

STYLE BIBLE

designetal

60 LAURAMERONI DESIGN COLLECTION

Laurameroni Design Collection has always paid attention to surface design to reinvent the products surfaces in innovative and sophisticated ways. A quality you can feel is one of our main values, where the choice of finest materials, wisely combined, is enhanced by the manual skills of our craftsmen. The result is a collection of elements with a strong identifiability in which uniqueness and originality prevail. Laurameroni creates made to measure furniture able to satisfy different needs, but always remaining true to the original design.

The Elemento Table, designed by Paolo Nicolo Rusolen, is an

extraordinary example of the sophisticated combination of high quality materials with an innovative surface design. The alternation of marble and glass is realised with extreme precision and attention to the tiniest details: a vision of different yet perfectly fused components. The top is made of Port-Saint-Laurent marble, with its fine grain and black background, while the glass creates an effect of suspension, offering a sensation of standing stones suspended in the air.

Elemento table can also grow in length and adapts to various interior projects thanks to its modularity. It can be used in different



KARTELL

Piuma is the latest revolutionary product in Kartell's repertoire of technology and materials: a carbon-filled thermoplastic polymer compound that gives the structure greater mechanical rigidity and a lower weight. By applying its injection moulding techniques in a sophisticated new way that was designed especially for this material, an exclusive in the world of industrial design, Kartell has managed to create a chair that measures just a few millimetres thick (2 mm), resulting in an ultra-light product (2.4 kg). It is the first time that a material containing carbon fibre has been injection moulded, and for an aesthetic, stylish product at that. Thanks to this unprecedented mix of materials, Piuma is not only extremely light and slender but also incredibly durable, flexible, suitable for outdoor use.

The brand is continuing its search for perfection, absolute quality, and constantly finding new applications for materials borrowed from other sectors related to design. Kartell looks to the future and concentrates on developing retail and online distribution and growing its contract section. By creating horizontal divisions (tables, fragrances, bathware, habitat lines) the company is broadening its horizons with new partnerships and launching a new development process that puts consumers centre stage. It is doing so by reinforcing its direct retail network and its franchising, with increasingly strategic openings in countries that strengthen its global leadership from the American continent (Montreal, Toronto, Miami and San Francisco) to Japan (Tokyo and Osaka), from the UK to China.