

NOVAMOBILI

HOME

SYSTEM

DAILY

New

Living
Ideas

preview

catalogue

Novamobili presents its latest
offerings for the living area

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New Living Ideas
preview catalogue —

In the new Living Ideas preview catalogue, Novamobili illustrates its living space vision through a selection of never-before-seen living room furniture schemes: entry halls, lounges, and dining rooms. These are furniture solutions that turn everyday living spaces into comfortable, inviting interiors that convey the personality of the person choosing them in every detail.

Living room systems

Novamobili has designed new solutions to enhance its **living room systems**: **Box 18** and **Tetris storage units** can be used to create **custom sideboards**, choosing from a range of options in terms of bases (including the brand-new **Tube** and **Double**), fronts, internal shelves, sit-on-top units, tops, sizes and colours.

Three-sided **trays** and sideboard trays have been introduced to add the finishing touch to living room arrangements, along with **Era** doors available in reeded glass, the various finishes from the catalogue, or perforated sheet metal - to show off your most prized possessions, or keep them hidden - **shelf tops** that add a whole new dimension to the **Wall 30** bookcases, and **wall panelling** to fit out contemporary home office workstations. The **Tetris** and **Outline** units' newly enhanced functionality makes designing the living area even easier: no longer relegated just to walls, they now also serve as modular base storage units designed to sit on top of a base or other units, or stand on the floor, broadening the range of possible solutions when it comes to creating a living room arrangement.

Materials and finishes

Additional, painstaking research efforts have focused on redefining the catalogue's options in terms of living room finishes: the range has been expanded with the addition of **textured finishes** and **natural materials**, like the hand-applied **clay**, which comes in four different shades (see the argilla options); the **veneers** (which were already an option for the bedroom); and **noce canaletto**, which can now also be used for wall panelling, tops and finishing side panels. Meanwhile, the melamine options now include finishes that were already part of the wardrobe world (penelope, primofiore canapa, and thé), along with new finishes: light and dark **Piasentina stone**; **Drops**, in three colour options with 3D ink screen printing; and **leather** for use in conjunction with drawers. Some of the most refined surfaces to be introduced are **Verde Guatemala marble** and **lava stone**.

The **lacquered** range is joined by **seven new colours** (tiglio, ginepro, senape, blu notte, sandalo, piombo, and magnolia), a new **metal lacquered** finish (brass) designed for use on metal details, and the elegant **oxidized lacquered** finishes (bronze, light bronze, and pewter).

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Novamobili is part 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 furniture and systems. A solid artisan tradition, highly specialized know-how and the development of new technologies – in the spirit of a culture that promotes sustainable growth – are the values that set apart Battistella Company's approach, its quality and the creativity of its products.

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.

Water-based lacquering

Novamobili has adopted a water-based matt lacquering system as a strategic asset: we were the first Italian company to believe in this finish, as far back as 2005. A choice that reflects our desire to promote environmental sustainability and our commitment to creating a product that is safe for people.

The advantages of eco-friendly water-based paints and coatings are summarized below:

- they reduce the emission of VOC (Volatile Organic Compounds) into the atmosphere by 95% compared to solvent-based coatings;
- they are on a par with chemical coatings in terms of spreading rate and even coverage;
- they are odourless and, consequently, can even be applied indoors and without having to take any special precautions;
- they are entirely free of harmful and irritating volatile substances, a quality that makes them particularly suitable for coating furniture;
- they do not present issues for people who have allergies, asthma or a sensitivity to chemicals;
- they help the material coated breathe naturally;
- they make for a healthier interior for us to live in.

Environment and Safety

Sustainable growth and the implementation of an environmentally conscious approach to safeguard our precious natural heritage are two of the challenges that Novamobili sets itself every day. This is why we have our own self-imposed rules in place to ensure the use of environmentally compatible materials and are committed to further reducing the environmental impact of our products and processes: an important contribution for the wellbeing and future of us all. Novamobili furniture features international certification: non-toxic Eco Panel (for its use of 100% recycled wood with near-zero formaldehyde emissions) and Carb2 (California Air Resources Board).

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