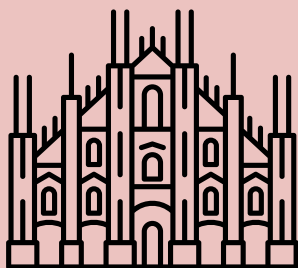


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2020

PRODUCTS RELEASE

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ARTOFFORM

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We ❤️ Milano.



We live in truly unique times. The cancellation of the Salone del Mobile this year came as a shock to everyone in the design world, from industry professionals to design enthusiasts all around the globe. The decision was a tough but brave one, helping to mitigate the spread of COVID-19, especially after the devastating effects of the virus in Italy witnessed throughout the first half of this year. The cancellation of Milan Design Week has had considerable impacts on the design industry, and we will continue to see these in the near future. Everyone part of the “Milan Design Week” ecosystem should unite to help and support one another. We miss Milan; the people, the energy, the food, and the unmatched feeling of life and positivity that fills the city during the week of Salone. As a company, what we miss most is the feeling of anticipation and excitement when we are about to witness the myriad of new designs on display or the birth of another masterpiece by one of our beloved brands. Through this publication, our aim was to curate all the recent product releases that were scheduled to be on display during Salone del Mobile 2020. Hopefully, the current circumstances that we face will come to an end soon. In the meantime, we hope you enjoy our selection of products. We can't wait to present to you the new Salone del Mobile product releases from the Milan fairgrounds.

GIORGETTI

MOROSO[®]

cattelan
italia

arketipo
firenze

reflex

FRATO 

PIANCA

Dltre
italia

PAOLA
LENTI

TRIBÙ
The art of leisure

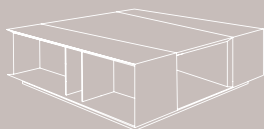
Talentì
OUTDOOR LIVING

melogranoblu



2020 Products Release

Giorgetti
New Collection



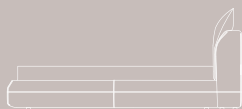
Moroso
Gogan Sofa



Cattelan Italia
New Crystal Art



Arketipo
Starman Sofa + Freedom



Reflex
New Collection



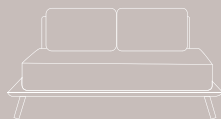
Frato
New Collection



Pianca
Day Collection



Ditre Italia
Relax Collection



Paola Lenti
Hammock + Outdoor
Collection



Tribu
Outdoor Living



Talenti
Icon Collection

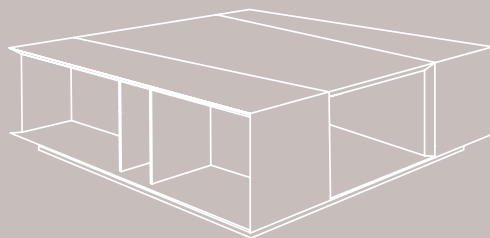


Melogramblu
Artusi + Ghanta



Brand Van Egmond
Orpheus Collection





Timeless Products by **Giorgetti**

GIORGETTI

The new collection is no less than we expected from Giorgetti. Exquisite furniture pieces and accessories with unmistakable style that integrates the highest artisanship and woodworking tradition with the use of the most modern product technologies available in the industry.





Domus

By CARLO COLOMBO & CENTRO
RICERCHE GIORGETTI 2020

The return to rigorous volumes, to the orthogonality of the lines, to the beauty of minimal shapes defines Domus, which thanks to modular nature makes possible each kind of personalisation.





Scaleno

By GIANCARLO BOSIO & CENTRO RICERCHE GIORGETTI

A harmoniously irregular set of geometric elements gives life to Scaleno, a squared coffee table: a combination of materials that gives an unexpected optical effect.

An object that reveals Giorgetti's ability to combine different materials: ash wood, marble and leather. The result is a piece with a strong personality. Squared coffee table made of different materials placed side by side: ash wood, marble and leather.



L'accostamento di massello di frassino, marmo e pelle è strutturale e decorativo
The combination of solid ash wood, marble and leather is structural and decorative

L'elemento in massello di frassino è aperto sul fianco ed arricchito da divisori in metallo, mentre l'elemento di marmo è aperto su entrambi i fronti
The solid ash wood element is open on the side and enriched with metal dividers, while the marble element is open on both fronts

Inserti in gomma EVA tra frassino, marmo e pelle, per maggiore stabilità della struttura, evidenziano la molteplicità dei materiali
The EVA rubber inserts between ash wood, marble and leather, for higher structure stability, highlight the multiplicity of materials

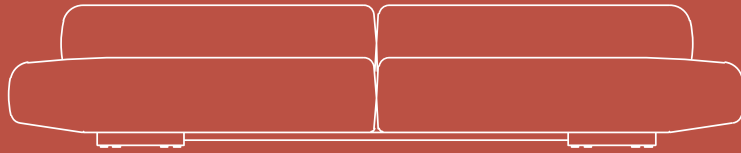


La lavorazione a 45° del massello di frassino e del marmo denotano l'eccellenza artigianale che rende possibile la realizzazione di un pezzo estremamente sofisticato
The 45° processing of solid ash wood and marble denote the artisan excellence making an extremely sophisticated piece possible to create

L'ampia gamma di tonalità permette a Scaleno di soddisfare ogni stile abitativo
The wide range of shades allows Scaleno to satisfy every living style

See more

Giorgetti Catalogue 2020 →



Gogan Collection by **Moroso**

MOROSO™

The Gogan collection takes its name from nature and in particular from Japanese stones rendered smooth by time and water, which provided the inspiration for this project. This is the name given to the Japanese stones placed to protect and embellish the banks of rivers and lakes. The sofa's form, as much as the armchair's form, in fact reminds us of flat stones sculpted by wind and water, solid yet smooth enough that you can lie on them.

Just like in rock sculptures, where stones maintain their balance by being carefully positioned and interlocked, it is the shape that maintains the balance between the elements on the Gogan sofa and armchair, which is not overly regular. By playing around with gravity and balance, we can make normally heavy shapes lightweight.

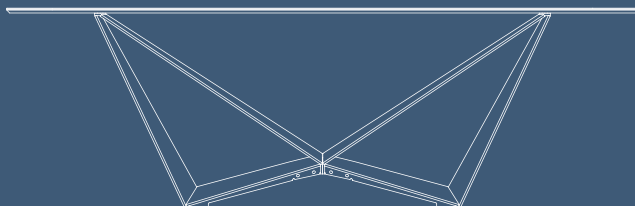
The seats are soft and irregular with the centre of gravity being slightly inclined towards the rear. This gives exceptional comfort and allows the backrest to be kept lower. The backrest and seat are joined by abutments, which lend the sofa a sense of lightness, so that it appears as if it was suspended above the ground.





See more

Moroso Catalogue 2020 →



New Keramik + Crystal Art by **Cattelan Italia**

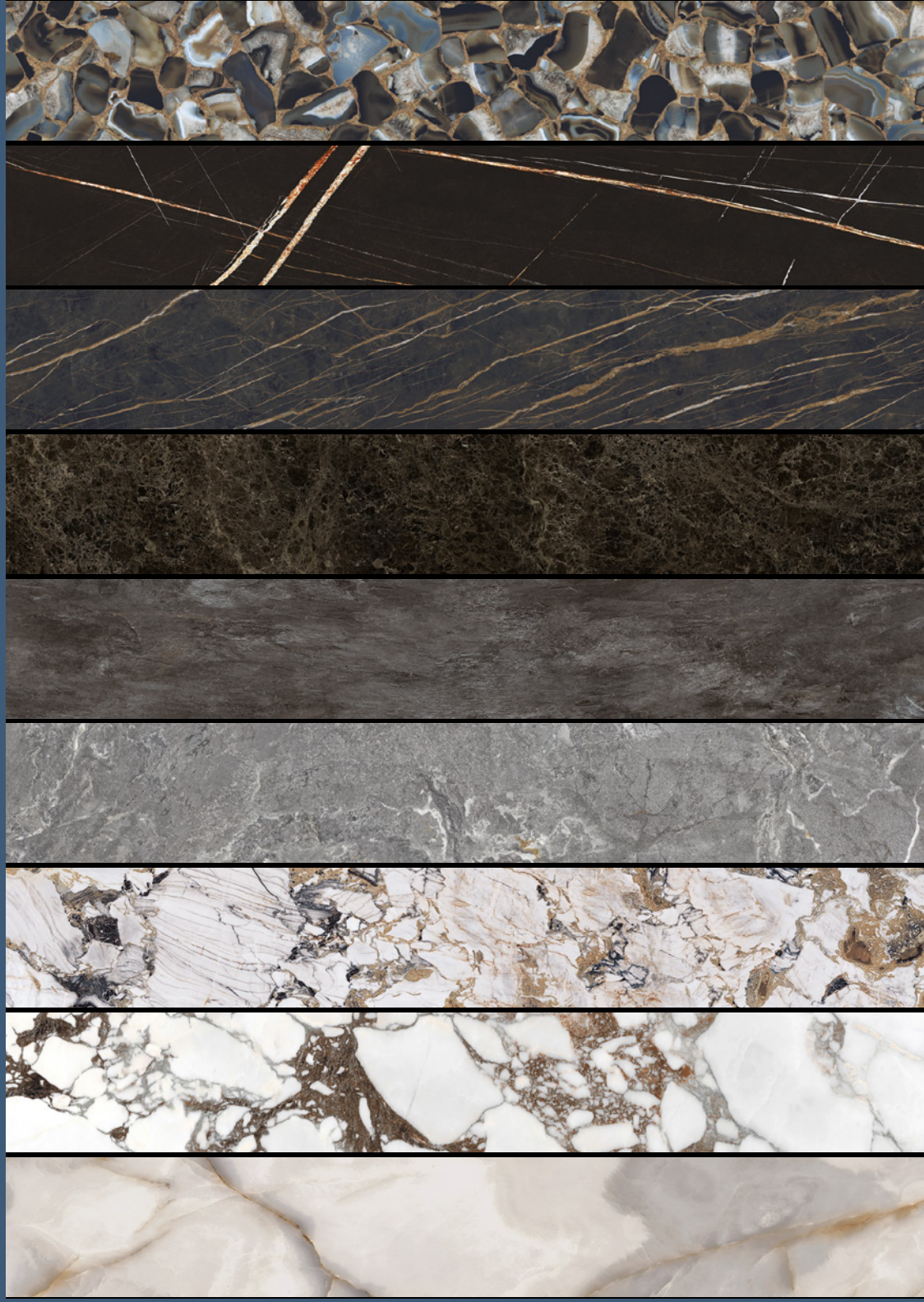
**cattelan
italia**

Italian design is in the details. Exclusive manufacturing that gives brightness to the material.

This is the new Brushed Grey finish. Sculpting modern design with light to show a new precious living. Deep hints caressing the surface of the glass top give color and life to the glass. Warm hues and amber nuances evoke the typical tones of the earth, of an immense and relaxing expanse of mountains. Breathtaking design spaces and contemporary furniture rise together to make you fall in love at first sight.

Creativity, emotionality and the desire to go further express the soul of modern furniture of this year's novelties. A timeless design beauty that leaves you breathless. Monolithic textures and noble veins build an arabesque of light contrasts, tracing new stylistic horizons. Our new collection of precious finishes, with a strong chromatic intensity, is inspired by exclusive precious minerals. Timeless modern furniture elements with a magnetic appeal will make every environment unique.







New Crystal Art Finish

See more

Cattelan Italia Catalogue 2020 →



Starman + Freedom by **Arketipo**

arketipo
firenze

This year Arketipo releases two amazing products. **Starman Collection** designed by Ludovica + Roberto Palomba. Starman Dream; it's time to think bigger. Connections, they are important. They provide an everlasting point between two or more ideas and concepts; these connections make what we do more than just a design principle - they are a reason to punch through our limitations and conceptualise something greater. Starman is where our connection to Starman Dream begins; the later captures the elements that made the sofa the design feature it has become. Aggressive and powerful contours, curved lines coupled with contrasting material feels and concepts. In short, what we have created are two products with a clear connection to one another, that connection is about interior life - and living it uniquely. Starman Dream is about that connection to something we can all imagine, it's time we started dreaming bigger



Starman Bed



Starman Sofa



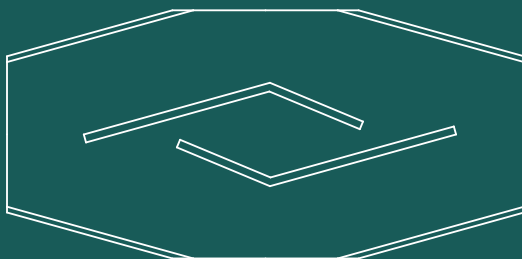
Freedom Chair



Chimera Table

See more

Arketipo Catalogue 2020 →



New Collection by **Reflex**

reflex

Earth-pigments and natural oxides.

A chromatic selection that marries the possibility of ranging between different tinting levels with the plainness and placidity typical of earthy-colored shades.



Stratum Sofa



Cubitum Dining



Cubitum Console

See more

Reflex Catalogue 2020 →



New Collection 2020 by **Frato**

FRATO 

The idea for the characterful MILOS sofa is a delightfully simple one: it's based on a tender embrace. Notice how the backrest smoothly merges into the arms, which gently wrap around a banquette-style seat giving the impression of a hug. The juxtaposed upholstery and outline piping further add to its allure.

The statuesque NAGANO is a dining table that exudes confidence from every angle. The source of its composure can be traced back to its oversized, plinth-like legs, which infuse the design with a reassuring gravitas. By contrast, the smooth, slimline top appears to hover weightlessly above.



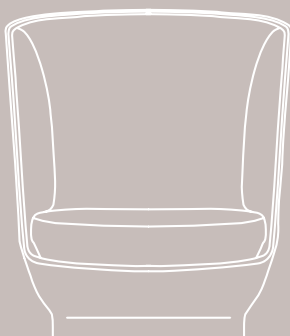
Nagano Dining Table

Milos Sofa



See more

Frato Catalogue 2020 →



Day Systems & Collection by **Pianca**

PIANCA

We relax and spend our spare time here with our family and friends. These are the rooms we use the most, and Pianca designs them with particular attention to detail and style. Beauty, elegance and comfort, Pianca consistently delivers all-Italian excellence. The sofa is the star of the show, flanked by a refined selection of occasional furniture. An extensive, versatile collection renewed and enhanced by new products and a wider range of fabrics and finishes.

Duo Sofa



Ettore





Calatea



Laurie

See more

Pianca Catalogue 2020





The Relax Collection by **Ditre Italia**

**Ditre
Italia**

The Nathan bed boasts an iconic, wooden structure upholstered with a sheet of leather on the headboard which designs and defines its shape while accommodating soft cushions and making the bed sturdy and comfortable.



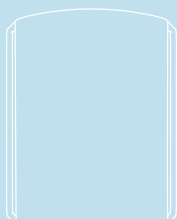
Nathan



Clip Sofa

See more

Ditre Italia Catalogue 2020 →



New Outdoor Collection by **Paola Lenti**

**PAOLA
LENTI**

The majolica elements forming the base of the side table are made and decorated by hand with exclusive colors by Nicolò Morales. The upholstery cover is available in one color or in a combination of different colors. Loose cushions are necessary for enhanced comfort; quantity and dimensions depend on the selected product.



Frame



Cerchi



Hammock

See more

Paola Lenti Collection 2020 →



Outdoor Living Inspiration by Tribù

TRIBÙ
The art of leisure

With the launch of their **new** outdoor living collection, Tribù continues to inspire people with their breath-taking outdoor furniture. They offer that little something extra that elevates design from the ordinary to the extraordinary. As the time we spend with our families becomes of greater value, Tribù appreciates the contribution of good atmosphere that design offers. The new collection reflects Tribù's freedom to pursue their own strategy and vision. As innovators, it is Tribù's passion to develop beautiful and timeless outdoor furniture that meet demanding standards, creating places to relax and leave the daily stress behind. The new collection is truly inspiring.



Senja Sofa



Senja Meridiennes



Elio Collection



See more

Tribú Catalogue 2020 →



Cruise + Cottage by **Talenti**

Talenti
OUTDOOR LIVING

The elegance and the sophisticated appeal of the Cruise Teak combined to the modernity of the aluminum frames give life to the Cruise Alu. The collection is characterized by the use of an aluminum base with die-cast aluminum feet. Die-casting process allows to design accurately the foot that becomes a distinctive element of this range and improves the aesthetic impact of sofas and tables. An ideal blend of unusual material matching and the endless pursuit of new ways of expression, Cliff collection is synonym of great versatility. The details, made with woven nautical ropes and fabrics with geometrical patterns, convey a sense of playfulness with a super glamour touch. The chromatic shades combined with the modularity of the structures allow various shape combinations.



Cruise Sofa

Cliff Collection

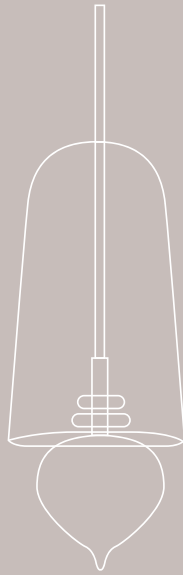


Cruise Alu



See more

Talenti Catalogue 2020 →



Artusi + Ghanta by **Melogranoblu**

melogranoblu

Conceived and founded in 1997 by Ermanno Rocchi and Massimo Crema, Melogranoblu is an Italian interior lighting company. Over the years, the company has developed a wide range of solutions for interior lighting design, suitable for homes or offering more impressive installations for large architectural settings. Melogranoblu creations are veritable spectacles of light, focusing on the sensory and emotional effect of light through glass. Design projects in which all of glass are conceived and designed according to the effects they can generate through light.

Artusi



Melogramoblu



Ghanta

See more

Melogramoblu Catalogue 2020→



Orpheus Collection by **Brand Van Egmond**



One of the most legendary poets and singers in Greek mythology is Orpheus. He sang so beautifully that he touched everyone and all around him. The King and Queen were moved to tears, but also the birds, trees and even the stones were hypnotized by his magical voice. We have found several objects of desire amidst the nymphs and trees, and formed them into new lights. A precious stone, a golden mineral and a delicate rose: all captured in a protective embrace of casted bronze.



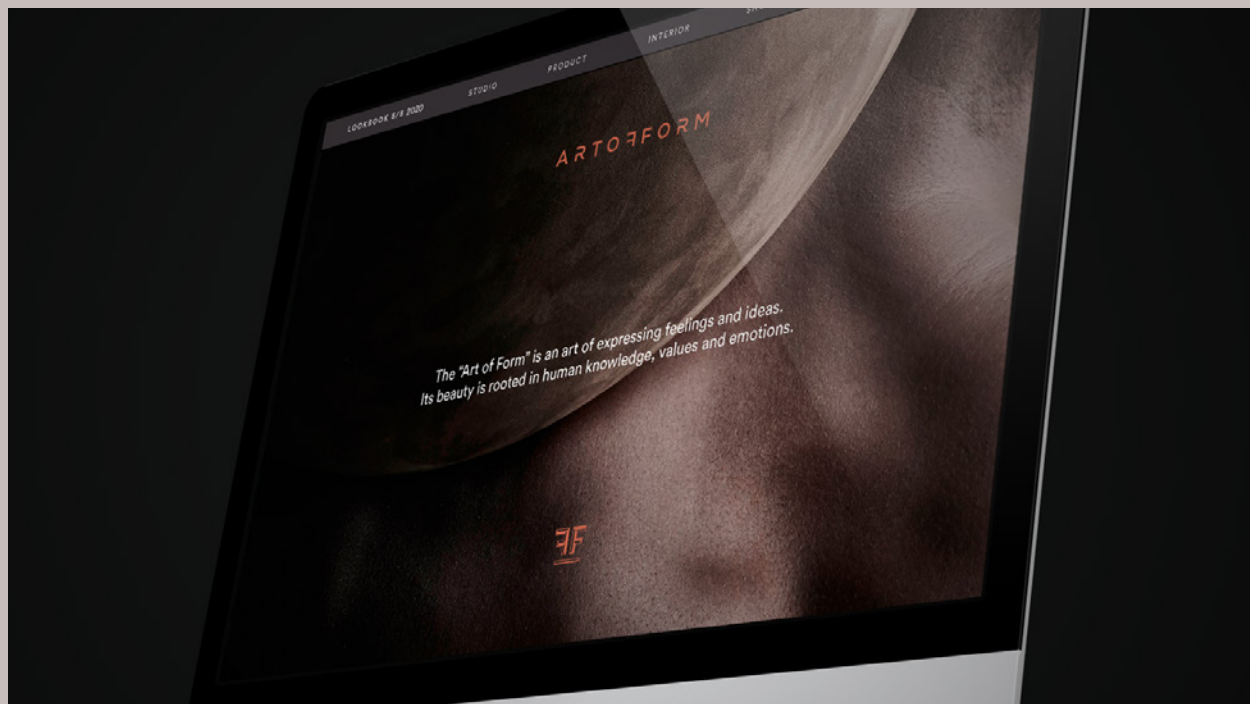


See more

**Brand Van Egmond
Catalogue 2020**







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