wide range of colour options. *“When I design, I’m always thinking about 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 Zorzenoni.

Of Japanese descent but now a naturalized Italian, **Makoto Kawamoto** has developed two new living area offerings for Novamobili: *“The design of these new products – the designer points out – hinges on the ability of the object to transform. It’s not form alone that defines their personality, rather it’s the continuous changing of materials and colours with which they are paired that makes them unique.”* The **Kuri sideboard** plays with the concept of personalization: in point of fact, it is designed so that users get to choose materials and colours and mix and match them at will to best suit their own individual style. 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 the 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.

## Designers' bios

### **Philippe Nigro**

French designer born in Nice, splits his work time between France and Italy. He studied Applied Arts and Product Design (LTGC, Antibes – La Martinière, Lyon – Boule, 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 – the Japanese car manufacturer – for whom, this year, 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 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.

## **Zanellato/Bortotto**

Zanellato/Bortotto is the 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, such as Cappellini, Cedit, Nilufar, Moroso, Rubelli.

## **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. The studio 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. Their client list includes Agusta Westland, Antolini Marmi, Atipico, Barberini Eyewear, Dudubags, FontanaArte, HelloVenezia, LineaBeta, Maison 203, Mercedes, Miniforms, Nike, Outly, PaolaC, Red Bull, Replay Jeans, Secondome, Telecom Italia and Tod's. They have worked with various institutions, including Ca' Foscari University, IUAV Venice School of Architecture, Venice Biennale, Sandretto Re Rebaudengo Foundation, Sindika Dokolo Foundation (Luanda) and V-A-C Foundation.

## **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, leading him to create concrete drinking glasses, glass structures and liquid metal tables. His designs have been selected for some of the most important exhibitions, including: Maxxi museum in Rome, Milan's Triennale, London Design Festival, architecture section of the Venice Biennale and Centre Pompidou. He was a lecturer at IUAV, the Venice School of Architecture, Madrid's led and runs workshops for Domaine de Boisbuchet (Vitra Design Museum). Following a lengthy stint as consultant for Fabrica (since 2006), 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 clients like Cappellini, Mercedes Benz, Replay, Benetton, Alcantara, Bosa Ceramiche, Miniforms, Agusta Westland, MM lampadari and Nason Moretti.

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## **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 homewares produced in authentic Urushi lacquered, 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: 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.

**Luisa Bertoldo Press Office**  
via F. Hayez 12/14, Milano – Italia  
pressoffice@luisabertoldo.com  
T +39 02 2666364

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## **Dogtrot**

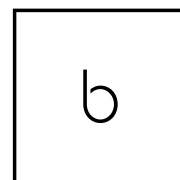
Dogtrot is a communication and design studio based in Treviso. It is the creative director – from the strategy drawing board through to execution – of every stage of the project, graphic, web/interactive or product design. From conveying a brand identity to designing microarchitecture, Dogtrot takes the customer's experience as its starting point and comes up with the idea like a bespoke item of clothing. An energetic place full of life, the studio believes in the uniqueness of each creative mind and in constant research. For Novamobili, it has been responsible for the brand's art direction since 2016 and has helped put together the project team, made up of Philippe Nigro, Zaven, Matteo Zorzenoni, Zanellato/Bortotto and Makoto Kawamoto. It is responsible for the product design's art direction for both the new designs from the various designers – presented during Milan Design Week – and those created by Novamobili studio. It was responsible for selecting, researching and developing the new fabrics. For the brand, it also handles the whole online and offline communication strategy, the concept and art direction of the photography, and the conception and editorship of the collection of printed material, which kicked off in April with the catalogue of new products for 2017.



**Luisa Bertoldo Press Office**  
via F. Hayez 12/14, Milano – Italia  
pressoffice@luisabertoldo.com  
T +39 02 2666364



**Novamobili Spa**  
via G. Pascoli 14  
31053 Pieve di Soligo  
Treviso – Italia  
T +39 0438 98 68  
F +39 0438 98 6999  
novamobili@novamobili.it



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