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GRUPPO  MONDADORI



EXPO **2020**
DUBAI



BOFFI

1934 <Y>

Boffi confirms its leadership as an international industrial group. For over twenty years some of the best-known brands in the design world have come under its wing, in the quest for quality, elegance, innovation and technology.

Founded in the mid-twentieth century by Piero Boffi, in just a few years' time, the company went from being a small kitchen laboratory to one of the most in-demand brands on the market. The children of Piero – Dino, Paolo and Pier Ugo Boffi – from the 1950s onwards have led the growth of the entire company. Dino deserves credit for choosing to collaborate in the 1960s with designers of the caliber of Sergio Asti, Luigi Massoni, Sergio Favre, and Antonio Citterio. Thus were born the Massoni series, the Minikitchen by Joe Colombo (1963) – today at the MoMA in New York – the kitchens by Citterio, Paolo Nava, and Pepe Tanzi. In 1986 Paolo Boffi took over the stakes of his brothers. And in 1989 he handed over the running of the company to Roberto Gavazzi, who began his own personal entrepreneurial development, soon afterwards taking over half of the capital, to then achieve full control with the majority of the stakes. Also in those years Boffi started a collaboration with a very young Piero Lissoni, to whom he then decided to entrust the art direction of the company: a professional liaison that is still ongoing and evermore consolidated.

To complete the group's furniture range, from the early 2000s, Boffi embarked on two major operations. In 2003 the acquisition of the Norbert Wangen company took place, a niche company in the high-tech kitchen sector, to then arrive at the De Padova brand 2015. In January 2017 De Padova underwrote a partnership with MA/U Studio, a Danish start-up renowned in the premium-range market of shelving systems and tables, from residential to contract.

The most recent acquisition is the ADL brand, well known for creating technological products with architectural meaning. Indeed, the new collection, Ipe, seeks to converse with the different spaces in the home in a fluid and dynamic way, shaping the architectural space therein through design.

In addition to its acquisitions, over the past ten years Boffi has also started several important collaborations aimed at extending and integrating the multiple solutions already present in the catalog.

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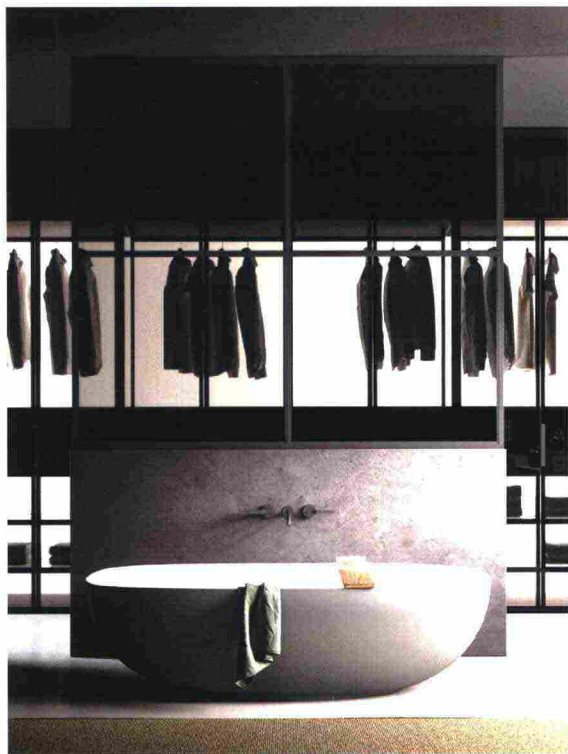
1—
The famous Xila kitchen, designed by Luigi Massoni in 1972, now relaunched with finishes in MDI by Inalco, a composite material based on pure minerals, hygienic and non-toxic.

2—
The APR60 is a functional, rational, spacious and sober kitchen, conceived to sit into an open living area or a dedicated space. In this version with the Salinas peninsula, designed by Patricia Urquiola, in a fixed version in both a square and rectangular format. It comes in new finishes such as Black Cosmic granite, Grey Stone marble and White Carrara marble to expand the design possibilities.



2

LENTATE <MB> SUL SEVESO

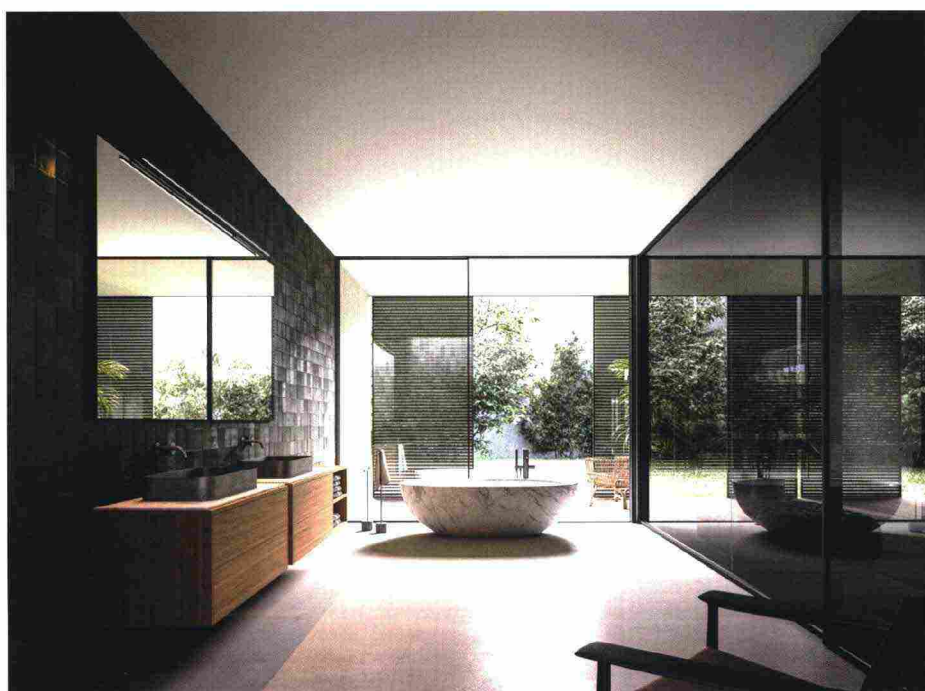


3

3— Faroe is a monobloc island bathtub in white Cristalplant® or with Soft Touch anthracite grey external coating, designed by Piero Lissoni. The generous size of the basin is achieved by rounded lines that shape the geometrical volume.

4— Developed from an idea by Massimo Luca and Giovanni Battista Gianola, Open Projects is an experiment involving all living spaces; in the illustrations, different domestic interiors are defined by the use of ADL connective systems and integrated with the Boffi, De Padova, Time & Style édition and MA/U Studio collections. A broad, versatile system of partitions that creates a dialogue across the whole range of furnishings.

4



Among the first worthy of mention are those with Fantini in 2010, which developed Aboutwater, the faucetware line designed by Naoto Fukasawa, Piero Lissoni, Paik Sun Kim, and Michael Anastassiades. From the partnership with **De Castelli** was born the evolution of the Freehand door, featuring decor designed exclusively by Piero Lissoni, and that with Inalco, which revisits the timeless kitchen Xila, designed by Luigi Massoni in 1972, featuring finishing in MDi by Inalco – the acronym for Mineral Design Innovation –, a composite material based on the purest of minerals, soft to the touch, hygienic and non-toxic. Lifestyles evolve and with them so do concepts. Born this year from the idea of Massimo Luca and Giovanni Battista Gianola, Open Projects is an experiment that involves all the living spaces, shaped via the use of connective ADL systems and integrated with the Boffi, De Padova, Time & Style édition and MA/U Studio collections. This broad-ranging vision involves all the companies of the group.

Distribution is another vital issue for the brand: since 1994, the year when the first single-brand store opened on Corso Monforte in Milan, Boffi has inaugurated an expansion strategy that has led to its being the Italian kitchen company most present on the international markets, with a network of over 450 stores in forty countries in the five continents, of which 24 directly owner-managed showrooms and 50 single-brand outlets. Recently created are the enlargement of the Boffi|DePadova showroom in Chelsea, London; the new space in the Miami Design district; the showrooms of Perugia, La Coruña, and Vienna.