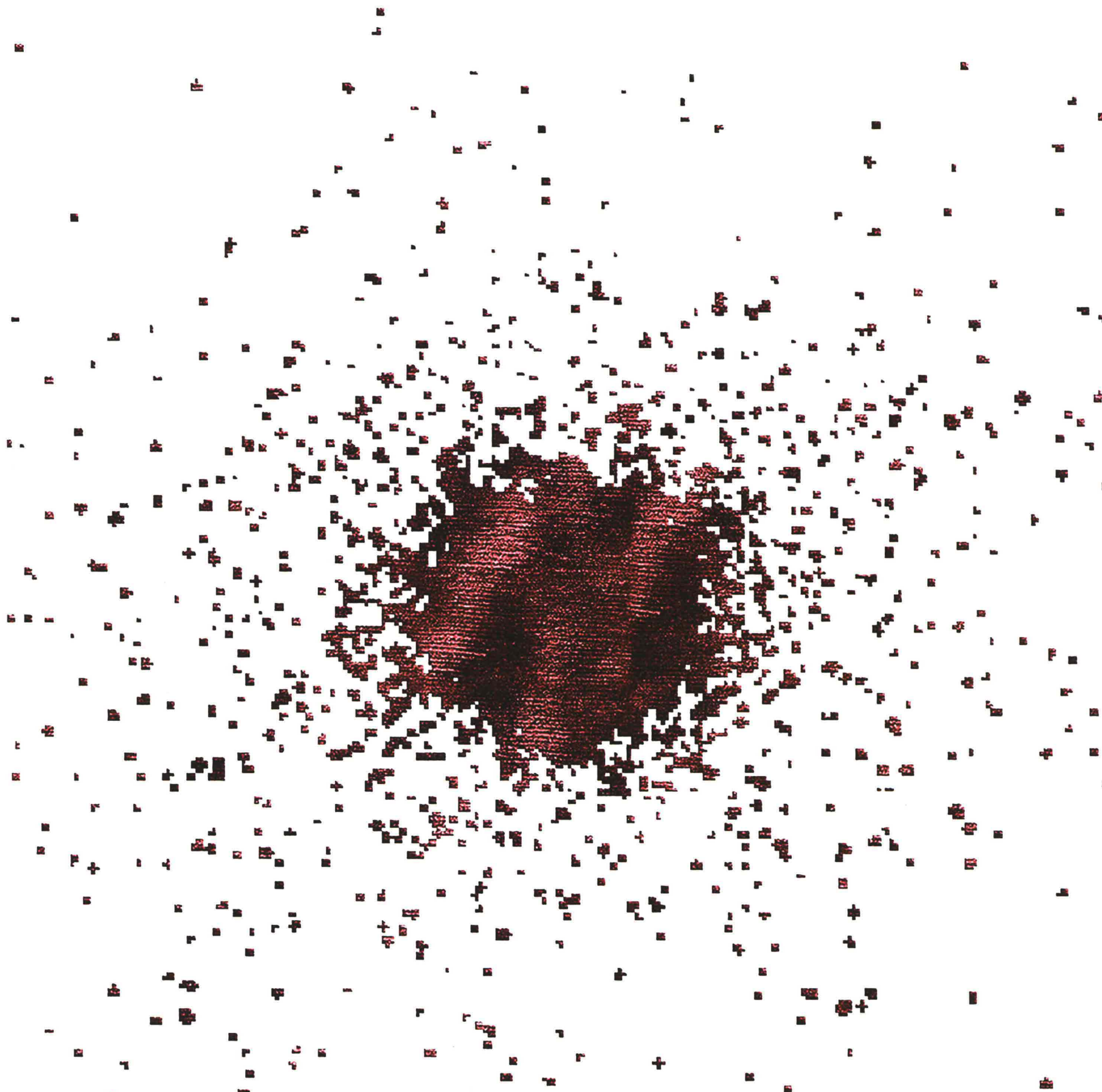


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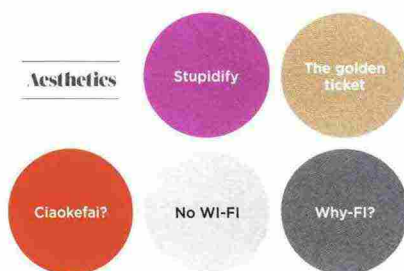
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Pause/Stop/Live

TREND

DUMB NUMB

The first, Dumb numb narrates the increasingly overriding dependency on screens and digital devices, which makes human relations a matter of privilege: devices are always with us, to capture every moment, every experience or event. Human engagement becomes a luxury (a concept summed up in the expression 'luxurification of human engagement'), along with the most authentic luxury, far from hyperconnectivity, in contact with nature, off-grid, so to speak; experiences that become a new, sought-after status symbol. The colors of this Story are all connected with key concepts: a bright pink; the tones of gold, discreet and sophisticated; the strong orange that symbolically suggests friendship; a soft delicate green as screens; and the grey of technology.

Aesthetics



1. NOVACOLOR | LUCE_WALL PAINTING

Around the concept for 2021 "Be Grateful," Novacolor has created a line of products in praise of light. The design becomes even more refined thanks to natural colors and materials that immediately convey a sense of comfort and wellbeing. Luce_Wall Painting is a standout, with a special binder derived from sustainable biomass.

2. ARMANI/CASA | ROYAL

A limited edition of just 88 pieces, Royal is a "sartorial handmade" cabinet featuring details that suggest a revised secrétaire with a shutter for closing and opening. Conserving strong ties with oriental influences and fashion inspirations, the piece is faced in a special weave of paper and cotton, similar to Japanese tatami mats, and the textured fabrics typical of the aesthetic of Giorgio Armani.

3. MÉTAPHORES | PÉPITE

Pépité wool satin has the precious glow of gold. Its texture is based on a double weft that makes the fabric extremely soft, enhanced by golden threads that catch the light. Impressions range from the mineral world to a cloudy sky where sunbeams break through the haze.

Color Stories

THE PALETTE FOR THE 2021 IS AN ENGAGING RAINBOW OF WARM, DEEP HUES. A FAR CRY FROM THE TONES THAT DOMINATED IN 2020, WHERE THERE HAD BEEN MORE SPACE FOR COOL, FORCEFUL TONES, REPRESENTING A SOCIETY IN CONFLICT, IN PURSUIT OF BALANCE. THERE IS A CLOSE CONNECTION BETWEEN THE EMERGING MOVEMENTS OF SOCIETY AND THE COLORS THAT SET CHROMATIC TRENDS: THE RESEARCH AND INTERPRETATIONS HAVE BEEN CARRIED OUT BY COLORWORKS™, AND GROUPED IN 4 MACRO-THEMES, OR STORIES, LITERALLY TRANSLATED INTO 20 COLORS (5 PER STORY) TO REFLECT THE SPIRIT OF EACH THEME

text by Rachele Frigerio





Photo © Alberto Pairese

5. DE CASTELLI | WAVE

Lanzavecchia + Wai reinterpret a quintessential piece Asian furniture: the shoe bench, transformed into a welcoming element. The micro architecture, designed with simple, flowing forms, is produced using solid natural copper which plays with curves, solids and voids. The upper surface provides ample space to sit down, while the base provides storage space for bags and shoes.

6. CC-TAPIS | AVINO

As a natural continuation of the bespoke designed for the Palazzo Avino (Ravello, Italy), Cristina Celestino presents five new designs developed with cc-tapis to be included in their permanent collection. The new Avino rugs feature monochromatic geometries and patterns and oversized floral designs, taking inspiration from the colors and natural elements of the Amalfi Coast.

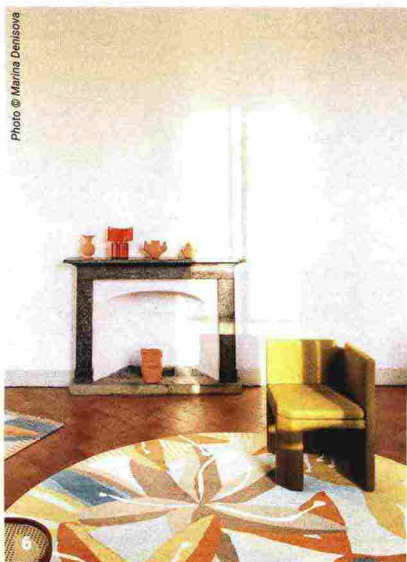


Photo © Marina Denisova



7. WALL&DECÒ | PAPER CUT

A multitude of fragmented forms – restructured and casually reassembled in several layers – generate new imagery and graphic compositions. The Papercut collection is a material wall which, like a canvas, becomes a place of formal experimentation. Designed by Studio Salaris & Sans Nom Studio.

8. MOROSO | GETLUCKY

The Getlucky armchair (design Patricia Urquiola) stands out for the simplicity of its forms. Created as a "dining" small armchair, its nature stands in its minimal shapes. A soft backrest wraps around the back like a ribbon before interweaving with the comfortable seat. Precise lines, which embody the grace of the sign and the elegance of shape.

9. CASSINA | DUDET

70s inspiration for Dudet armchair (design Patricia Urquiola). Dudet is a small architecture defined by three individual padded elements: a seat cushion and two tubes that fluidly design its legs, armrests and backrest in a continuous line.



Photo © Alessandro Paderni



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