STYLEBOOK

Poliform

STYLEBOOK

Poliform

Stylebook is the highest expression of Poliform's taste and style. Going through, one by one, the rooms of a villa suspended between land and sea, surrounded by wild nature, the story being told is that of a lifestyle, more so than just a style. The domestic environment is imagined as a fluid space where systems and decor are perfectly integrated and give life to a total architecture. The architectural elements connect the different areas, while the furniture is intertwined with ceramics, paintings, sculptures, and baskets created by contemporary artists and artisans who are credited with the essential job of updating traditional materials and processes. It is through their know-how that Poliform's sense of taste takes shape and is translated into a universe where nothing is left to chance and commitment to quality is absolute.

Interior I

13

Abigail Ozora Simpson

41

Interior II

53

Marco Minetti

85

Interior III

97

Jon Llewelyn

125

Interior IV

137

Esmé Hofman

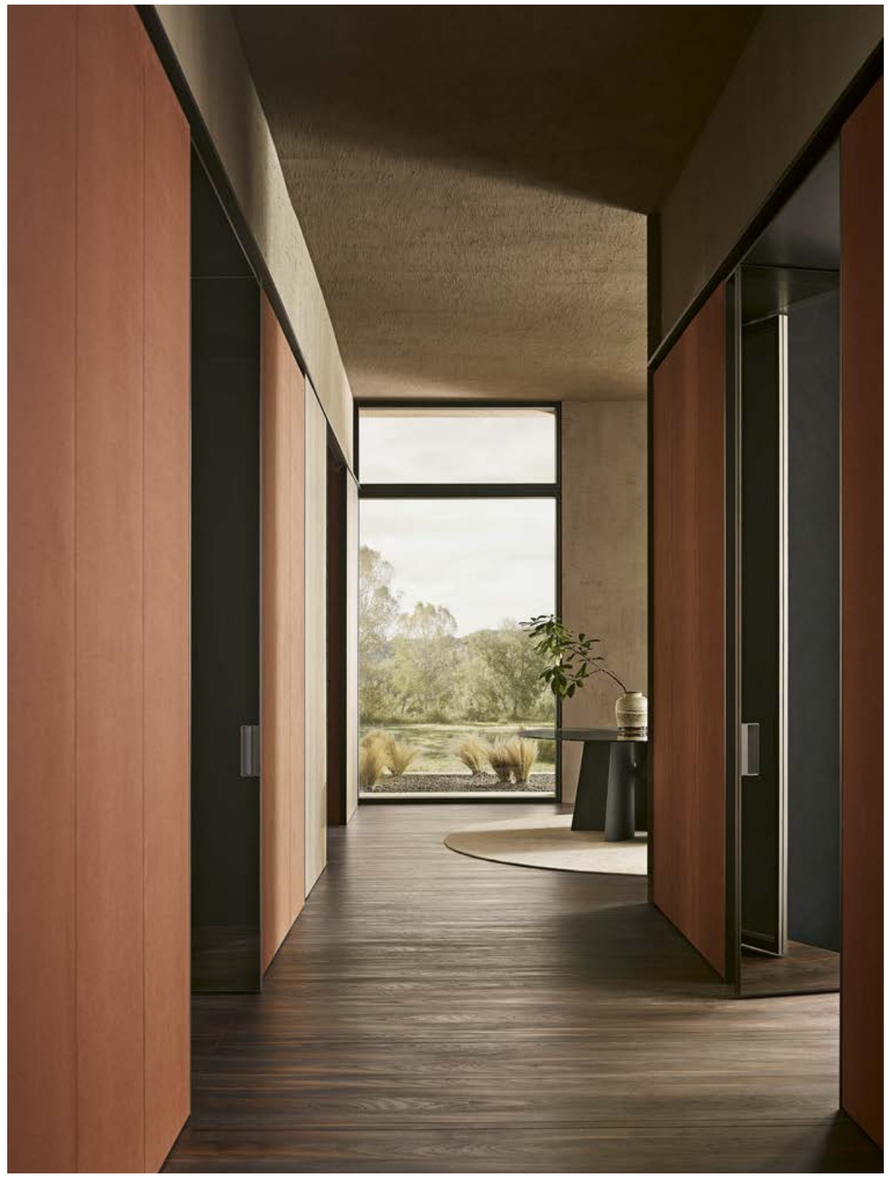
165

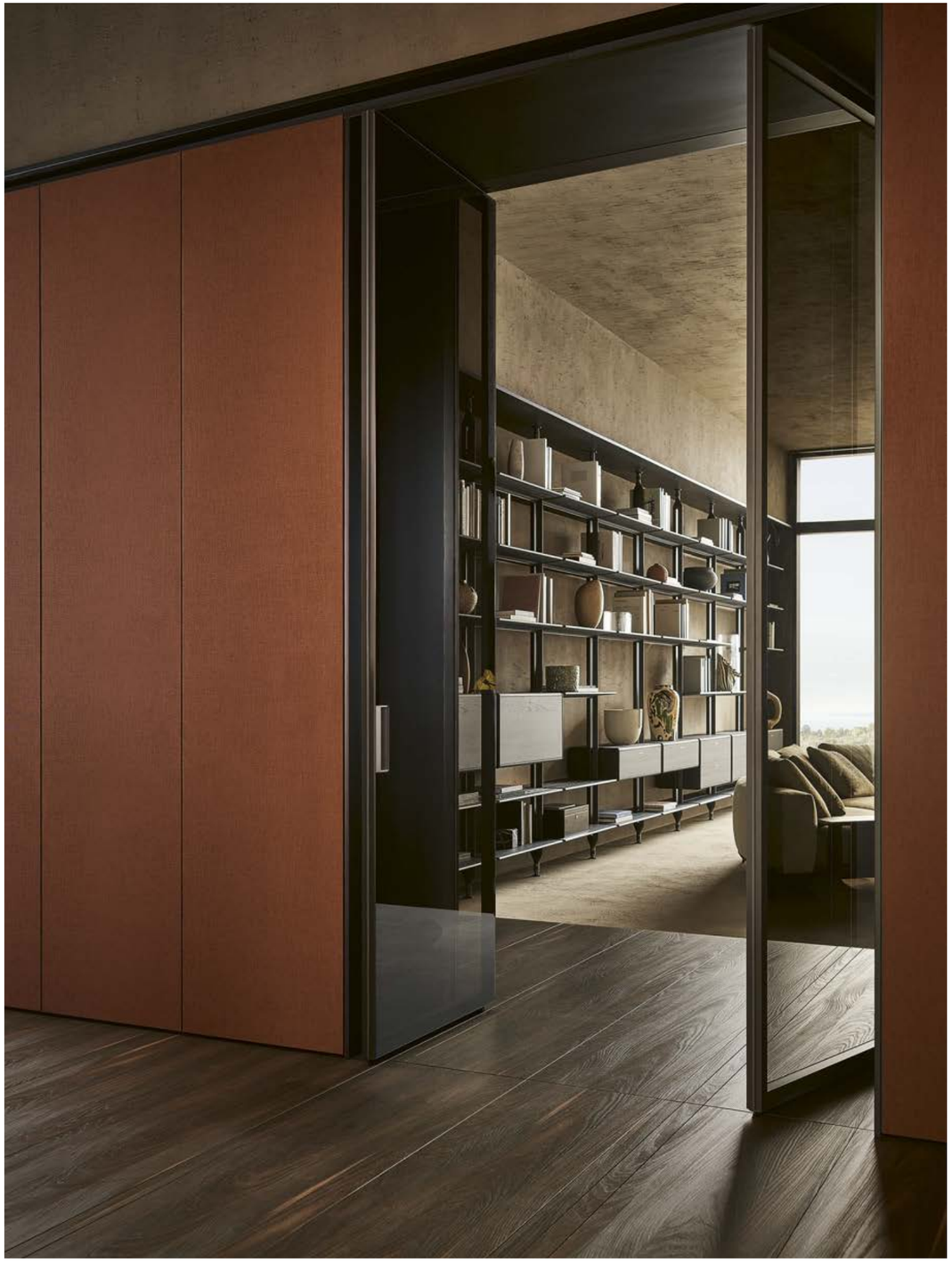
Interior V

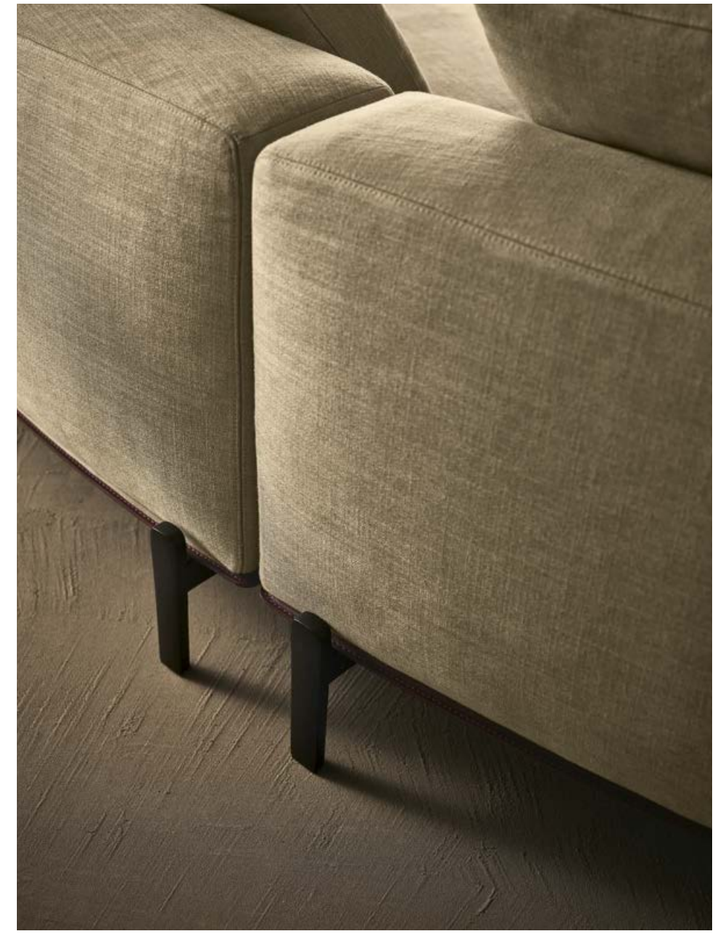
177

Harmony in details

Interior I



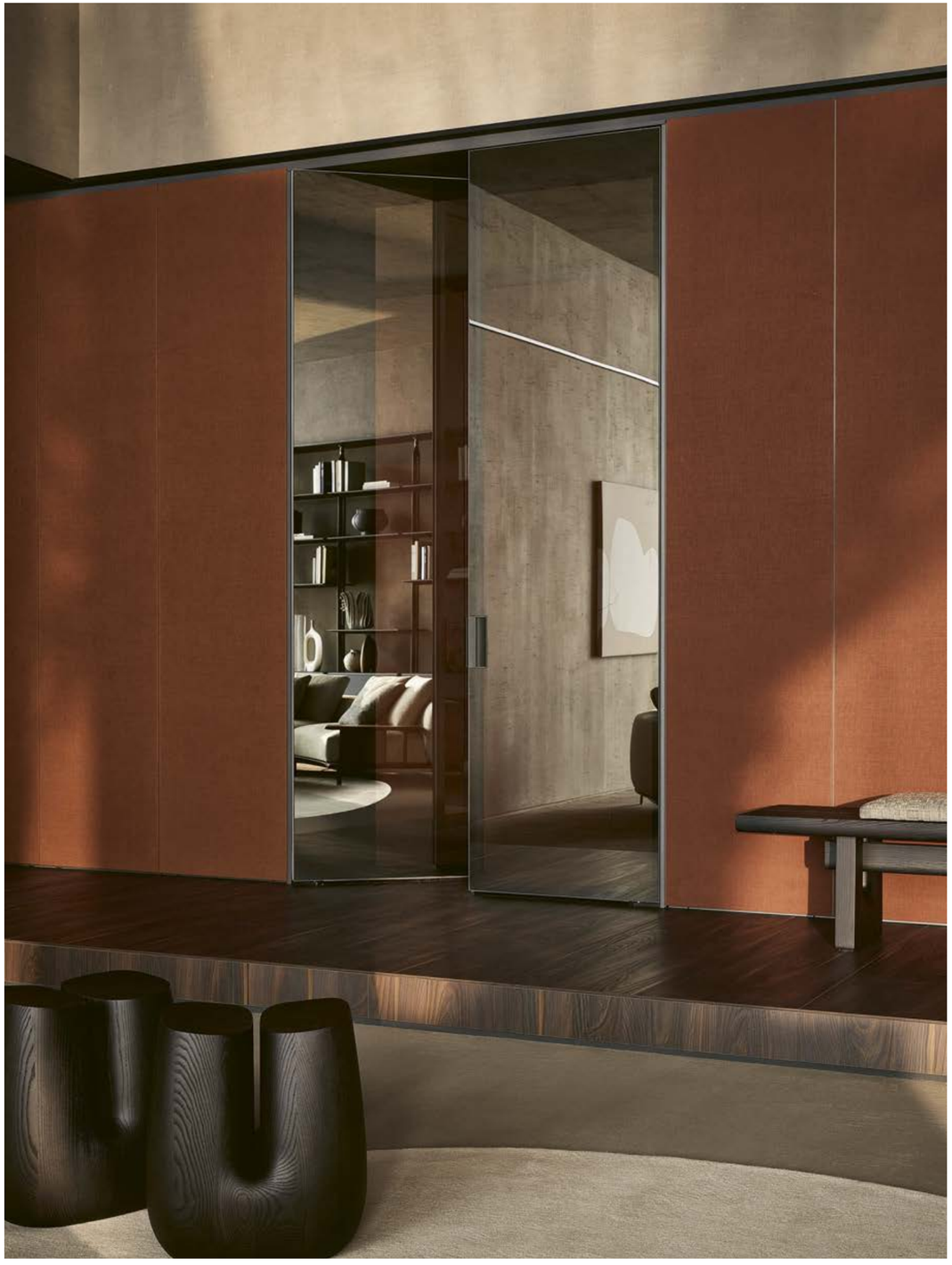


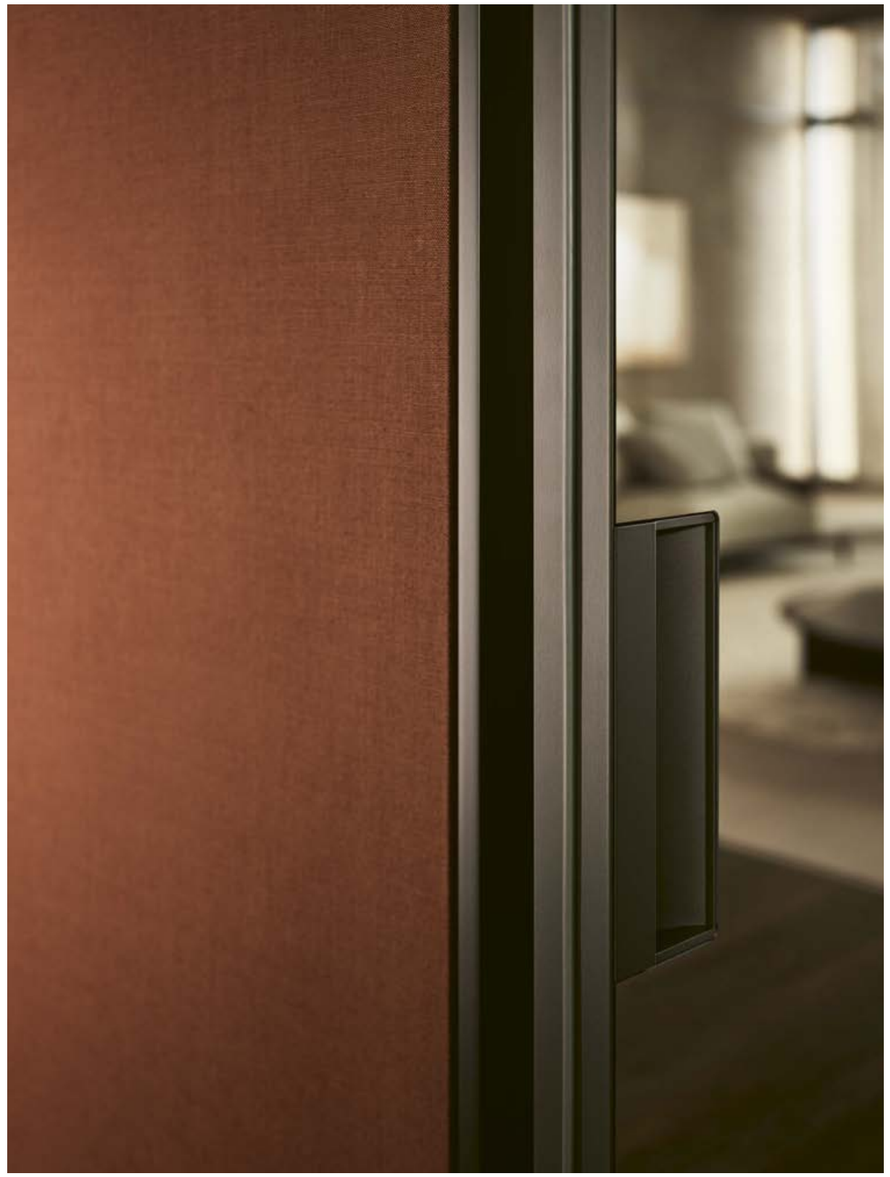


LA SCULPTURE

SERGIO LARRAIN
Photo and Text
Author: Bruce
Photo and Text
Author: Bruce
and terrorists
Photo and Text
Author: Bruce
Photo and Text
Author: Bruce
STUDIO 54
THE LITTLE BLACK
DESIGNING DETAILS

photographed
ELLA COURT





pp. 13, 14–15, 17
Kensington table, design Jean-Marie Massaud, structure ferro with spatula finish and top in fumé glass. New York pouf, design Jean-Marie Massaud, removable cover in fabric Janaki 01 avorio and glossy brown nickel feet. Nara bench, design Jean-Marie Massaud, solid wood stained black elm. Carpet Plain natural.

pp. 16, 19
Surface wall panelling, design R&D Poliform, fabric lino bruciato and profiles mat ardesia. Pivot Plus doors, design Studio Kairos, portal and jamb mat ardesia, door in fumé reflective glass with mat ardesia Plus handle and frame.

pp. 20–21, 23, 24, 25, 26–27, 29, 30–31, 32, 33, 35
Brera sofas, design Jean-Marie Massaud, removable cover in fabric Kiala 02 champagne, cushions in fabric Janaki 01 avorio, base and Slim armrest in hide 07 castagna, mat brown nickel feet. Mush coffee tables, design Jean-Marie Massaud, in the centre, tops in black elm and mat sahara noir marble with polyester finish, black elm structure; next to sofa, top and structure in hide 07 castagna. Ube stools, design Jean-Marie Massaud, solid wood stained black elm. Carpet Shindo natural. Lexington bookcase, design Jean-Marie Massaud, black elm and mat ardesia floor-ceiling uprights with levelling feet in nickel ardesia. Shelves in black elm and mat ardesia, integrated led light. Storage units with flap doors and drawers in black elm with handles in nickel ardesia.

p. 36–37, 39, 40
Surface wall panelling, design R&D Poliform, fabric lino bruciato and profiles mat ardesia. Pivot Plus doors, design Studio Kairos, portal and jamb mat ardesia, door in fumé reflective glass with mat ardesia Plus handle and frame. Nara bench, design Jean-Marie Massaud, solid wood stained black elm, cushions with cover in removable fabric Janaki 01 avorio. Brera sofas, design Jean-Marie Massaud, removable cover in fabric Kiala 02 champagne, cushions in fabric Janaki 01 avorio, base and Slim armrest in hide 07 castagna, mat brown nickel feet. Mush coffee tables, design Jean-Marie Massaud, tops in black elm and mat sahara noir marble with polyester finish, black elm structure. Lexington bookcase, design Jean-Marie Massaud, black elm and mat ardesia floor-ceiling uprights with levelling feet in nickel ardesia. Shelves in black elm and mat ardesia, integrated led light. Storage units with flap doors and drawers in black elm with handles in nickel ardesia. Ube stools, design Jean-Marie Massaud, solid wood stained black elm. Carpet Shindo natural.

Abigail Ozora Simpson

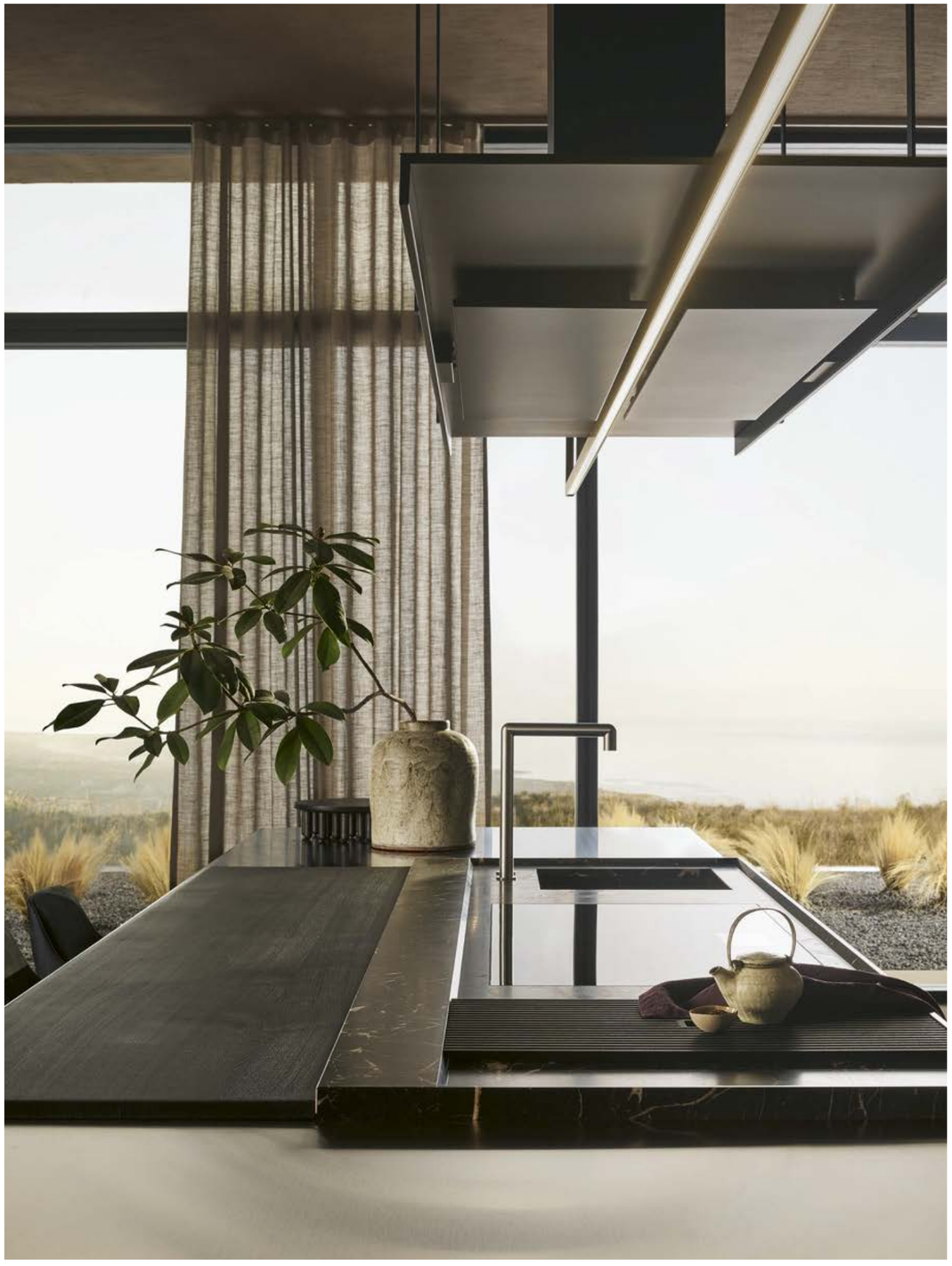
Sculpturing requires strength – and not only because of the weight of materials. Abigail Ozora Simpson is a contemporary sculptor working mainly on big scale projects: most of her work to date consists of vertical totemic sculptures, but her relationship with her artworks, no matter the size, is the same, since she is emotionally involved with every piece she makes. Over time, she started to create objects that transcend any immediate recognition of the process and even the material, in a slow journey that took her from function to non-function. Monumental and impactful, her pieces infuse indeed a sense of calmness and serenity.

“I had trained previously as an actor and there has always been a theatricality to my work”.

Electronic Postal Scale
David Hockney
Looking at Pictures on a Screen
at the
National Gallery
1 July-31 August 1981
CHEESE
ONION
LASS

“The form has always been paramount in my work
and my aim is to create objects that transcend any immediate
recognition of the process and even the material”.

Interior II



pp. 53, 54–55, 57, 58, 59
Curve table, design Emmanuel Gallina, top in mat marble verde lepanto, structure in black elm with cross-piece covered in hide 38 oliva. Curve chairs with armrests, design Emmanuel Gallina, non-removable cover in leather Nabuk 10 oliva and structure in black elm. Carpet Shindo celadon. Aiko sideboards, design Jean-Marie Massaud, structure in black elm, sides and doors in transparent extralight glass, handle and base with feet mat brown nickel. Inner shelves in fumé glass, led light.

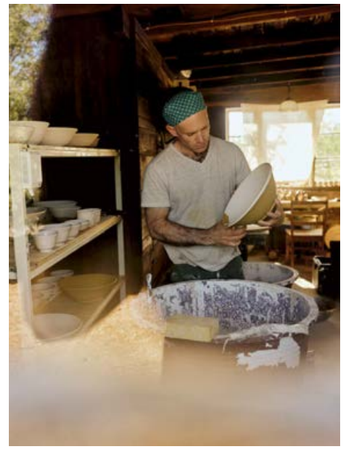
pp. 61, 62–63
Aiko sideboards, design Jean-Marie Massaud, structure in black elm, inner backs in mat lacquer matching colour hide fango, sides and doors in transparent extralight glass with lino carbone insert, handle and base with feet mat brown nickel. Inner shelves in fumé glass, chest of drawers in black elm with drawer fronts in hide 08 fango, led light. Ube stools, design Jean-Marie Massaud, solid wood stained black elm. Carpet Shindo grey.

pp. 65, 66–67, 68, 69, 71, 72–73, 74, 75, 76–77, 79, 80–81, 82, 83, 84
Shape kitchen, design R&D Poliform. Central island with doors and pull-out baskets in scotch brite steel, Shape integrated handle in mat lacquer moka, top and finishing sides in scotch brite steel, top with drip edge in mat marble noir saint laurent. Tape snack with top and sides in solid wood stained black elm. Sophie Lite stools, design Emmanuel Gallina, removable cover in leather Nabuk 08 prussia, structure in black elm and footrest in mat brown nickel. Sail hood personalized Poliform in mat black painted steel and light bar as long as the island. High tall units with doors and pull-out baskets in roccia embossed lacquer, Shape integrated handle in mat lacquer moka. Deep Shaker Wall with anodized moka structure, back in black elm, bars in moka embossed lacquer, shelves in walnut canaletto and glass and ceramic jars. Pivot Plus doors, design Studio Kairos, portal and jamb in moka embossed lacquer, door in fumé reflective glass with mat moka Plus handle and frame.

p. 79, 80–81
Central island, close up of the top in scotch brite steel combined with the top with drip edge in mat marble noir saint laurent, Tape snack top in solid wood stained black elm. Top with drip edge equipped with integrated sink in mat marble noir saint laurent, induction hob flush built-in and drip tray in PaperStone® nero. Doors and pull-out baskets in scotch brite steel, Shape integrated handle in mat lacquer moka. Sail hood personalized Poliform in mat black painted steel and light bar.

Marco Minetti

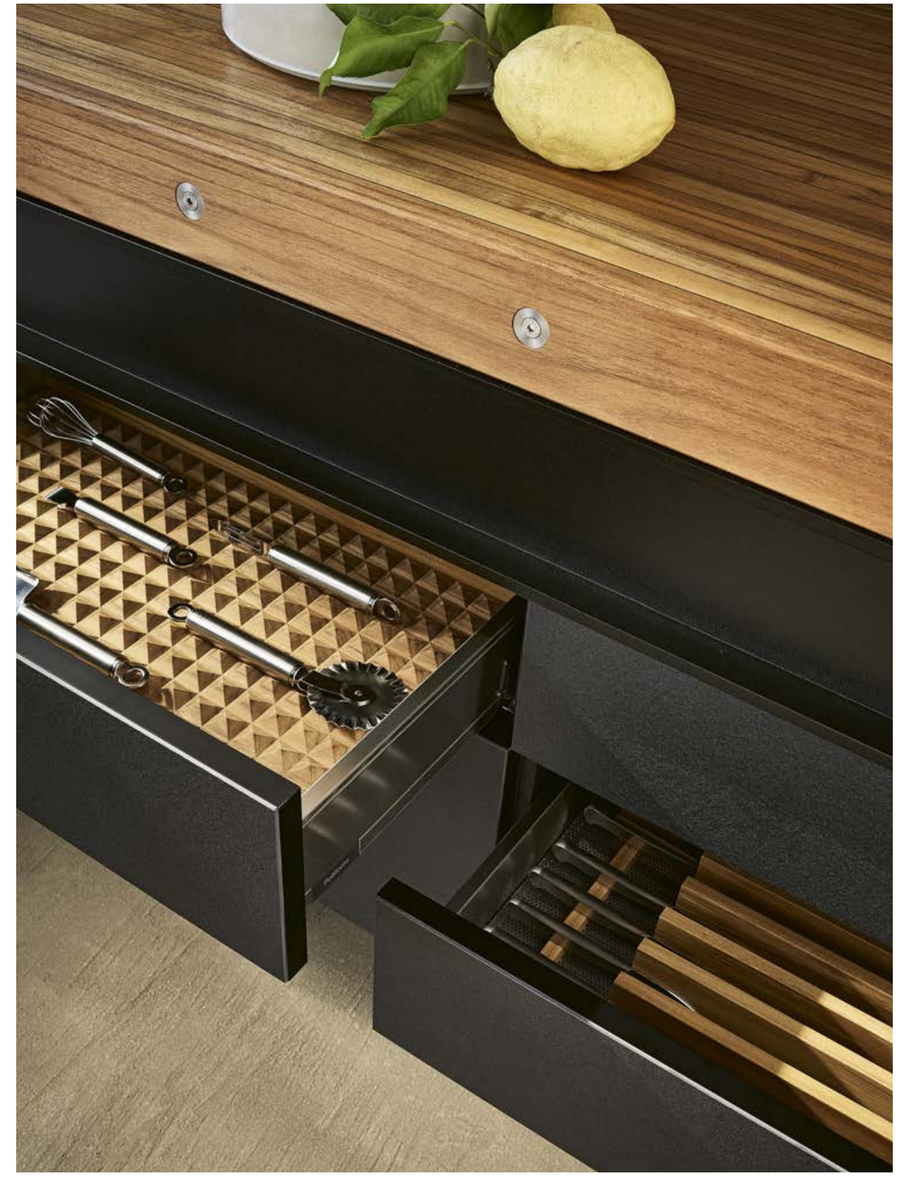
Clay objects speak volumes. Firstly through the materials, which inform the way a piece feels, looks, and functions. Then through form. A clay artist working in California and trained using old techniques in Korea, Marco Minetti is inspired by the intangible energy of the ancient forms that derive from necessity – pure, functional, and decoratively honest. He does everything by hand, from digging local clays to washing the wood ash to use in glazes, almost like meditation. In his practice, he seeks to capture the present moment while honoring the past, so that his collections are both an invitation to converse with the earth and a connection with an ancient, collected wisdom.



“Movements are a kind of meditation also — repetitive yet intuitive, each movement is done with purpose and has been honed over generations of collected wisdom”.

“Every time I sit down with this process to make a piece
I feel a connection to those makers of the past.
As the skills are disappearing, I feel a strong urge
to uphold the traditional methods”.

Interior III

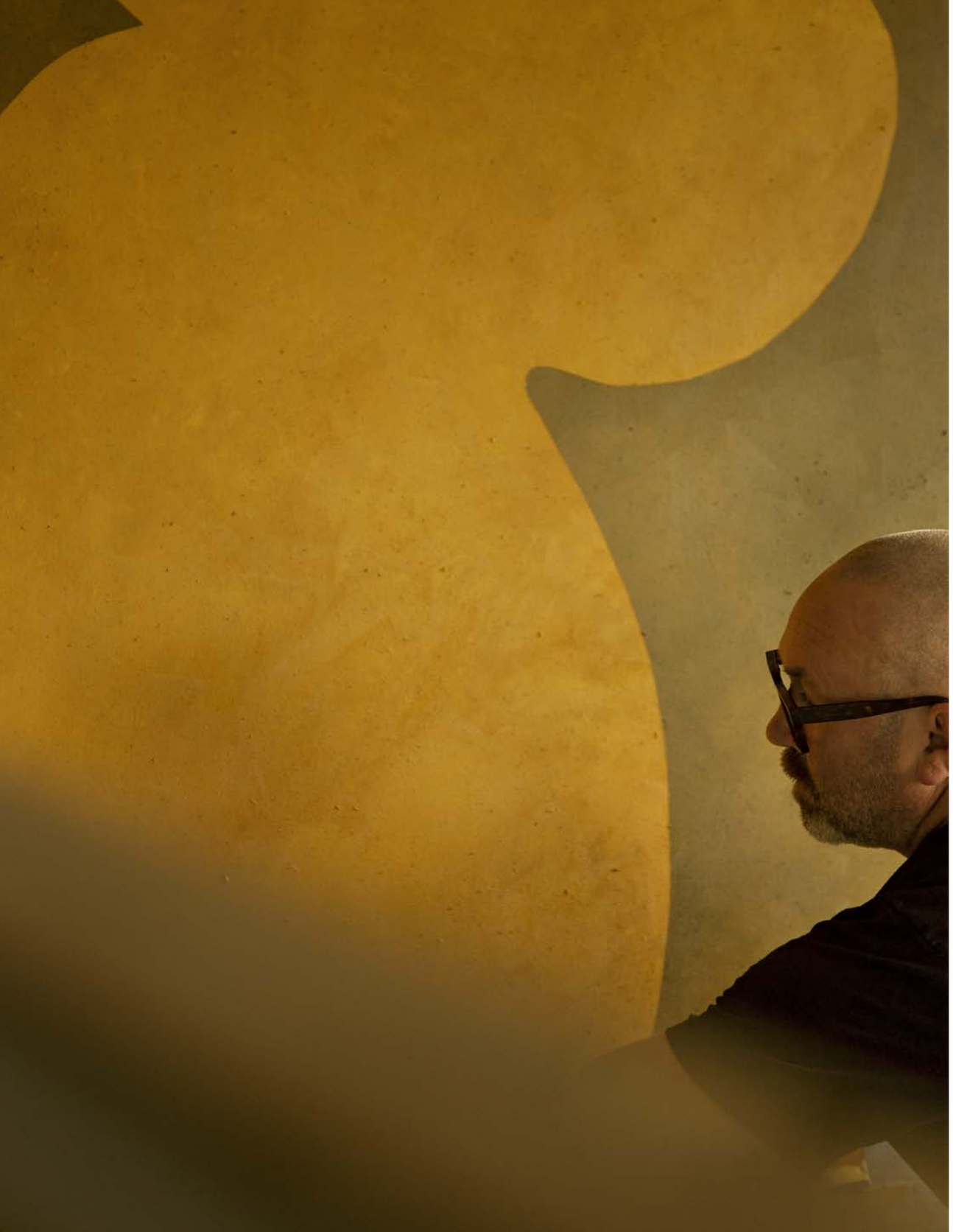


pp. 97, 98–99, 101, 102–103, 104, 105
Ketch sofas, design Jean-Marie Massaud, structure in solid black stained iroko with backrest in EVA nocciola. Cover with decorative drawstring stitching, in removable fabric Karif 02 burro, cushions in fabric Karif 02 burro e Ghibli 04 sabbia. Ketch armchairs, design Jean-Marie Massaud, structure in solid black stained iroko with backrest in EVA nocciola. Cover with decorative drawstring stitching, in removable fabric Karif 04 tabacco with lower back cushions. Ketch coffee table, design Jean-Marie Massaud, fumé fused glass top, legs in solid black stained iroko with structure in mat brown nickel. Crew coffee tables, design Jean-Marie Massaud, mat glazed gres grafite with glossy glazed top and upper part of the edge.

pp. 107, 108–109, 110, 111
Monolith table, design Emmanuel Gallina, top and legs in Cementoskin® grafite. Magnolia chair, design Emmanuel Gallina, structure in solid black stained iroko, removable cover in fabric Karif 03 sabbia. Carpet Kamir mattone.

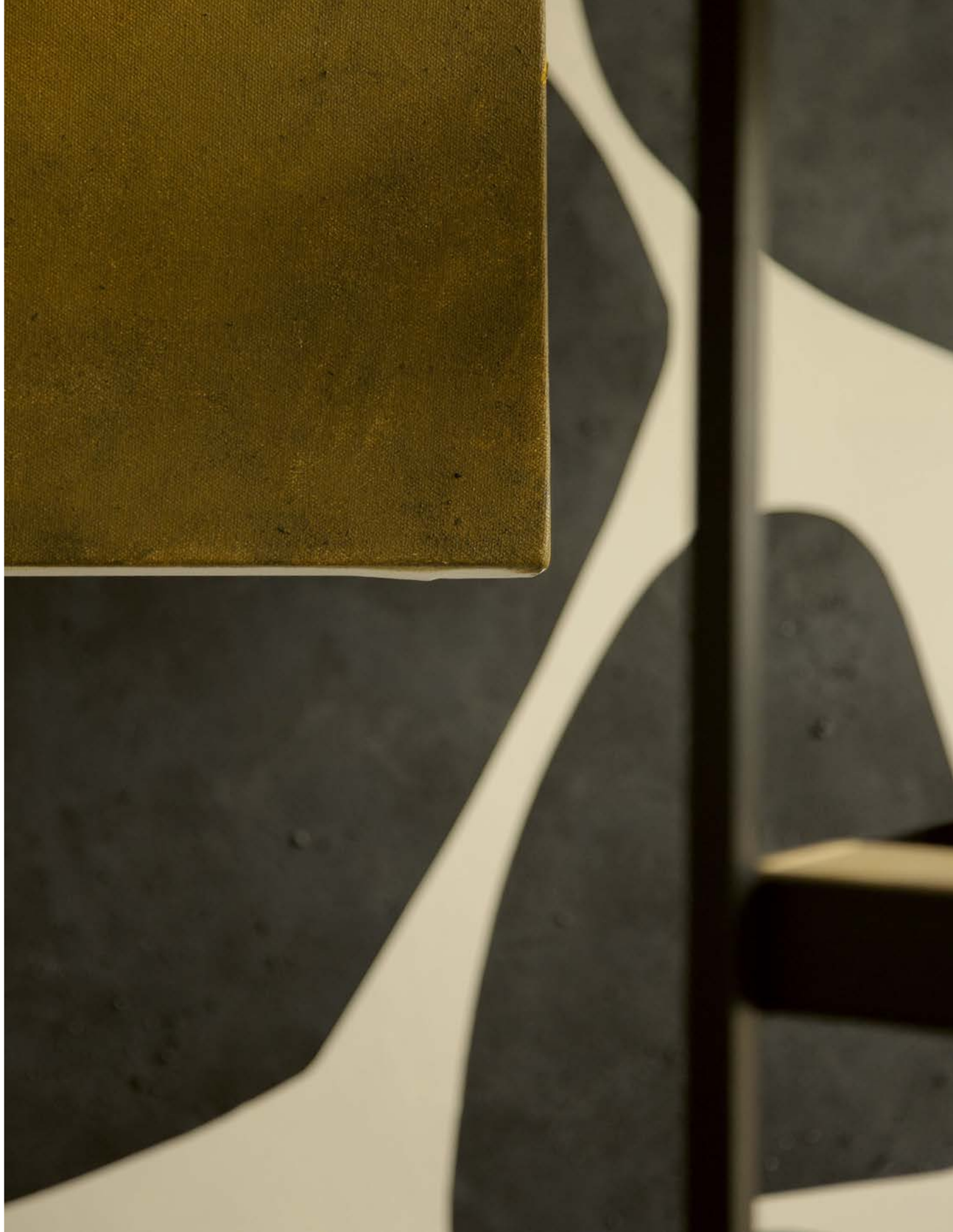
pp. 113, 114–115, 116, 117, 119
Land kitchen, design R&D Poliform and cap., bridge structure in mat nero lacquered aluminium with hanging storage units, structure in steel and sides in stratified laminate nero. Drawers and pull-out baskets with fronts in Inalco MDi® carbone, sides in mat nero lacquered aluminium. To the left, top in steel with squared drip edge and sink, folding mixer; to the right, top with compartments in steel, both with lids in Inalco MDi® nero and frame in nero painted aluminium. Work top in teak with steel tie rods. Barbecue Flamkraft with support in satin steel. Inner drawer equipment in teak and steel. Carts with structure in nero painted metal, scotch brite shelves and steel bars, work tops in teak with steel tie rods.

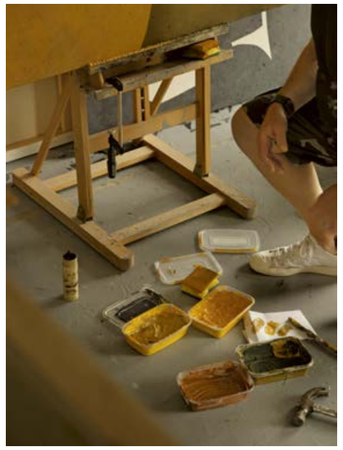
p. 120–121, 122, 123, 124
Le Club armchairs, design Jean-Marie Massaud, cover in Libeccio visone, non-removable woven fabric. Strata coffee tables, design Emmanuel Gallina, fumé fused glass top and base in Cementoskin® grafite. Crew vases, design Jean-Marie Massaud, mat glazed gres grafite with glossy glazed lower part.



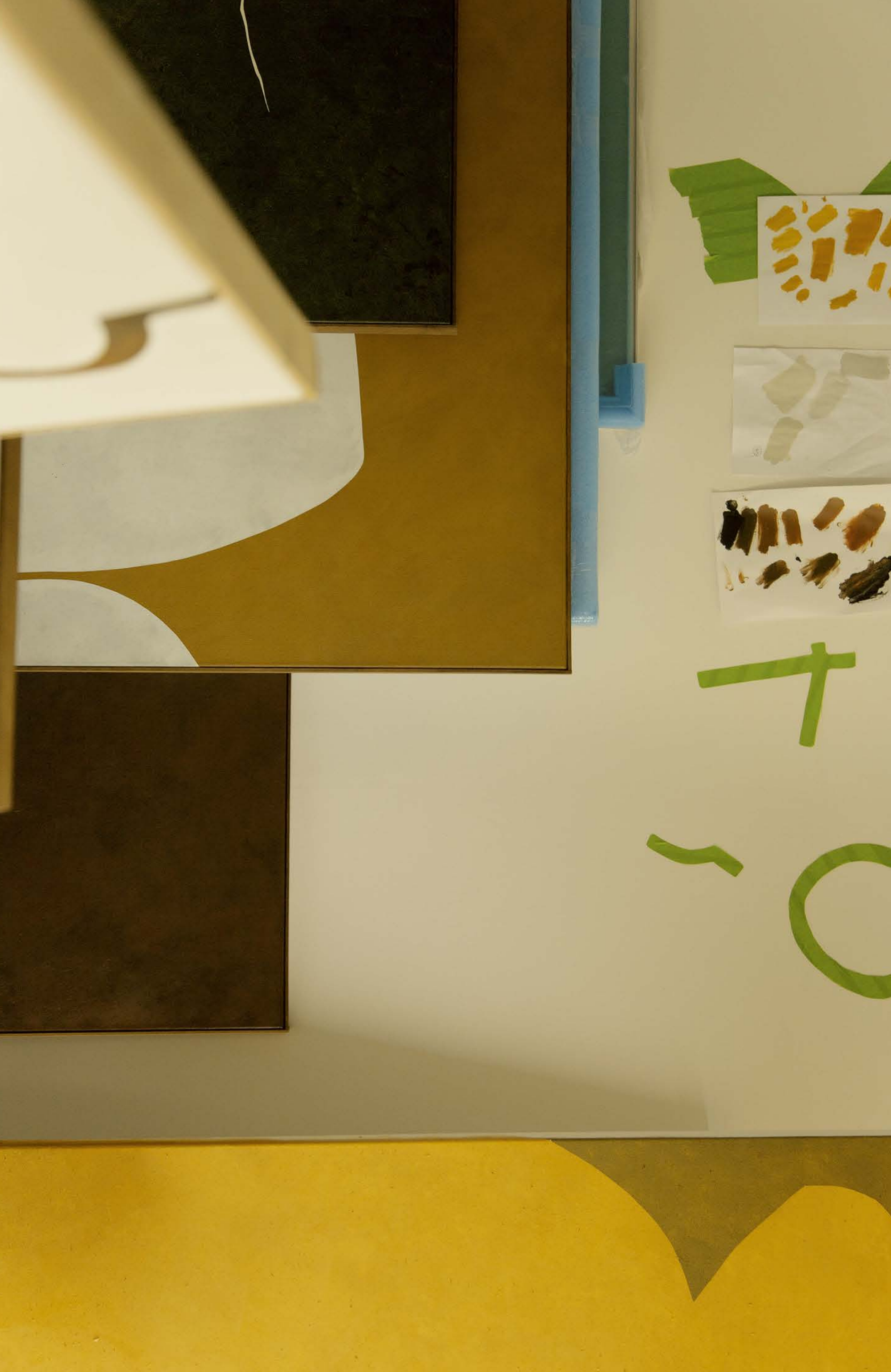
Jon Llewelyn

“There is no essential difference between artist and artisan”, Walter Gropius used to say to the students of Bauhaus, the art school he founded in Weimar. A principle that still holds true for Jon Llewelyn of Formworks, graphic designer and abstract artist researching the always evolving relationship between shapes, colors and positive and negative space. Over the years, the early strong geometric pieces have naturally evolved into a looser, more expressive style that combines knowledge and intuition. Inspired by contemporary interiors, architecture, mid-century furniture and lighting, and the Bauhaus movement, Llewelyn brings shapes and colors to life.

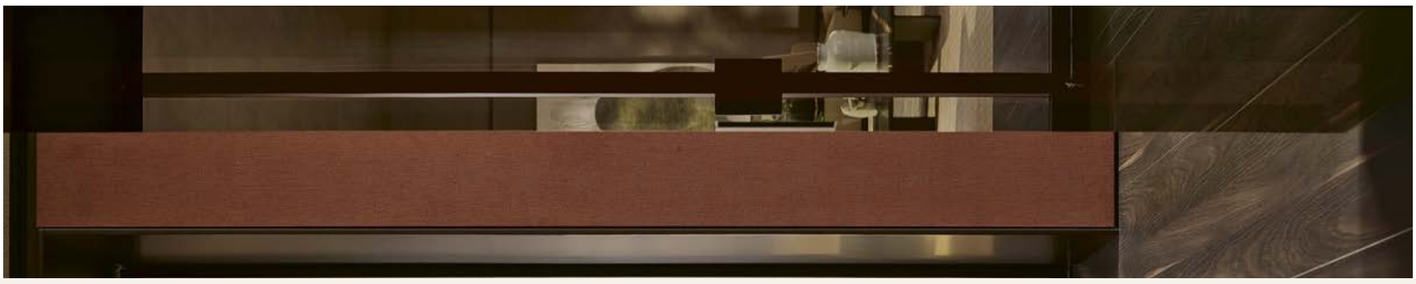




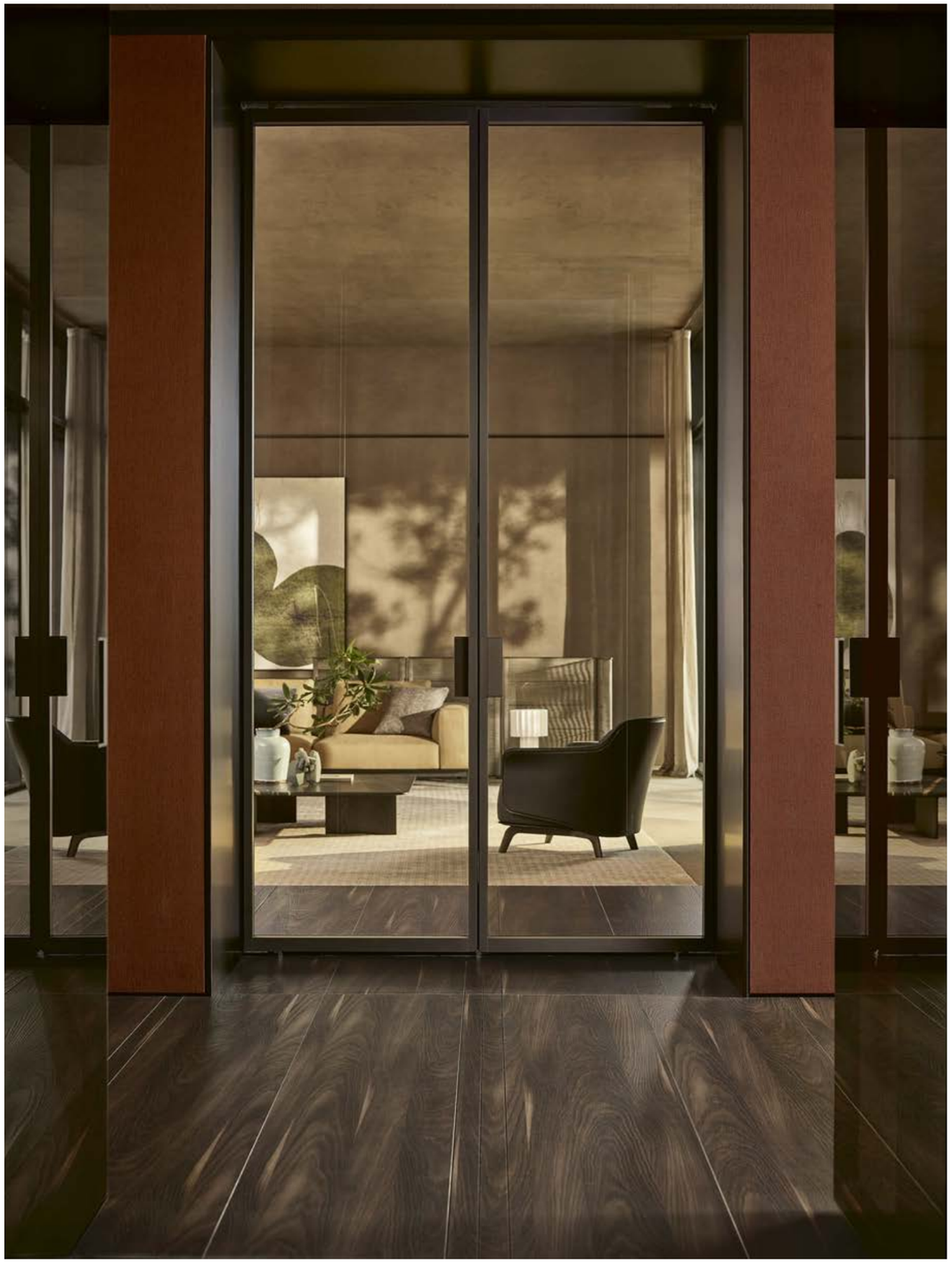
“The Bauhaus movement was a great influence and formed my love of mid-century art and design”.



“My work is founded on the relationship between shapes, objects, line work and positive and negative space. It’s instinctual and abstract”.



Interior IV



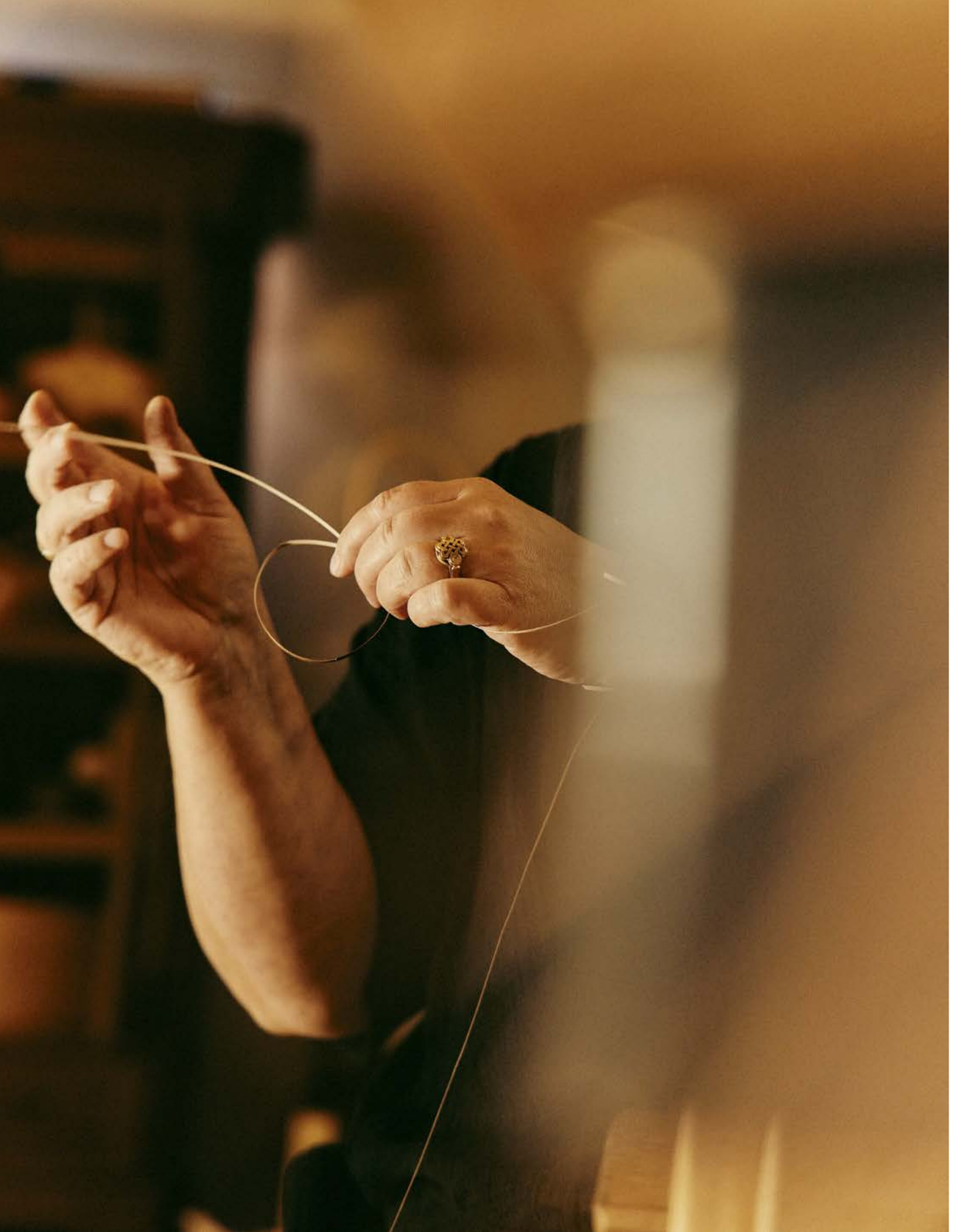
pp. 137, 138–139, 141, 142, 143, 144–145
Brera sofa, design Jean-Marie Massaud, removable cover in fabric Kiala 08 bronzo, cushions in fabric Janaki 02 champagne and velvet Persia 1404 carbone; base, shelf and Slim armrest in hide 02 nero, mat brown nickel feet. Hima screen, design Jean-Marie Massaud, four-element configuration in the low version, structure in mat brown nickel and rope in the colour cenere. Mush coffee tables, design Jean-Marie Massaud, in the centre, tops in mat sahara noir marble with polyester finish and black elm structure; top and structure in hide 02 nero; next to sofa, top and structure in black elm. Kaori armchairs, design Jean-Marie Massaud, outer shell and base in hide 02 nero, inner shell and seat in removable leather Silk 08 nero, mat brown nickel feet. Orbit coffee table, design Jean-Marie Massaud, top and structure in bronzed glass, structure in blown glass. Carpet Shindo natural. Surface wall panelling, design R&D Poliform, fabric lino scuro and profiles mat ardesia. Pivot Plus doors, design Studio Kairos, portal and jamb mat ardesia, door in fumé reflective glass with mat ardesia Plus handle and frame.

pp. 147, 148–149
Surface wall panelling, design R&D Poliform, fabric lino scuro and black elm print, profiles mat ardesia, equipped with storage units and shelves Code, design R&D Poliform. Code suspended storage units in black elm with backlit top in mat marble sahara noir with polyester finish. Code backlit shelves in metal lacquer bronzo. Dimmable led lights.

pp. 151, 152–153, 154, 155
Curve armchairs, design Emmanuel Gallina, non-removable cover in fabric Siro 02 lino and structure in black elm. Monolith table, design Emmanuel Gallina, low version with leg in mat lacquer bronzo and top in mat marble sahara noir polyester finish. Carpet Shindo grey.

p. 157, 158–159, 160
Yume bed, design Jean-Marie Massaud, headboard with cushions and padded base with removable cover in fabric Carson 05 pernice, headboard inserts in hide 07 castagna. Coordinated bed linen in cotton Provence 03 ghiaccio with profile in bianco. Linus blanket notte. Surface wall panelling, design R&D Poliform, fabric lino scuro and profiles mat ardesia. Code suspended storage units, design R&D Poliform, drawers and sides in black elm with backlit top in mat marble sahara noir with polyester finish, dimmable led lights. Orbit coffee table, design Jean-Marie Massaud, top and structure in bronzed glass, structure in blown glass. Ube stools, design Jean-Marie Massaud, solid wood stained black elm. Carpet Shindo grey.

p. 161, 162–163, 164
Senzafine Match wardrobes, design R&D Poliform, leaf doors in fabric lino scuro, profiles and Match handles in mat ardesia. Surface wall panelling, design R&D Poliform, black elm print with profiles mat ardesia and top in metal lacquer bronzo, equipped with shelves and storage units and Code, design R&D Poliform. Code shelves and floorstanding storage units in metal lacquer bronzo, top in mat marble sahara noir with polyester finish, dimmable led lights. Pivot Plus door, design Studio Kairos, portal in metal lacquer bronzo, jamb mat ardesia, door in fumé reflective glass with Plus handle and mat ardesia frame. Le Club armchairs, design Jean-Marie Massaud, non-removable cover in leather Silk 12 senape. Orbit coffee table, design Jean-Marie Massaud, top and structure in bronzed glass, structure in blown glass. Carpet Shindo grey.



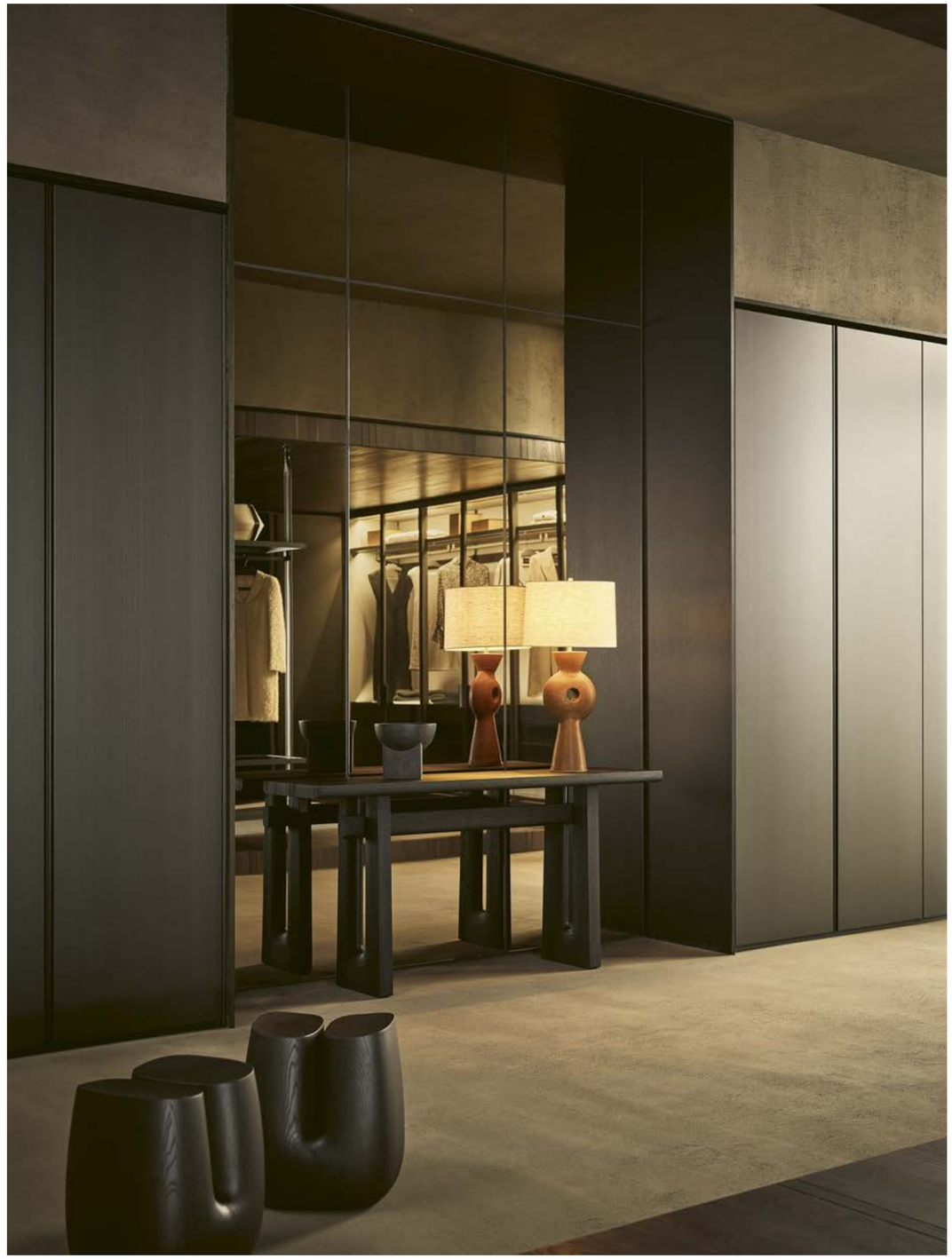
Esmé Hofman

Basket-making is one of the most ancient and widespread crafts of human history. Today just like five thousand years ago, techniques still depend on the material used and the purpose of the object, Esmé Hofman explains. She is a basket designer and weaver trained in Germany, in one of the only two schools left in Europe with this particular focus. There, she learnt different techniques like willow work, woven furniture, basketry and center cane basketry. A modern craftswoman, she is willing to break from tradition exploring new and alternative creative possibilities.

“After more than thirty years in Rotterdam, nowadays I live in the countryside, in a small village: this gives me more space to focus on my work”.

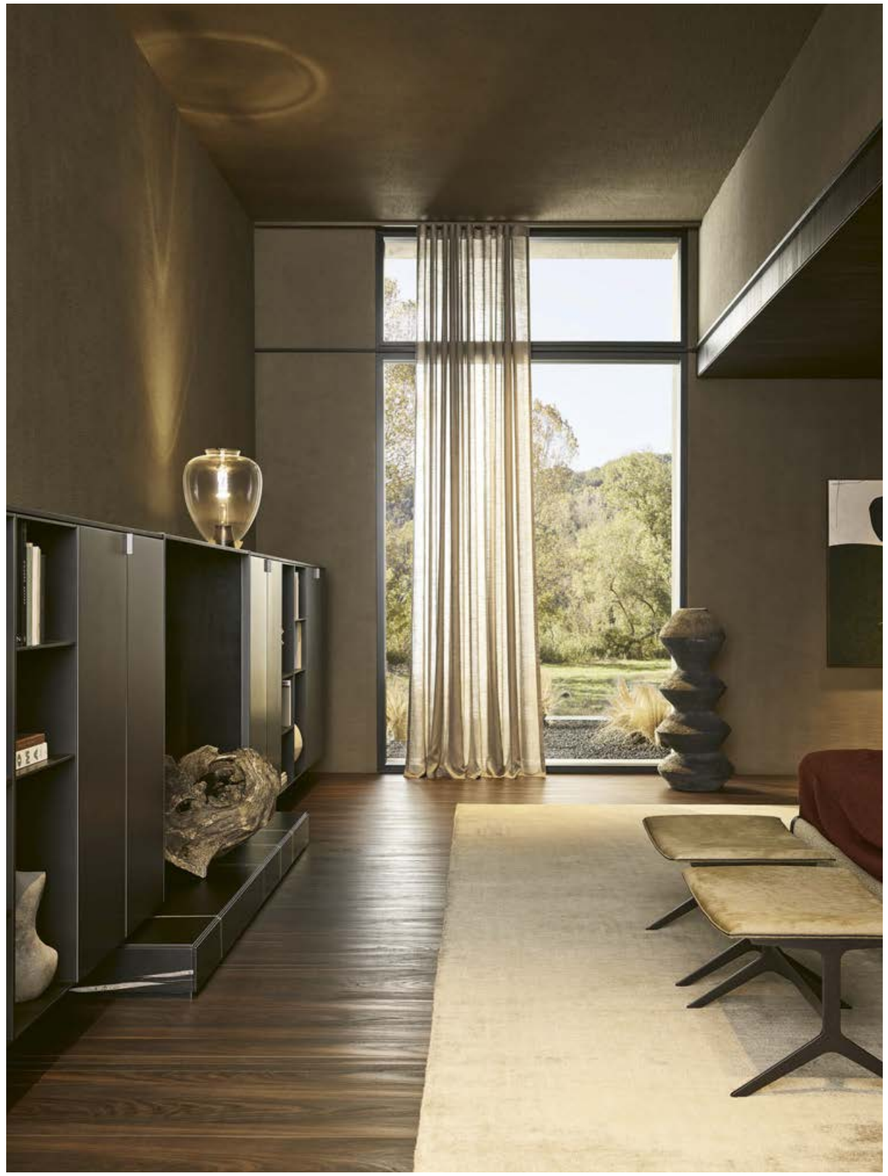
“As a modern craftswoman I am prepared to look beyond the borders of this traditional handicraft. This gives me freedom to explore creative possibilities, and generates other ways of making”.

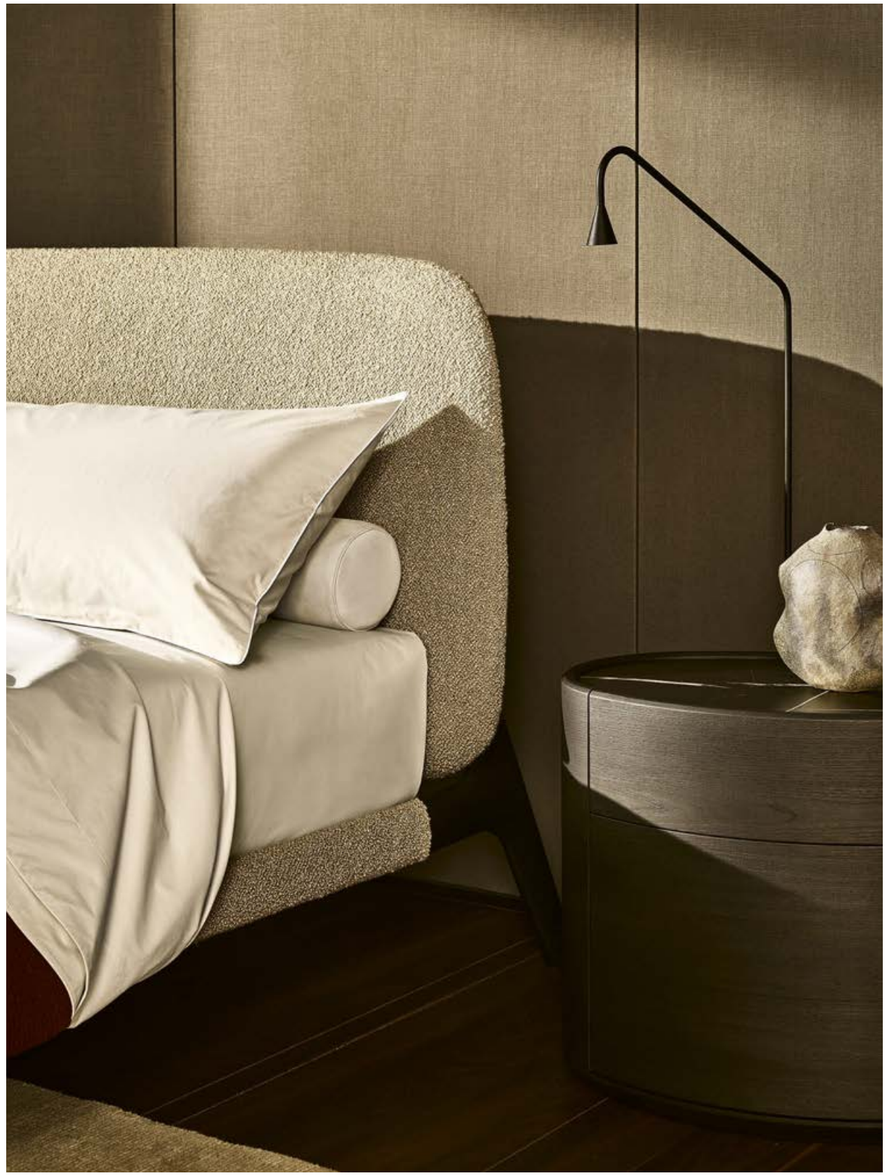
Interior V



SERGIO LARRAIN

SERGIO LABRAIN





pp. 177, 178-179, 180, 181, 182-183, 187, 188-189
Lexington walk-in closet, design R&D Poliform, mat ardesia floor-ceiling uprights and levelling feet in nickel ardesia. Shelves in fumé glass and tecnocover Grain 01 elefante with mat ardesia frame, integrated led light. Hanging rails in tecnocover Grain 01 elefante and mat ardesia. Senzafine Plus glass wardrobe, design R&D Poliform, leaf doors in reflective transparent glass with mat ardesia frame, Plus mat ardesia handles. Interior in canvas grigio melamine with edges in ardesia melamine, frame sides in mat ardesia. Showcase drawers with fumé glass top, drawer with chamfered front in mat ardesia lacquer, lower drawers with fumé reflective glass fronts with edge and Track handle in mat ardesia. Hanging rails in tecnocover Grain 01 elefante and mat ardesia, integrated led light. Senzafine New Entry wardrobes, design R&D Poliform, leaf doors in metal lacquer bronzo, Rail handles in mat lacquer bronzo. Westside pouf and coffee table, design Jean-Marie Massaud, pouf with removable cover in fabric Arcadia 01 avorio, coffee table in black elm with top in mat marble verde lepanto. Ube stools, design Jean-Marie Massaud, solid wood stained black elm. Carpet Shindo celadon. Pivot Plus doors, design Studio Kairos, portal in metal lacquer bronzo, jamb mat ardesia, door in fumé reflective glass with Plus handle and mat ardesia frame.

pp. 185, 186
Senzafine New Entry wardrobes, design R&D Poliform, leaf doors in metal lacquer bronzo, Rail handles in mat lacquer bronzo. Surface wall panelling, design R&D Poliform, bronzed mirror and perimeter profiles mat ardesia. Nara console, design Jean-Marie Massaud, solid wood stained black elm. Ube stools, design Jean-Marie Massaud, solid wood stained black elm. Carpet Shindo celadon.

pp. 191, 192-193, 194, 195
Pivot Plus doors, design Studio Kairos, portal in metal lacquer bronzo, jamb mat ardesia, door in fumé reflective glass with mat ardesia Plus handle and frame. Wall mounted Code composition, design R&D Poliform, doors, backlit top and sides in metal lacquer bronzo, mat ardesia handles. Open storage units and structures in mat lacquer bronzo, open units backs in black elm, shelves in black elm and mat lacquer bronzo, integrated led light.

pp. 196-197, 198, 199, 200
Curve bed, design Emmanuel Gallina, padded headboard with removable cover in fabric Siro 02 lino, black elm bed base and removable cover in fabric Siro 02 lino. Removable leather roll cushions Nabuk 01 latte. Coordinated bed linen in cotton Provence 08 polvere with profile in bianco. Linus blanket granata. Kelly night tables, design Emmanuel Gallina, black elm and top in mat marble sahara noir with polyester finish. Kay Lounge pouf, design Jean-Marie Massaud, non-removable cover in leather Hairy cappuccino, mat brown nickel structure. Surface wall panelling, design R&D Poliform, fabric lino scuro and profiles mat ardesia. Carpet Shindo natural.

design Emmanuel Gallina

l Bridge, design Jean-Marie Massaud

, design Jean-Marie Massaud

otel, design Jean-Marie Massaud

POLIFORM INDOOR COLLECTION

CHAIRS

Curve, design Emmanuel Gallina

Sophie Lite, design Emmanuel Gallina

Sophie, design Emmanuel Gallina

Grace, design Emmanuel Gallina

Seattle, design Jean-Marie Massaud

Stanford Bridge, design Jean-Marie Massaud

Ventura, design Jean-Marie Massaud

Ventura, design Jean-Marie Massaud

Ipanema, design Jean-Marie Massaud

Manta, design Rodrigo Torres

Guest, design Rodolfo Dordoni

BENCHES

Nara, design Jean-Marie Massaud

Jane, design Emmanuel Gallina

Home Hotel, design Jean-Marie Massaud

STOOLS

Seattle, design Jean-Marie Massaud

Sophie Lite, design Emmanuel Gallina

Ventura, design Jean-Marie Massaud

Ube, design Jean-Marie Massaud

Ics, design Rodrigo Torres

TABLES

Monolith, design Emmanuel Gallina

Curve, design Emmanuel Gallina

Kensington, design Jean-Marie Massaud

Mondrian, design Jean-Marie Massaud

Henry, design Emmanuel Gallina

Concorde, design Emmanuel Gallina

Flute, design Roberto Barbieri

Blade, design R&D Poliform

Trevi, design Roberto Barbieri

SIDEBOARDS

Aiko, design Jean-Marie Massaud

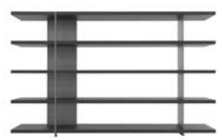
Symphony, design Emmanuel Gallina

Code, design R&D Poliform

Free, design Carlo Colombo

Bristol, design Jean-Marie Massaud

BOOKCASES



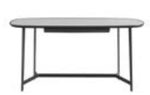
Bristol, design Jean-Marie Massaud

CONSOLES

Nara, design Jean-Marie Massaud

Home Hotel, design Jean-Marie Massaud

DESKS



Mathieu, design Emmanuel Gallina

Home Hotel, design Jean-Marie Massaud

Concorde, design Emmanuel Gallina

SOFAS AND ARMCHAIRS

Brera, design Jean-Marie Massaud

Sunday, design Flaviano Capriotti

Saint-Germain, design Jean-Marie Massaud

Westside, design Jean-Marie Massaud

Westside Soft, design Jean-Marie Massaud

Bellport, design Jean-Marie Massaud

Mondrian, design Jean-Marie Massaud

Bristol, design Jean-Marie Massaud

Dune, design Carlo Colombo

Sydney, design Jean-Marie Massaud

Shangai, design Carlo Colombo

Gentleman's Friends, design Marcel Wanders

Kaori, design Jean-Marie Massaud

Sunday, design Flaviano Capriotti

Curve, design Emmanuel Gallina

Le Club, design Jean-Marie Massaud

Stanford, design Jean-Marie Massaud

Stanford Lounge, design Jean-Marie Massaud

Kay Lounge, design Jean-Marie Massaud

Mad Chair, design Marcel Wanders

Mad Joker, design Marcel Wanders

Mad Queen, design Marcel Wanders

Mad Chaise Longue, design Marcel Wanders

Mad King, design Marcel Wanders

Gentleman Single, design Marcel Wanders

Gentleman Relax, design Marcel Wanders

Gentleman Reserved, design Marcel Wanders

Jane, design Emmanuel Gallina

Jane Large, design Emmanuel Gallina

Jane Lounge, design Emmanuel Gallina

Santa Monica, design Jean-Marie Massaud

Santa Monica Lounge, design JM Massaud

Ipanema, design Jean-Marie Massaud

Gaston, design Vincent Van Duysen

Wallace, design Jean-Marie Massaud

COFFEE TABLES AND POUFS

Mush, design Jean-Marie Massaud

Koishi, design Jean-Marie Massaud

Westside, design Jean-Marie Massaud

Creek, design Jean-Marie Massaud

Mondrian, design Jean-Marie Massaud

Bristol, design Jean-Marie Massaud

Tribeca, design Jean-Marie Massaud

Soori, design Soo Chan

Orbit, design Jean-Marie Massaud

Nara, design Jean-Marie Massaud

Ilda, design Jean-Marie Massaud

Flute, design Roberto Barbieri

Dama, design R&D Poliform

Baba, design Roberto Barbieri

New York, design Jean-Marie Massaud

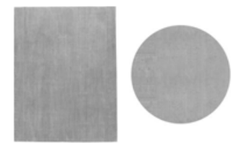
Play, design R&D Poliform

Onda, design R&D Poliform

SCREENS

Hima, design Jean-Marie Massaud

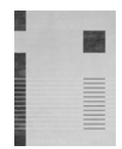
CARPETS



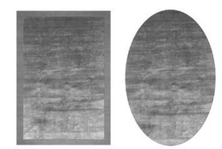
Shindo, design R&D Poliform

Relief, design R&D Poliform

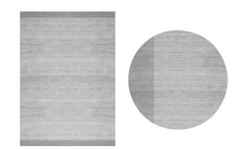
Cannelé, design R&D Poliform



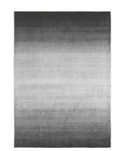
Tratto, design R&D Poliform



Frame, design R&D Poliform



Plain, design R&D Poliform



Soft, design R&D Poliform

Dama, design R&D Poliform

Stripes, design R&D Poliform

BEDS

Yume, design Jean-Marie Massaud

Curve, design Emmanuel Gallina

Gentleman, design Marcel Wanders

Kelly, design Emmanuel Gallina

Park 1, design Carlo Colombo

Rever, design Rodolfo Dordoni

Jacqueline, design Jean-Marie Massaud

Chloe, design Carlo Colombo

Dream, design Marcel Wanders

Onda, design Paolo Piva

Arca, design R&D Poliform

NIGHT STORAGE UNITS

Gentleman, design Marcel Wanders

Kelly, design Emmanuel Gallina

Onda, design R&D Poliform

Abbinabili, design R&D Poliform

Dream, design Marcel Wanders

Chloe, design Carlo Colombo

MIRRORS

Drop, design R&D Poliform

Audrey, design Emmanuel Gallina

Sara, design Flaviano Capriotti

Circle, design R&D Poliform

POLIFORM OUTDOOR COLLECTION

CHAIRS

Magnolia, design Emmanuel Gallina

Magnolia, low version, design Emmanuel Gallina

TABLES

Monolith, design Emmanuel Gallina

Monolith, low version, design Emmanuel Gallina

COFFEE TABLES

Ketch, design Jean-Marie Massaud

Crew, design Jean-Marie Massaud

Azu, design Jean-Marie Massaud

Strata, design Emmanuel Gallina

Mad Out, design Marcel Wanders

SOFAS AND ARMCHAIRS

Ketch, design Jean-Marie Massaud

Magnolia, design Emmanuel Gallina

Mad Out, design Marcel Wanders

Ketch, design Jean-Marie Massaud

Magnolia, design Emmanuel Gallina

Mad Out, design Marcel Wanders

Le Club, design Jean-Marie Massaud

Soori Day Lounge, design Soo Chan

SUNBEDS

Magnolia, design Emmanuel Gallina

VASES

Crew, design Jean-Marie Massaud

CARPETS

Kamir, design R&D Poliform

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TASTE IS THE ESSENCE OF STYLE
AND THE ORIGIN OF LIFESTYLE.