

NOVAMOBILI

Milano Design Week

17 – 22.04.2018

A COLOURFUL STORY:  
THE FULL COLLECTION

## **A colourful story: the full collection**

*Novamobili presents its new bedroom furniture at the 2018 Salone del Mobile*

**Novamobili**, Battistella Company's designer brand, has chosen the 2018 Salone Internazionale del Mobile (Milan's Rho exhibition centre, Hall 12, Stand B19-C22) to present *A colourful story: the full collection*. The exploration into colour, focused in 2017 on the living area, reaches its conclusion this year with the bedroom products, offering three bedroom systems, three bed models, one desk, a collection of drawer units in various shapes and sizes and new wardrobes.

## **Stand 2018**

Designed by French designer Philippe Nigro and developed by Valeria Carlesso, Battistella Company's in-house designer, the stand draws on last year's concept – with a perimeter built to resemble an urban skyline – with the added feature of large openings in the structure, actual windows that allow an immediate dialogue between the visitor and interiors characterized by the new lacquered colours: marino, pesca, granato and foresta.

## Collaboration with the designers

### Philippe Nigro

In addition to being responsible for the stand's design, Philippe Nigro has come up with the **Tape padded bed**, stemming from a reflection *"on the piece of furniture we use most during our lives, which has to be inviting and, above all, comfortable, in looks as well as substance"*, as the designer remarks. The softness of the headboard and bed surround is emphasized by the belts located at the four corners, which compress the padded upholstery as though to retain and support the mattress. Tape also comes in a storage bed version and can be customized with any of the collection's fabric options, to coordinate with other occasional furniture and soft furnishings in the room.

### E-ggs

In a first-time collaboration with Novamobili, design studio **E-ggs** - made up of Erica De Candido, Gaia Giotti, Marco Popolo, Cristina Razzanelli and Giona Scarselli - have conceived two bedroom systems: **Cube System** and **Giro-Giro System**. The former is a system of different sized storage units that are designed to be placed next to each other or stacked to create drawer units, bedside tables, chests of drawers and tallboys, as well as more complex arrangements involving wall panelling, benches, trays, document holders, desks, clothes racks and mirrors. The individual drawer modules, with mitre-folded fronts, are inspired by the shape of a box and can be customized to suit personal tastes with a whole host of finishes in the catalogue to choose from. Mounted on the wall, standing on the floor or used as a bed headboard, **Cube System** truly comes into its own in the island version designed to sit in the middle of the room. *"A box is not simply a container of objects, it's a container of functions. And - as the designers are keen to point out - like every other room in the home, the bedroom is tasked with playing host to multiple functions."*

*"A graphic design made up of broken lines, a multidimensional module, endless combination options: these are the building blocks of Giro-Giro System"* a modular storage unit featuring drawers arranged on all sides. With a distinctive small handle accentuating the vertical lines, **Giro-Giro System** can be put together in countless versions and customized with a range of finishes and colours to meet different aesthetic and space organization requirements. Designed as a freestanding item, it can also be placed against a wall, standing on feet or directly on the floor.

## Zanellato/Bortotto

This year, **Zanellato/Bortotto** have come up with *“two pieces of furniture as the heroes of the bedroom: a desk with simple, elegant lines and a bed that plays with different materials to create new textured effects.”* The **Rain bed** is framed by a large padded headboard with removable fabric covers or leather upholstery, and can be finished off with two circular trays that serve as bedside tables. The bed surround in the *noce canaletto* finish can have a padded cover attached with Velcro featuring removable fabric covers or leather upholstery.

The **Ninfea desk** is characterized by slender metal legs in a bronze finish supporting a softly rounded top with a visible undermounted drawer. A handy privacy screen with removable fabric covers or imitation leather upholstery is great for partitioning the space and doubles as a noticeboard for posting notes and documents with the aid of the two magnets (provided), which attach thanks to the screen's metal inner. The desk, which is ideal for recreating a study nook in the bedroom, can be accessorized with a circular mirror and a caddy, also making it perfect as a dressing table.

## Matteo Zorzenoni

*“Velvet evolved from the idea of creating a light, enveloping, elegant bed, somewhere to rest in supreme comfort.”* **Matteo Zorzenoni** thus completes the **Velvet collection**, introducing the **padded bed** to join the sofa, armchair and ottoman presented at last year's Salone. The soft headboard, which seems to open up its wings inviting a hug, and the bed surround share the collection's same flowing, sinuous lines. The bed can be customized with any of the fabric, leather and imitation leather options from the catalogue.

## Zaven

Creative duo **Zaven**, made up of Enrica Cavarzan and Marco Zavagno, have extended the **Float collection**, introducing it into the bedroom with a series comprising a chest of drawers, bedside table and tallboy. The central theme is again to promote an appreciation for all the individual parts making up the design, even its most hidden components: As the designers explain, *“Float plays with the concepts of support and storage, based on the idea that every element of the piece of furniture is equally important.”* Moving the feet to the outside results in a structure that not only shows off its supporting function, but also becomes a distinctive visual feature, as do the exposed screws, an unusual eloquent detail.

## Valeria Carlesso

Battistella Company's in-house designer has revived the Easy collection along new lines. "*When it comes to the bedroom, the wardrobe is the ultimate storage system. As we worked on Easy - explains the designer - we thought: why not bring the living room wall system design concept into the bedroom?*" and this is how **Easy System** came about. One of Novamobili's long-established designs, **Easy** is a system of drawer units and bedside tables with a pared-back look that offers you the opportunity to create endless furniture solutions. The series was developed with a view to improving its functionality: the drawer unit and bedside tables become part of a system that can also include benches, clothes racks, mirrors, open shelving, freestanding arrangements, desks and Box 12 storage units. The wall panelling with shelves - a wall system or headboard - transforms the area behind the bed into a functional, contemporary storage space. The system is further enhanced with new finishes, like noce canaletto on the Rays door for drawers and decor finish in rovere naturale.

The stand at the **Exhibition centre** and the **Flagship store Gioia8** will also be showcasing the new products from the Wardrobe collection designed in house by Novamobili studio: the Layer sliding door wardrobe, Vico hinged door wardrobe and Recesses for hinged door wardrobes.

## 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 Philippe Nigro, Zaven, Matteo Zorzenoni, Zanellato/Bortotto, Makoto Kawamoto, Valeria Carlesso and, from this year, design studio E-ggs.

## 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.

## The designers

### Philippe Nigro – biography

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 for whom 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, Foscari, DePadova, Baccarat, Moleskine, Driade, Saint Luc, CELC, le Mobilier National and Hermès.

### E-GGS – biography

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.

### Zanellato/ Bortotto – 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.

## **Matteo Zorzenoni – biography**

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 Boisbucchet (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 – biography**

Founded in 2006 by Enrica Cavarzan and Marco Zavagno, Zaven is a design office based in Venice. Zaven works in industrial, graphic and installation design, researching and collaborating with other creatives and companies to create and produce ideas, objects and interiors. Zaven has shown in Italy and abroad, at the Kalmar Konstmuseum, at the Triennale in Milan, several times at the London Design Festival and Designer Days in Paris. Clients include Agusta Westland, Antolini Marmi, Atipico, Barberini Eyewear, cc-tapis, Cedit, Dudù Bags, FontanaArte, Knoll, Maison 203, Mercedes, Miniforms, Nike, Novamobili, PaolaC, Red Bull, Replay Jeans, Secondome, Tim, Tod's. Institutions include Ca' Foscari University, IED Venice, IUAV University of Venice, La Biennale di Venezia, Sandretto Re Rebaudengo Foundation, Sindika Dokolo Foundation(Luanda), V-A-C Foundation.

## **Valeria Carlesso – biography**

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

## **Dogtrot – biography**

Founded in 2009 in Treviso by Margherita Rui and Alessandro Rado, Dogtrot is a communication and design studio. It believes that an omnichannel strategy is the way to coordinate brand development, through unified creative and strategic management. It works on branding, visual identity, digital and social, products and interior design, exhibition, retail and micro architecture projects, with a special focus on interior design, tourism, fashion and food.

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