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# COLOURFUL STORY

INTRODUCING  
THE NEW COLLECTION

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**Salone del Mobile**  
Press kit

NOVAMOBILI

## **A colourful story. Introducing the new collection**

This year, Novamobili is celebrating its 50<sup>th</sup> anniversary and has chosen the 2017 Salone del Mobile to reintroduce itself with an image made over from the logo up and a collection of living room furniture – stemming from its collaboration with some of the biggest names in international design – new fabrics – the product of a meticulous exploration of shades, texture and weave – materials and colourways. The company is continuing its exploration into contemporary trends - first initiated in 2016 - and the theme of colour, revealing a cheerful yet elegant and creative personality. Like in a novel, Novamobili is starting a new chapter, made up of “colourful” pages. **A colourful story.** A number of collaborations have been forged with top designers: French designer **Philippe Nigro** – whose talents were called upon in 2016 to give Wall 30 a new twist with *Archives* – who, this year, has designed the stand for the Salone del Mobile and is presenting a new modular system and a line of accessories developed for the living area. The occasional furniture from the creative genius of **Zaven** and **Zanellato/Bortotto** – who were also involved in the *Inspirational* installation created for the previous Design Week edition – are joined by pieces by Matteo Zorzenoni and Makoto Kawamoto.

This year also sees Novamobili working for the first time with **Margherita Rui (Dogtrot studio)**, the brand's creative director, who is working on a process of continuous communication strategy strengthening. The initial projects in progress include – in addition to product art direction – developing the stand for the Salone and the new collection of printed material, which will kick off with the catalogue of new products for 2017.

## **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.

## Collaboration with the designers

### Philippe Nigro

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. Following that first experience with Archives at last year's Salone del Mobile, Nigro has once again teamed up with Novamobili, designing a new modular shelving system that is flexible in its configuration. With its distinctive modularity, the *Pontile* system – presented at the Salone in its standard version – can adapt to suit the space requirements of a whole host of different situations, becoming a solution capable of offering alternative storage options in various rooms of the home. *"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. In this case, it was the colour that inspired me, 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 that colour to be extended to the uprights, which constitute the real backbone of the design."* Made up of extruded aluminium profiles, these elements are designed to accommodate a front strip – in the chosen finish or colour – and house cables for wiring as well as allow the height of the shelves to be adjusted, hiding the holes.

For the **2017 Salone del Mobile**, Nigro has designed the stand for the Battistella Company Group, which Novamobili is part of. The natural evolution of *Archives* has given us an urban skyline – with a footprint of 800 sq metres – built with the Wall 30 system and home to spaces illustrating the Group's three brands (Novamobili, Nidi and Cinquanta3).

### Biography

Born in Nice, Philippe Nigro splits his work time between France and Italy. He embarked on his career alongside De Lucchi, working with him on numerous home interior product, lighting, event and stage design projects. Since 2005, various experimental works have been supported by the French organization VIA 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 7<sup>th</sup> edition of the Triennale Design Museum "Italian Design beyond the Crisis" and he was awarded the title Designer of the Year by Now-Maison & Objet.

## 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. Zorzenoni is presenting five new designs set to become iconic pieces marked by meticulous attention to detail. For the living area, the designer has developed the *Hanami* and *Torii* tables whose lines and technical features constitute clearly recognizable formal solutions. Painstaking cabinet-making expertise can be seen in the quality of these pieces, allowing them to sit happily in a variety of different settings. Another addition to the catalogue is *Velvet*, a line of upholstery items comprising a sofa and an armchair with a strong connotation in their forms, reminiscent of a sort of soft one-piece design with organic shapes inviting rest. Adding the finishing touch to his all-encompassing work for the living area, the designer is presenting the *Cliff* occasional tables – monolithic-looking pieces made from lacquered polyurethane – and *Navy*, a chair whose dynamic line belies its relaxed feel, fitting perfectly into any room. *“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, quality materials, long-sellers that don’t follow the fashions of the moment.”*

## Biography

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.

## Zaven

The creative duo turn the spotlight on the Novamobili living room with their *Float* series of sideboards. This new project plays with the concept of “support” and “storage”, based on the idea of reinstating the importance of each of the elements making up the piece of furniture. So, by moving the legs to the outside – putting the function in clear view and exposing the screws that hold everything together – every detail is on display and given the same importance. The distinguishing traits of the *Sunny* table, on the other hand, are light and essentiality, with a top supported on three simple metal legs joined by as many “arms”: 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 many different moments of the home, a home that is constantly transforming.”*

## Biography

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.

## Zanellato / Bortotto

The studio is once again joining forces with Novamobili – following last year’s collaboration – developing two chairs that have an easy feel to them but also feature 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 become the centrepieces of the spaces they are set in.”* Featuring soft, pared-back lines, the *Rose* chair has been skilfully crafted, in large part using old-fashioned workmanship, and sits perfectly in the dining room thanks to the seat upholstered in fabric or given a traditional straw finish. 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. *“For us – the designers are keen to point out – colour is a key element of our work and 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.”*

## Biography

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.

## Makoto Kawamoto

Of Japanese descent but now a naturalized Italian, Makoto Kawamoto works in the field of design, graphic design and interior architecture. For Novamobili, he has developed two new offerings for the living area. *“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 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, mixing and matching them at will to best suit their own individual style and character. The *Origin* armchair, on the other hand, takes women 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.

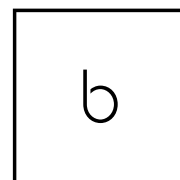
## Biography

Makoto Kawamoto was born in Hyogo in Japan but lives and works in Milan. 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**

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 architecture on a small scale, 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 will kick off in April with the catalogue of new products for 2017. For the 2017 Salone del Mobile, it was responsible for the stand concept and development, the creation of the various roomsets, the selection of the dedicated products, the communication project, graphic design and signage.

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



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[novamobili.it](http://novamobili.it)