

NOVAMOBILI

NEW

Preview  
2020

LIVING

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**imm cologne**

13–19.01.2020

New Living preview 2020

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## **New Living preview 2020**

Novamobili - Battistella Company's designer brand - will be showing at the imm Cologne fair (Hall 11.3 Stand R002) from 13 to 19 January with the **New Living preview 2020**. The brand will be taking this opportunity to announce the new direction of the living area collection, revealing a different approach to colour: warm, textured finishes, three-dimensional and tactile surfaces, and mature colourways grace the living area and bedroom collections. With veneers like rovere terra and noce canaletto, the lines between living area and bedroom are blurred, providing even more options for application across both spaces.

## **Stand 2020**

At imm Cologne, Novamobili's space is being outfitted with two complete areas for the living area and bedroom, playing with the colour palette's cool and warm shades. The latest additions include the new Double base, and designs from creative duo Zanellato/Bortotto (Haiku armchair), studio E-ggs (Giro-giro System), and designers Philippe Nigro (Pontile bookcase), Matteo Zorzenoni (with Velvet bed, sofa and armchairs, Cliff occasional table and Navy chair, and Hanami and Torii tables), and Valeria Carlesso - Battistella Company's in-house designer - (Easy System). Comfort and function come together with a look that's all about tone-on-tone colourways and texture, shaping Novamobili's domestic settings.

The rovere terra finish can be found on the doors of the Wall 30 bookcase, with noce canaletto used on the wall panelling, while Guatemala green marble is the latest new entry to join the Novamobili catalogue. The living room arrangements have been enhanced with the addition of the new trays, and Outline and Tetris storage units, shown in a new depth.

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## **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.

## **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.

## **Margherita Rui**

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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## The designer

### 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.

### 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 Boisbuchet (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.

## **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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