

# Living & Dining

/ interactive catalog

 HORM

# Living & Dining

/ interactive catalog



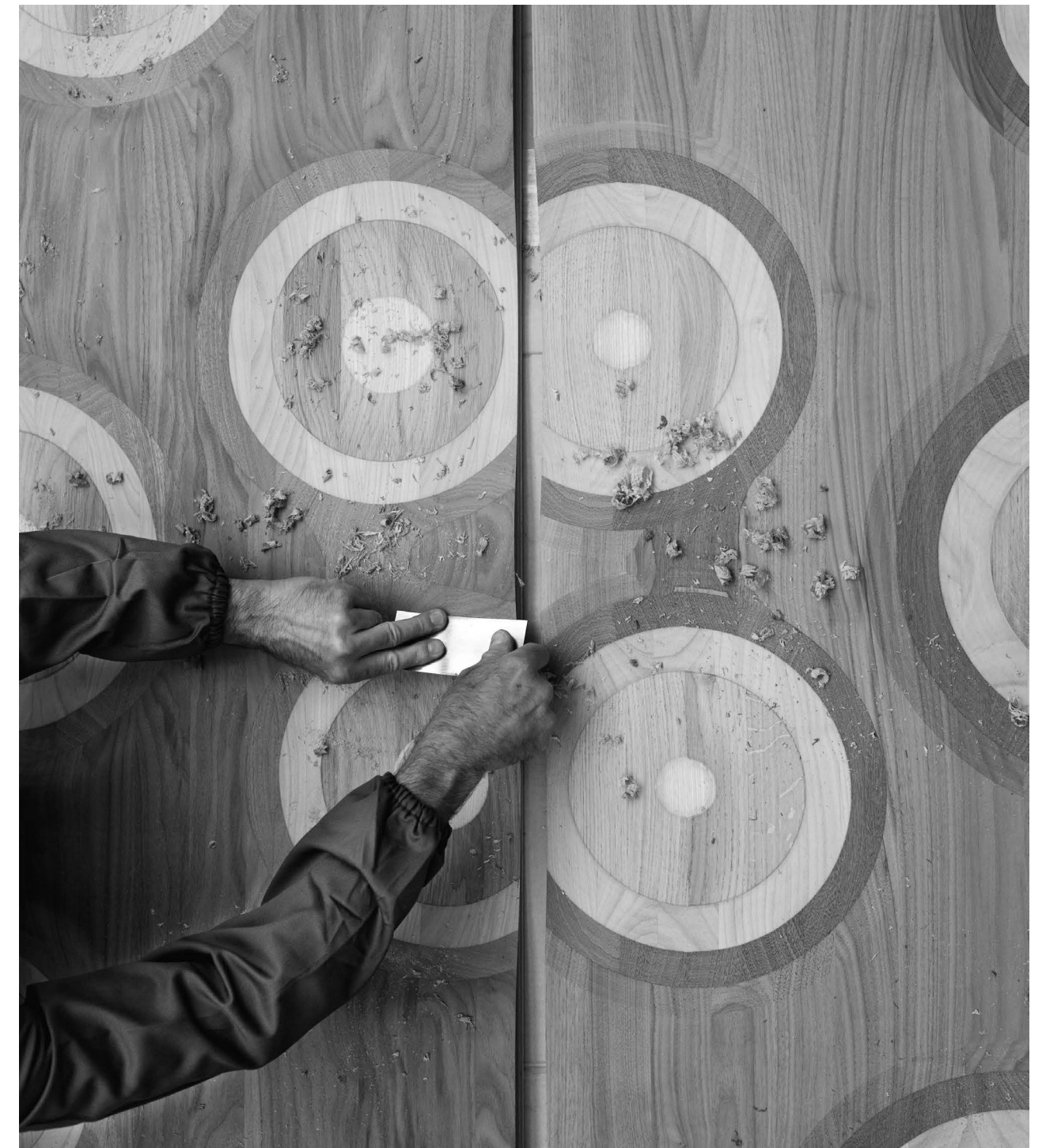
 **HORM**



# Arrediamo gli spazi del vivere creando emozioni

Horm propone uno stile “contemporary design” dove convivono influenze global, reinterpretate dalla cultura, dalla passione e dall’artigianalità del Made in Italy. La collezione è dedicata a un pubblico adulto, colto e consapevole, che vuole conferire ai suoi ambienti un carattere esclusivo e raffinato, coniugando estetica, funzionalità e pregio dei materiali.

La filosofia creativa del brand si definisce nella vision aziendale: arredare gli spazi del vivere creando emozioni. Horm si contraddistingue per la capacità di far convivere linee eleganti ed elementi di stupore che trasformano gli ambienti per farli diventare espressione di chi li vive. Così anche le illustrazioni, che accompagnano la lettura di questo catalogo, curate dallo Studio Rok, raccontano con un tocco di romanticismo una modernità incantata, ambienti e situazioni per storie fuori dall’ordinario, pillole di magia nella realtà di tutti i giorni.







Marmi e legni pregiati, giochi di opachi e lucidi, pietre naturali e materiali innovativi, uniti alla morbidezza del tessile e a un mix di pellami dai colori sofisticati sono i principali materiali usati per creare mobili capaci di distinguersi e di interpretare bisogni e desideri.

La collezione Horm è l'esaltazione della migliore artigianalità italiana. Ogni prodotto è realizzato con una manualità antica che pone in ogni gesto passione ed esperienza tramandate di generazione in generazione.



Maestri ebanisti che plasmano il legno nei modi più diversi ed esaltanti e tappezzieri che realizzano abiti sartoriali intorno ai nostri divani, mettono le proprie competenze al servizio di architetti e designer di fama internazionale, rivelandosi partner ideali in grado di dare forma alle idee dei creativi.

Idee che da oltre 30 anni sono premiate dalla critica con un ricco palmares di premi internazionali e dal mercato con una rete distributiva di oltre 700 rivenditori in 82 paesi del mondo.



2008 / Stand Salone 2005  
2004 / Ripples  
1998 / Istruzioni di montaggio



2016 / Autoreggente  
2011 / Bek  
2008 / Tide  
2001 / Sottiletto

1998 / Wow! Plus  
1998 / Take  
1994 / Tola



2014 / Autoreggente  
2013 / Infinity  
2011 / RememberMe

2008 / N7



2014 / Toshi  
2013 / Chariot  
2013 / Lepel



2016 / QuaDror™ 03



2022 / Mass Pressure  
2012 / Maritime



2016 / Tout le Jour



2016 / Torii



2010 / Lieve  
2007 / A/R



2016 / Torii  
2015 / Autoreggente  
2013 / Chariot  
2011 / Sinapsi  
2008 / A/R  
2008 / Bek

2007 / Blend  
2007 / Tide  
2006 / Stand Salone  
2004 / Ripples  
1999 / Sottiletto



2021 / Mass Pressure



## We furnish living spaces by creating emotions

Horm proposes a “contemporary design” style where global influences coexist, reinterpreted by Made in Italy culture, passion and craftsmanship. The collection is dedicated to knowledgeable, sophisticated, and discerning users who want to endow their environments with an exclusive and refined character, combining aesthetics, functionality and high-quality materials.

A solid corporate vision defines the brand’s creative ethos: furnishing living spaces by creating emotions. Horm is distinguished by its ability to combine elegant lines and elements of wonder that transform environments – they become an expression of whoever lives in them. The illustrations in this catalogue narrate an enchanted modernity with a touch of romanticism; occasions and ambience for stories that transcend the ordinary, and nuggets of magic in everyday reality.

Marble and precious woods, plays of matte and gloss, natural stone and innovative materials combined with the softness of fabrics, and sophisticated color-texture leather combinations – these are the primary materials used to create distinctive furniture that interprets needs and desires.

The Horm collection – the epitome of the finest Italian craftsmanship. Each item is fashioned with ancient craftsmanship that imbues each gesture with passion and experience, handed down over generations. With our master cabinet-makers who shape wood in the most diverse and exciting ways and upholsterers who shroud our sofas with exquisite coverings of sartorial taste, the skills of our master craftsmen at the service of internationally renowned architects and designers underpin an ideal partnership in creativity that materializes wondrous ideas.

Ideas that for over 30 years have been lauded by critics with a rich collection of international awards and by the market served with a distribution network of over 700 dealers in 82 countries worldwide.



## Amueblamos los espacios habitables creando emociones

Horm propone un estilo de “diseño contemporáneo” en el que conviven influencias de todo el mundo, reinterpretadas por la cultura, la pasión y la artesanía del Made in Italy. La colección está dedicada a un público adulto, culto y con conocimiento, que quiere dar a sus ambientes un carácter exclusivo y refinado, combinando estética, funcionalidad y materiales de la más alta calidad.

La filosofía creativa de la marca se define perfectamente en la visión corporativa: amueblar espacios para vivir creando emociones. Horm destaca por su capacidad de combinar líneas elegantes y elementos fascinantes que transforman los ambientes, convirtiéndolos en la expresión de quienes los habitan. De la misma manera, las ilustraciones que se incluyen en este catálogo, cuentan con un toque de romanticismo dentro de una mágica modernidad, ambientes y situaciones para historias fuera de lo común, píldoras de magia en la realidad cotidiana.

Mármoles y maderas nobles, juegos de mates y brillos, piedras naturales y materiales innovadores, unidos a la suavidad y calidez de los textiles y a una paleta de colores increíbles e innovadores para las pieles, son los principales materiales utilizados para crear muebles únicos y distintos en grado de interpretar las necesidades y los deseos.

La colección Horm es la exaltación de la mejor artesanía italiana. Cada producto se elabora de la misma forma en la que se ha hecho a lo largo de los años en la artesanía tradicional italiana que pone en cada gesto la pasión y la experiencia transmitida de generación en generación. Maestros ebanistas que dan forma a la madera de las maneras más diversas y exultantes, tapiceros que confeccionan trajes a medida para cada uno de nuestros sofás, todos ellos ponen sus habilidades al servicio de arquitectos y diseñadores de renombre internacional, demostrando ser los socios ideales, capaces de dar forma a las ideas de los creativos.

Ideas que durante más de 30 años han sido recompensadas por la crítica con un rico palmarés de premios internacionales y por el mercado con una red distributiva de más de 700 distribuidores en 82 países del mundo.



## Nous aménageons les espaces de vie en créant des émotions

Horm propose un style « design contemporain » où coexistent des influences mondiales, réinterprétées par la culture, la passion et le savoir-faire du Made in Italy. La collection est dédiée à un public adulte, cultivé et conscient, qui souhaite conférer à ses espaces un caractère exclusif et raffiné, alliant esthétique, fonctionnalité et qualité des matériaux.

La philosophie créative de la marque se définit dans sa vision d’entreprise : meubler les espaces de vie en créant des émotions. Horm se distingue par sa capacité à combiner des lignes élégantes et des éléments d’émerveillement, qui transforment les environnements pour qu’ils deviennent l’expression des personnes qui y vivent. De même, les illustrations qui accompagnent la lecture de ce catalogue racontent avec une touche de romantisme une modernité enchantée, des espaces et des situations pour créer des histoires hors du commun, des pilules magiques pour émerveiller la réalité du quotidien.

Les marbres et bois précieux, les jeux de mat et de brillant, les pierres naturelles et matériaux innovants, associés à la douceur des textiles et à un mélange de cuirs aux couleurs sophistiquées sont les principaux éléments utilisés pour créer des meubles qui se distinguent et interprètent les besoins et les désirs.

La collection Horm est l’exaltation du meilleur de l’artisanat italien. Chaque produit est fabriqué selon un savoir-faire ancien, conférant dans chaque geste la passion et l’expérience transmises de génération en génération. Les maîtres ébénistes qui façonnent le bois de manières les plus diverses et les plus passionnantes, ainsi que les tapissiers qui confectionnent des étoffes sur mesure pour nos canapés, mettent leurs compétences au service d’architectes et de designers de renommée internationale, se révélant ainsi des partenaires idéaux, capables de donner forme aux idées des créateurs.

Des idées qui, depuis plus de 30 ans, sont récompensées par la critique avec un riche palmarès de prix internationaux et par le marché avec un réseau de distribution de plus de 700 revendeurs dans 82 pays du monde.





Risorse e contenuti digitali al servizio dei professionisti della distribuzione

Il negozio fisico non scomparirà, ma il retail del futuro sarà un'integrazione tra on line, off line, piattaforme logistiche e big data. Horm sostiene i suoi distributori in questo "percorso evolutivo". Fornire un accesso facile e rapido alle nostre risorse digitali è un primo piccolo passo per supportare i nostri clienti nelle loro attività di acquisizione e fidelizzazione della clientela.



Material & Finish Samples

materialSamples.horm.it



Price List

priceList.horm.it

Digital resources and content at the service of distribution professionals

Brick-and-mortar stores are not going to disappear, but future retail will integrate online and offline channels, logistics platforms, and big data. At Horm, we are backing our distributors in this "evolutionary journey" by providing quick and easy access to our digital resources – a first small step for supporting our buyers in their customer reach and nurturing activities.



Fabric and Leather Samples

fabricSamples.horm.it

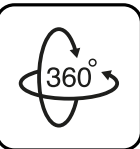


Bim & Cad

cadModels.horm.it

Recursos y contenidos digitales al servicio de los profesionales del mueble

La tienda física no desaparecerá, pero el comercio minorista del futuro será una integración de las plataformas online, offline, logística y big data. Horm apoya a sus distribuidores en este "viaje hacia el futuro" proporcionando acceso rápido y fácil a sus recursos digitales, éste es un primer paso para apoyar a nuestros clientes en sus actividades de captación y fidelización de clientes.



Virtual Tour Factory Showroom

showroomTour.horm.it



General Catalogs

catalogs.horm.it

Ressources et contenus numériques au service des professionnels de la distribution

Le magasin physique ne disparaîtra pas, mais la boutique du futur devra intégrer le service en ligne, hors ligne, les plateformes logistiques et les big data. Horm soutient ses distributeurs dans ce « voyage évolutif », et le fait de fournir un accès rapide et facile à ses ressources numériques est un premier pas pour soutenir ses clients dans leur activité d'approche et de développement de la clientèle.



Virtual Tour Salone del Mobile

saloneTour.horm.it



Best Seller Brochures

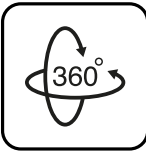
bestSellers.horm.it

Horm Hub | Milano:

Quando il catalogo diventa uno showroom

Horm Hub | Milano è uno showroom da usare come un catalogo. Uno spazio espositivo dedicato ad architetti, interior designer e rivenditori di mobili che possono accompagnare i loro clienti in un ambiente esclusivo dove vivere un'autentica brand experience.

Horm offre ai suoi distributori "le chiavi di casa" tramite un app digitale che concede accesso autonomo allo showroom 7 giorni su 7, senza appuntamento. La proposta di Horm Hub è caratterizzata da un'armoniosa successione di ambienti che mescolano i prodotti più recenti con i pezzi iconici del brand, in un'atmosfera intima e ricercata.



Virtual Tour

hubmilanoTour.horm.it

Horm Hub | Milano:

When the catalog becomes a showroom

Horm Hub | Milan is a showroom to be used like a catalogue. A dedicated exhibition space for architects, interior designers and furniture retailers, where they can accompany their customers in an exclusive environment and enjoy an authentic brand experience.

Horm offers its distributors "the keys to the house" via a digital app that grants autonomous 24/7 access to the showroom without needing an appointment. The Horm Hub proposal features a harmonious succession of settings in which the latest products alternate with the brand's iconic pieces in an intimate and sophisticated atmosphere.



Accreditation

hubmilano.horm.it

Horm Hub | Milano:

Cuando el catálogo se hace showroom

Horm Hub | Milán es un showroom que se utiliza como un catálogo. Un sala de exposición dedicada a arquitectos, interioristas y distribuidores de muebles que les permite a éstos ir con sus clientes a un espacio exclusivo, acogedor y único donde poder vivir una auténtica experiencia de marca.

Horm ofrece a sus distribuidores "las llaves de la casa" a través de una app digital que permite el acceso autónomo al showroom los 7 días de la semana, sin necesidad de cita previa. La propuesta de Horm Hub se caracteriza por una armoniosa sucesión de ambientes, mezclando las últimas novedades con las piezas icónicas de la marca, en un ambiente íntimo y refinado.

Horm Hub | Milano:

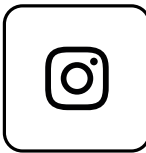
Quand le catalogue devient une showroom

Horm Hub | Milan est un showroom qui s'utilise comme un catalogue. Un espace d'exposition réservé aux architectes, décorateurs d'intérieur et revendeurs de meubles, qui peuvent accompagner leurs clients dans un environnement exclusif où vivre une authentique expérience de marque.

Horm offre à ses distributeurs « les clés de la maison » grâce à une application numérique qui offre un accès autonome au showroom 7 jours sur 7, sans rendez-vous. La proposition de Horm Hub se caractérise par une succession harmonieuse d'environnements qui mélangent les produits les plus récents et des pièces emblématiques de la marque, dans une atmosphère intime et raffinée.



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Pinterest



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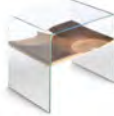


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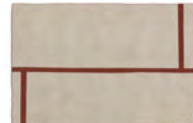
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# SOFAS, COFFEE TABLES, AND SIDE TABLES



## SOFAS

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Dizzy  
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Ellington  
Miles  
Tout Le Jour

## COFFEE TABLES AND SIDE TABLES

Albino Family  
Charleston  
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DIZZY

Ludovica+Roberto Palomba

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# TOUT LE JOUR

Marc Thorpe

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SOFA

Dizzy Ludovica+Roberto Palomba





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Ragtime Ludovica+Roberto Palomba  
Ragtime Ludovica+Roberto Palomba

ARMCHAIRS  
RUG

Carnaby Studio Balutto  
Gritti Ludovica+Roberto Palomba



SOFA                      Dizzy *Ludovica+Roberto Palomba*  
COFFEE TABLES      Ragtime *Ludovica+Roberto Palomba*  
RUG                      Gritti *Ludovica+Roberto Palomba*



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# RAGTIME

Ludovica+Roberto Palomba

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per divani Billie, Dizzy, Miles

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# HEADREST

for Billie, Dizzy, Miles sofas

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Ludovica+Roberto Palomba

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# MARINA

Renato Zamberlan

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Manin *SH*





DORMEUSE Ella Ludovica+Roberto Palomba  
COFFEE TABLES Marina Renato Zamberlan  
PLANT DISPLAY STAND Network Neuland, Paster & Geldmacher







# ELLINGTON

Ludovica+Roberto Palomba

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Sendai *Toyo Ito*  
Barbara *Renato Zamberlan*

CHAIRS  
RUG

Velasca *Studio Balutto*  
Manin *SH*





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MIRRORS  
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Velasca *Studio Balutto*  
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Grimani *SH*





# RIPPLES BOX

StH – *Homage to Toyo Ito*

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SIDEBOARD

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ARMCHAIRS

Ellington *Ludovica+Roberto Palomba*  
Albino Family *Salvatore Indriolo*  
SC1 *Studio Contromano*

SIDE TABLE [right]  
SIDE TABLE [left]  
RUG

Albino *Salvatore Indriolo*  
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Ellington *Ludovica+Roberto Palomba*  
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SIDE TABLE [right]  
SIDE TABLE [left]  
RUG

Albino *Salvatore Indriolo*  
Albino Family *Salvatore Indriolo*  
Manin *SH*

BOOKCASE  
CHAIRS  
DINING TABLE

93 - 08 *Carlo Cumini*  
Ray *Orlandini Design*  
Autoreggente *Patrizia Bertolini*





# LEON BOX

StH

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SOFA

Ellington *Ludovica+Roberto Palomba*





# ALBINO FAMILY

Salvatore Indriolo

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Ellington Ludovica+Roberto Palomba  
SC1 Studio Contromano





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Charleston *Ludovica+Roberto Palomba*

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ARMCHAIRS

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Cherish Lounge *SH*





# CHARLESTON

Ludovica+Roberto Palomba

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Lily Marc Thorpe

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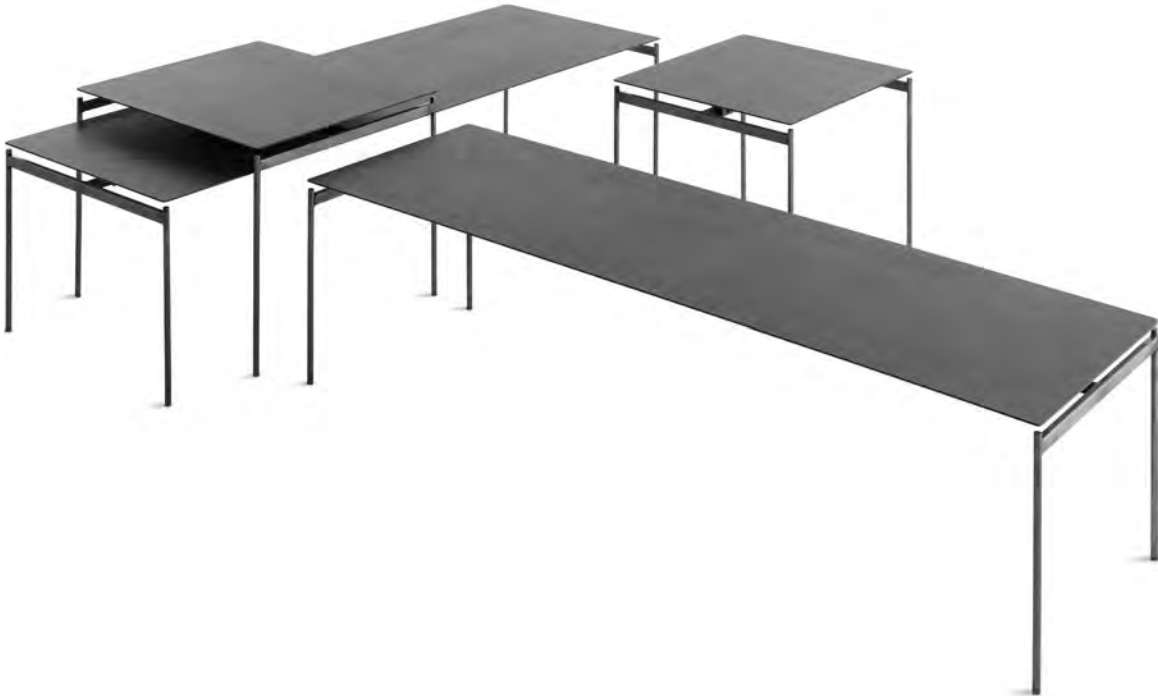


# TORII

Renato Zamberlan

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# RIPPLES BOX

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INDOOR BENCH [left]  
OUTDOOR BENCH [right]

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# CHARLOTTE

Mario Botta

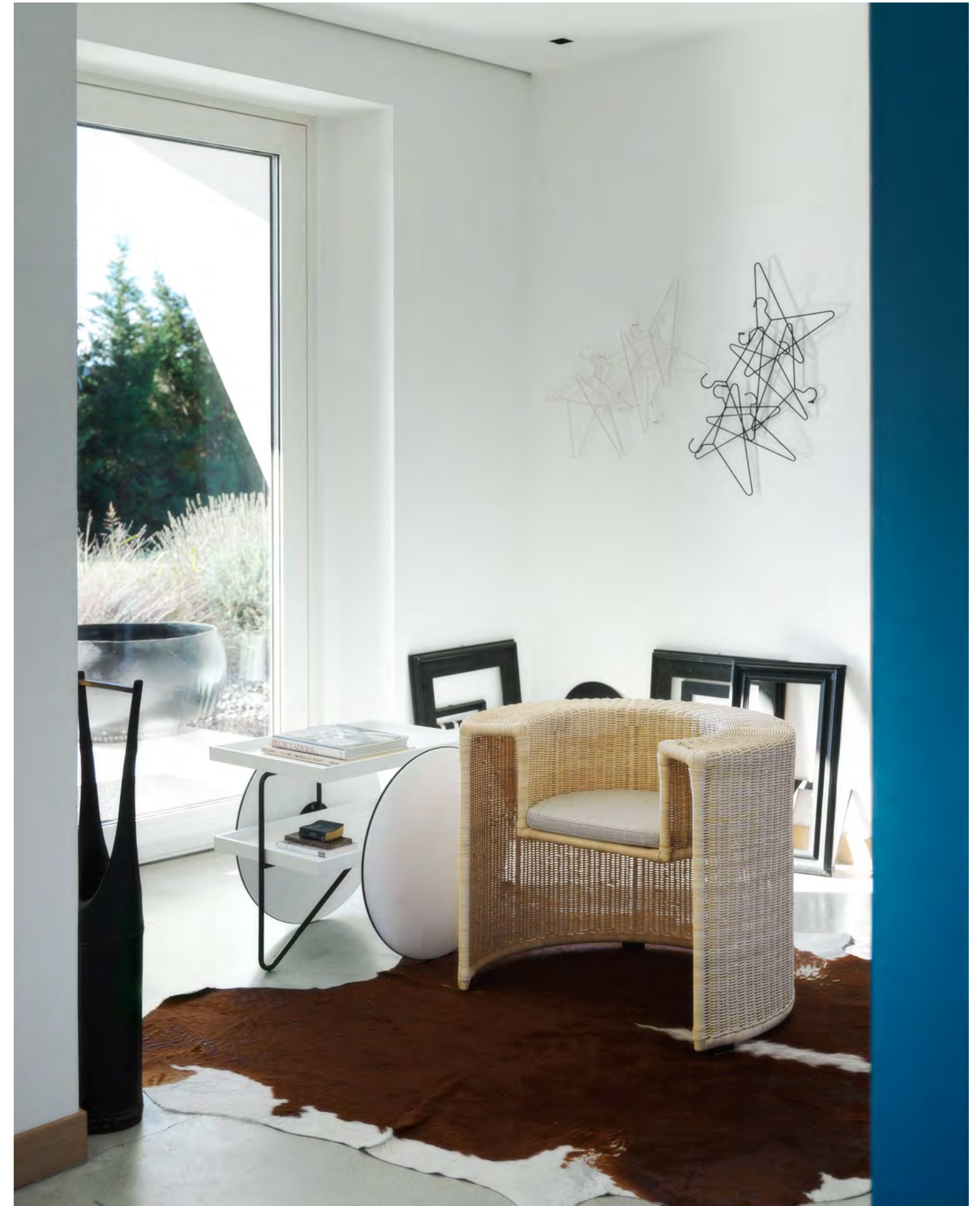
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ARMCHAIRS Charlotte Mario Botta  
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ARMCHAIRS  
SIDE TABLE

Charlotte Mario Botta  
Albino Salvatore Indriolo



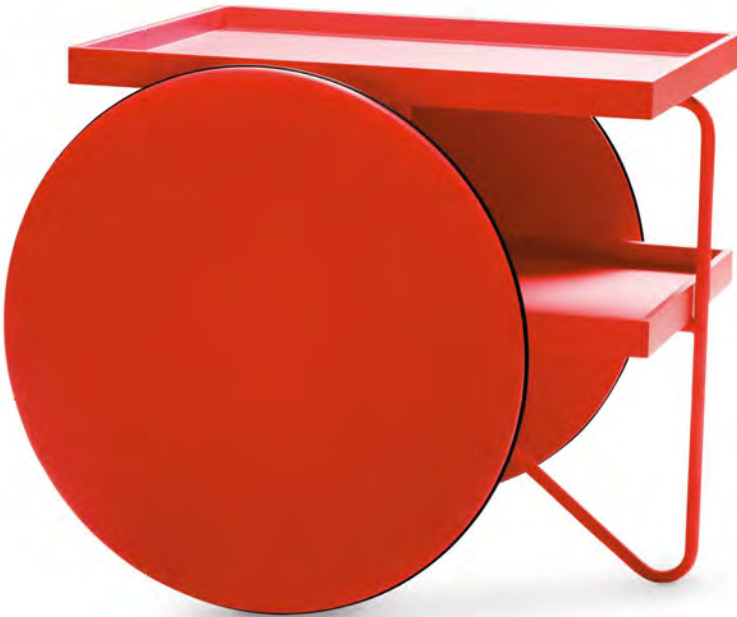


# CHARIOT

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# ALBINO

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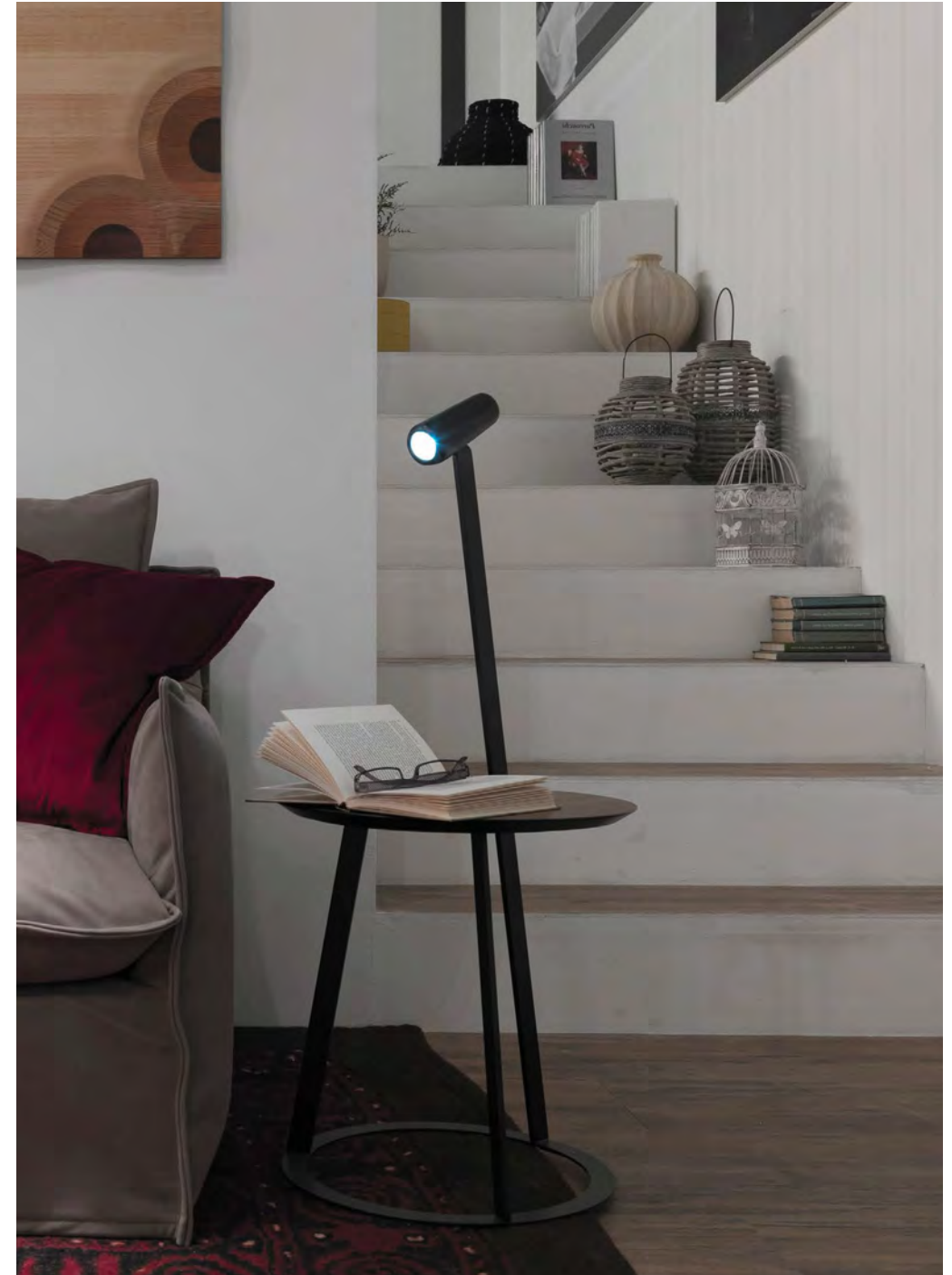
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Charlotte Mario Botta





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SC2 Studio Contromano  
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# TOUT LE JOUR

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Marina Renato Zamberlan





TABLE	Marina Renato Zamberlan	BENCH	Ripples Toyo Ito
CHAIRS	Velasca Studio Balutto	RUG	Gritti Ludovica+Roberto Palomba
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# BARBARA

Renato Zamberlan

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Luca Nichetto / Casamania

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CHAIR [right page]    Lepel Poltroncina Trapuntata *Luca Nichetto*  
CHAIR [left page]    Lepel Poltroncina Liscia *Luca Nichetto*





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# LEPEL S.

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Network Neuland, Paster & Gelmacher





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# TANGO

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# STEREO WOOD

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# RAY S.

Orlandini Design

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# BOLERO

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# AUTOREGGENTE

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# MARITIME

Benjamin Hubert / Casamania

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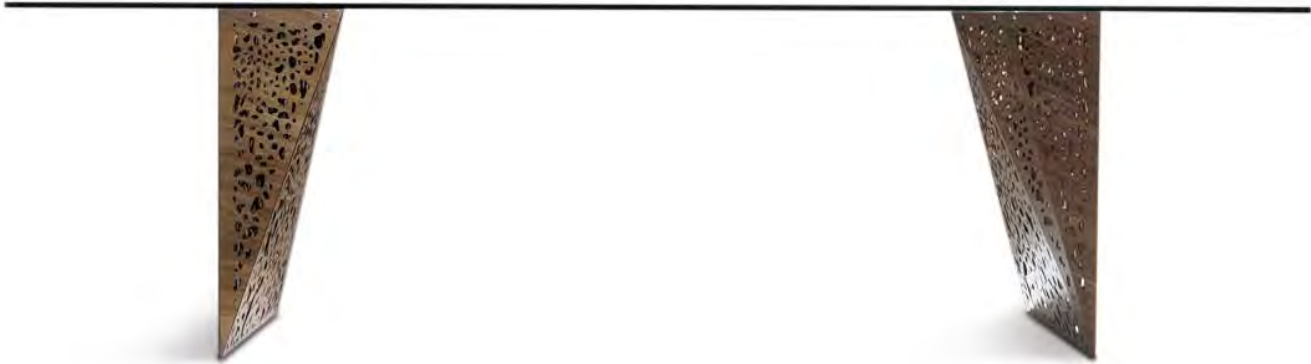


# RIDDLED

Steven Holl

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CHAIRS

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# QUADROR 02

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BOOKCASES  
AND DIVIDERS

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BOOKCASE Sendai Crystal Toyo Ito



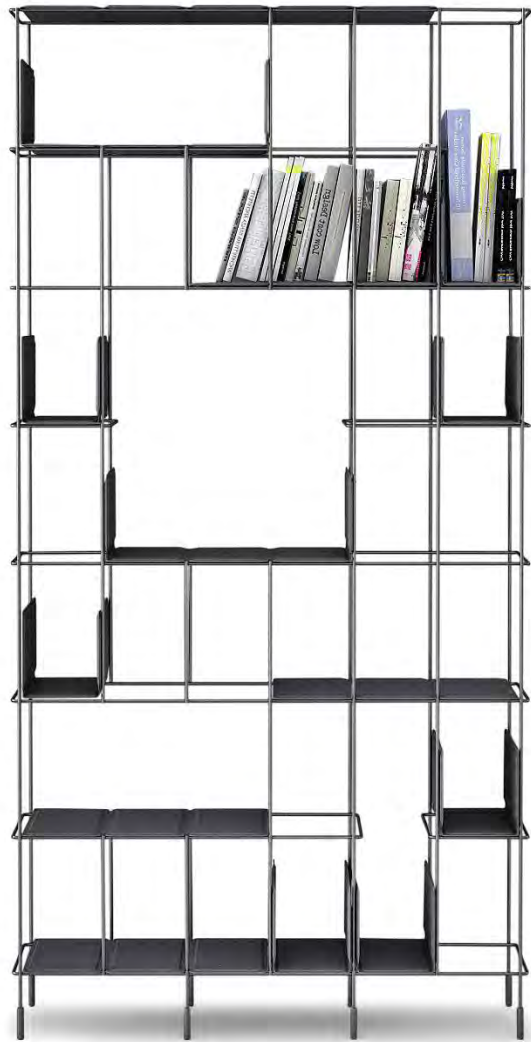


# NETWORK

Neuland, Paster & Geldmacher / Casamania

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# QUADROR 04

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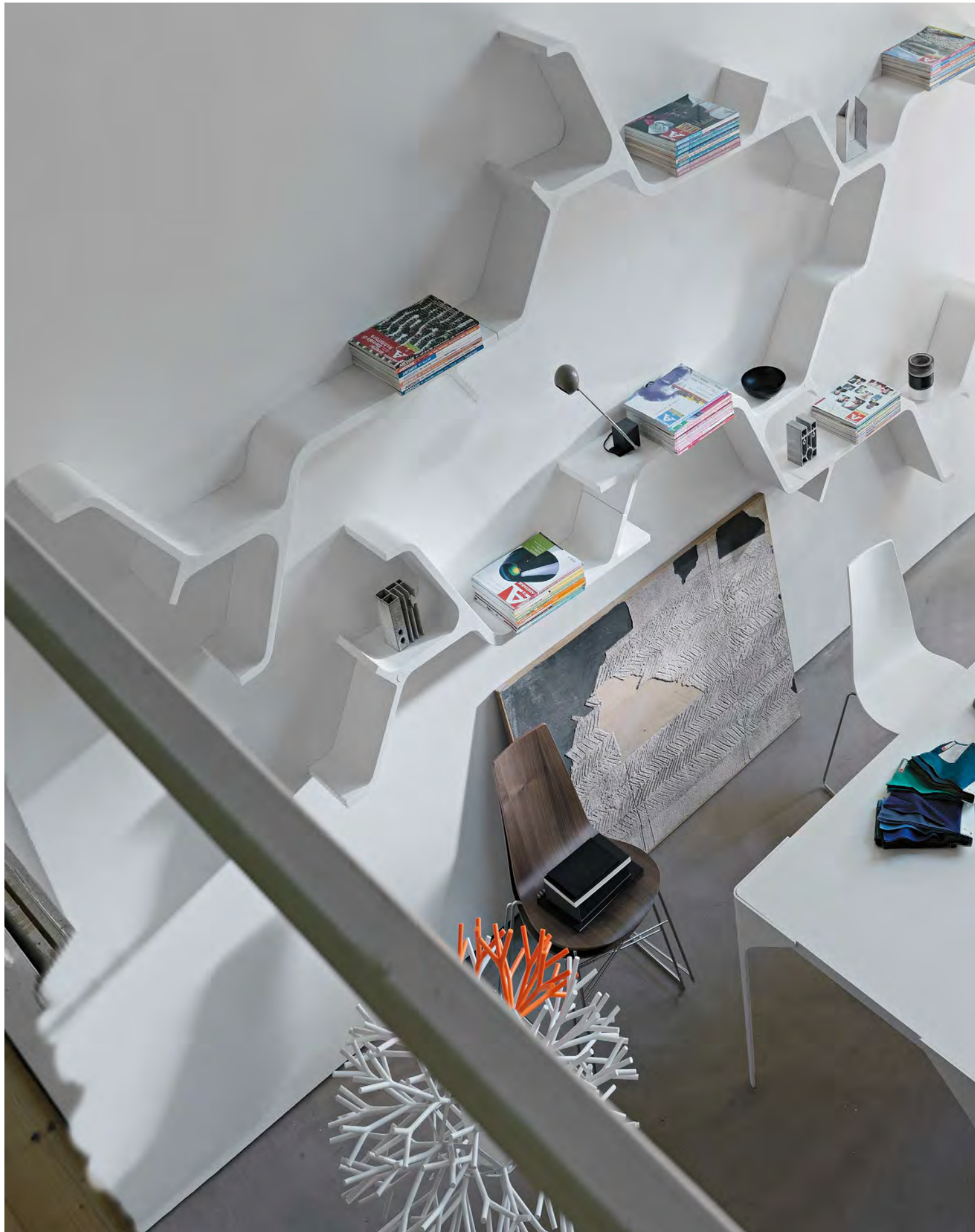
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SIDEBOARD

Leon Wood *SH*



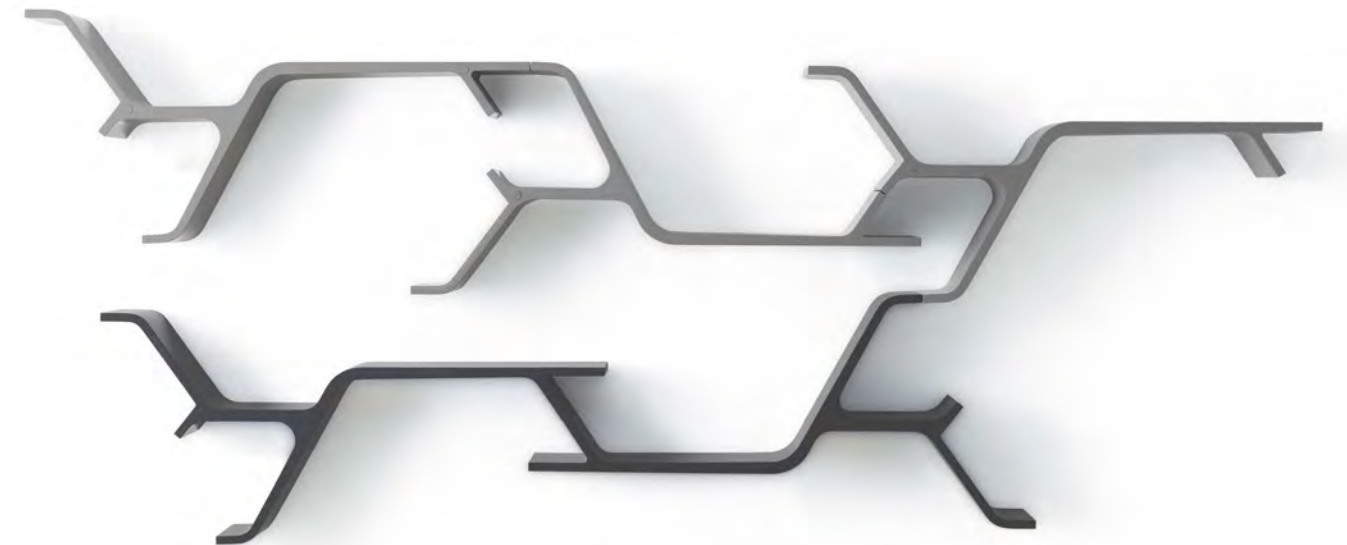


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*Ginevra Studio Balutto*



# CREDENZAS, BUFFETS, AND SIDEBOARDS



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- Carlos
- ComRi
- Le Jardin
- Leon Decor
- Leon Full Color
- Leon Wood
- Not Riddled
- Riddled Buffet
- Riddled Totem
- Tide





# CARLOS

Renato Zamberlan

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VIDEO





SIDEBOARD *Carlos Renato Zamberlan*  
SOFA *Ellington Ludovica+Roberto Palomba*  
SIDE TABLE *Albino Family Salvatore Indriolo*







SIDEBOARD Carlos Renato Zamberlan





SIDEBOARD *Carlos Renato Zamberlan*





TABLE  
CHAIRS

Autoreggente *Patrizia Bertolini*  
Ray Poltroncina *Orlandini Design*

SIDEBOARDS  
BOOKCASE

Carlos Renato Zamberlan  
Singles *Carlo Cumini*





# LE JARDIN

Renato Zamberlan

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SIDEBOARDS  
CHAIRS

Le Jardin *Renato Zamberlan*  
Lepel Poltroncina *Luca Nichetto*





# LEON WOOD

SH

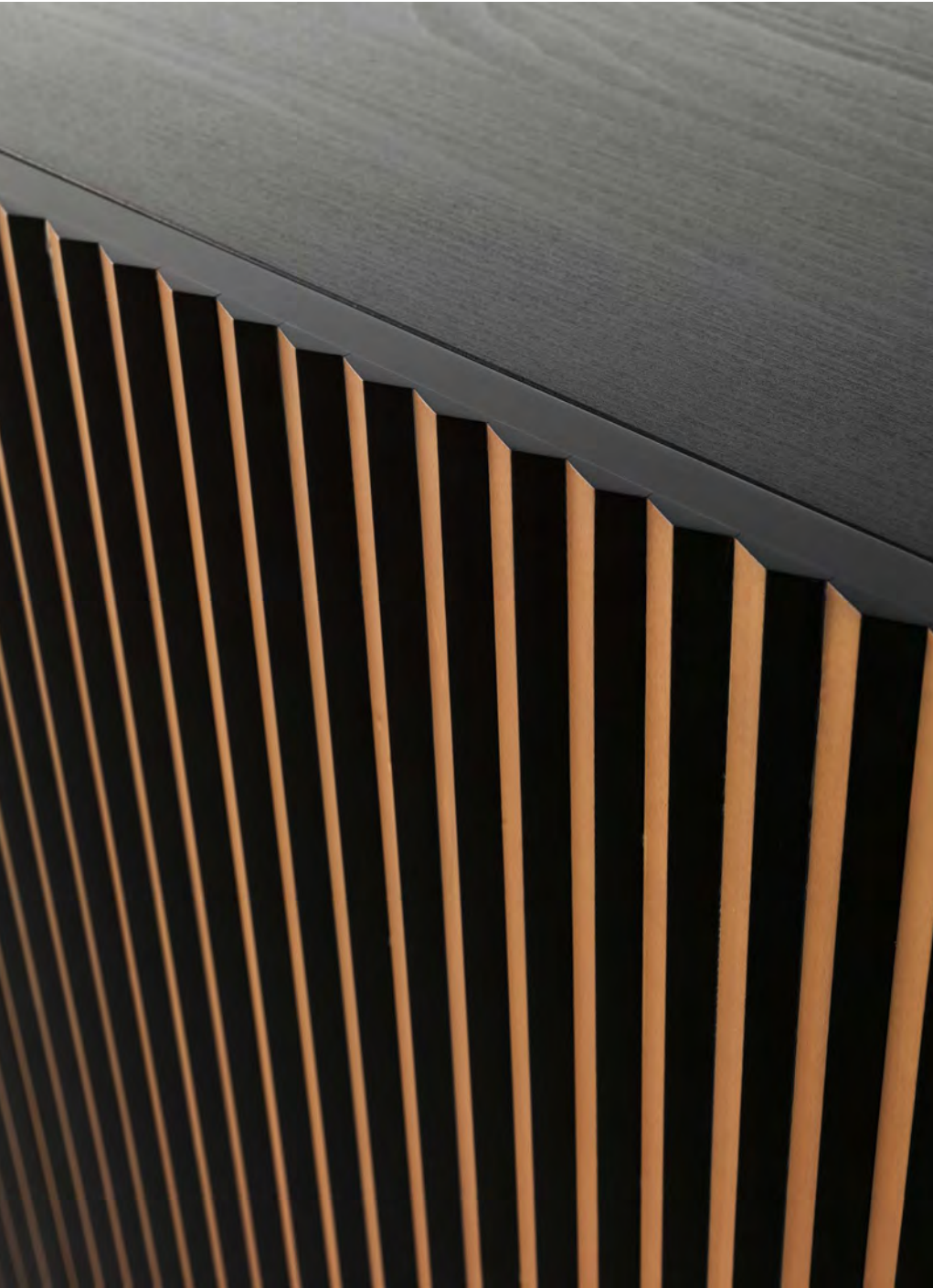
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SIDEBOARD  
ARMCHAIR  
SIDE TABLE

Leon Wood Mocha *SH*  
Mass Pressure *Dror*  
Marino *Renato Zamberlan*





SIDEBOARD  
SIDE TABLE  
Leon Wood Mocha *SH*  
Albino *Salvatore Indriolo*





SIDEBOARD Leon Wood Whitened *SH*





SIDEBOARD  
SOFA  
SIDE TABLE

Leon Wood Whitened *StH*  
 Dizzy *Ludovica+Roberto Palomba*  
 Marino *Renato Zamberlan*





# BASAMENTI

per madie Carlos, ComRì, Leon,  
Le Jardin, Not Riddled, Tide

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# METAL BASES

for sideboards: Carlos, ComRì, Leon,  
Le Jardin, Not Riddled, Tide

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Base Minimal Design (MD)



Base Jazz (JZ)



Base Mid-Century Modern (MCM)



SIDEBOARD  
SOFA

Leon Wood Bois Blond *SH*  
Miles *Ludovica+Roberto Palomba*





# LEON DECOR

StH

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SIDEBOARD Leon Decor *SIH*  
ARMCHAIR SC1 Studio Contromano  
RUG Manin *SIH*







SIDEBOARD  
ARMCHAIR

Leon Decor *Sh*  
Sienna *Studio Balutto*









SIDEBOARD Leon Decor *SH*  
LOUNGE CHAIR Tout Le Jour Marc Thorpe  
SOFA Billie Ludovica+Roberto Palomba





# LEON FULL COLOR

SH

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# NOT RIDDLED

Steven Holl

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SIDEBOARD Not Riddled *Steven Hall*





# CALA LUNA

Marcantonio

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TV CONSOLE  
COFFEE TABLES  
Cala Luna *Marcantonio*  
Marina *Renato Zamberlan*





TV CONSOLE  
COFFEE TABLES  
ARMCHAIR

Cala Luna *Marcantonio*  
Marina *Renato Zamberlan*  
SC2 *Studio Confromano*





# TIDE

Karim Rashid

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RUG

Gritti Ludovica+Robeto Palomba





BUFFET  
COFFEE TABLES

*Tide Karim Rashid*  
*Albino Family Salvatore Indriolo*





# COMRÌ

StH

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# RIDDLED BUFFET

Steven Holl

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BUFFET  
TABLE

Riddled Buffet *Steven Holl*  
Barbara Renato Zamberlan

CHAIRS  
RUG

Ki *Mario Bellini*  
Gritti *Ludovica+Roberto Palomba*



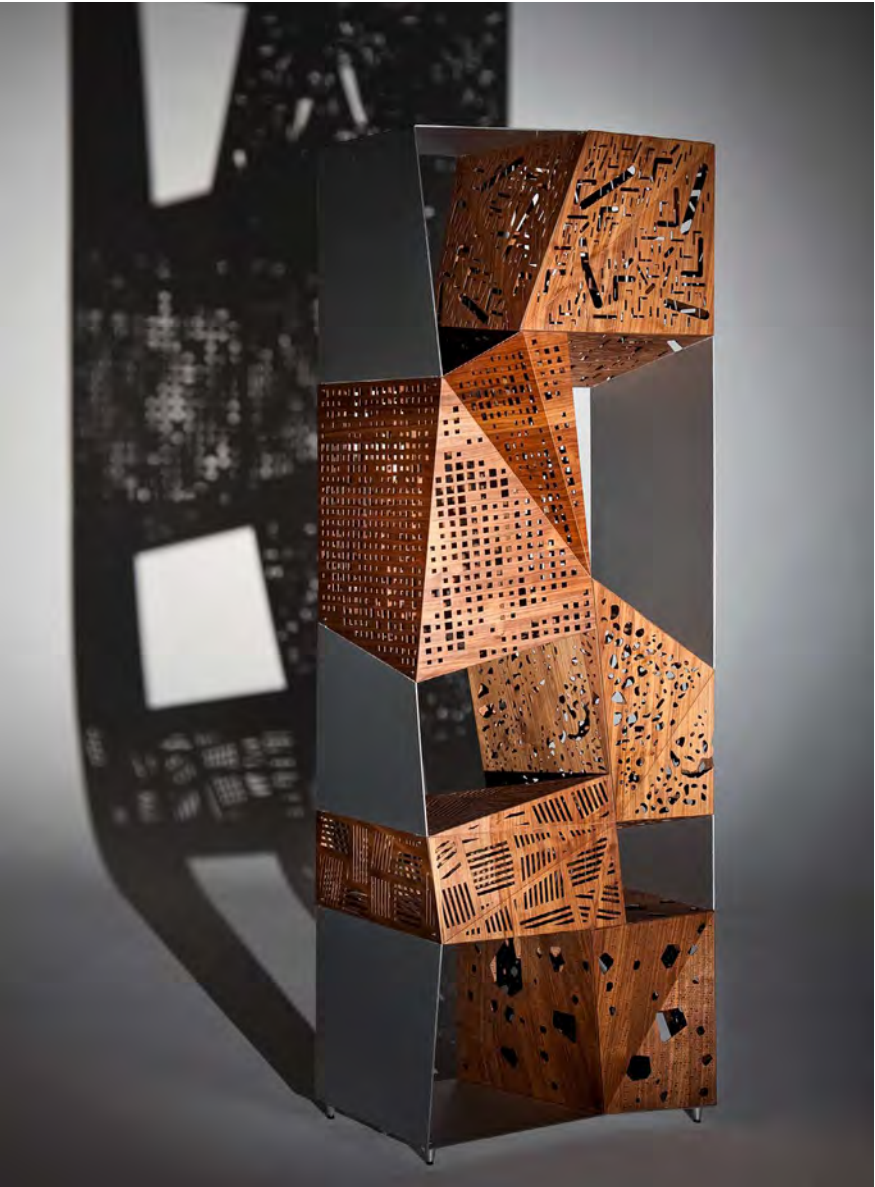


# RIDDLED TOTEM

Steven Holl

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# HOME OFFICE DESKS



DESKS

Bureau  
J-Table  
Quadror 02  
Riddled





# BUREAU

Esa Vesmanen

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CHAIR [left page] Stereo Wood Polipropilene *Luca Nichetto*  
CHAIR [right page] Ray Poltroncina *Orlandini Design*





DESK  
CHAIR

Bureau *Esa Vesmanen*  
Ray Sedia *Orlandini Design*





# J-TABLE

Jean Francois Gomrée

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CHAIR  
BOOKCASE  
COAT STAND

Vad Girevole Cuoio *Luca Nichetto*  
Singles *Carlo Cimini*  
Twist *Burtscher & Bertolini*



DESK  
CHAIRS  
BOOKCASE  
SIDEBOARD  
COAT STAND

J—Table Jean Francois Gornée  
Ki Mario Bellini  
Singles Carlo Cimini  
Not Riddled Steven Hall  
Hcb Patrizia Bertolini





# QUADROR 02

Dror

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CHAIR Ray Poltroncina *Orlandini Design*  
OUTDOOR STOOLS Hexagon *Steven Hall*





# RIDDLED

Steven Holl

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DESK Riddled *Steven Holl*  
SUSPENSION LAMP Plywood Chandelier *Steven Holl*



# LAMPS AND OCCASIONAL FURNITURE



## LAMPS

Aira  
Numero 3  
Plywood Chandelier  
Twee T.

## OCCASIONAL FURNITURE

Backstage  
Cobra  
Grimani  
Gritti  
HCB  
Mamanonmama  
Manin  
Twist  
Ute Minimal  
Yume Black  
Yume Brill





# PLYWOOD CHANDELIER

Steven Holl

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# AIRA

Marcantonio

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SOFA

Dizzy Ludovica+Roberto Palomba





# TWEE T.

Jake Phipps / Casamania

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BUFFET  
ARMCHAIR

Tide *Karim Rashid*  
Carnaby *Studio Baluffo*





# NUMERO 3

Patrizia Bertolini

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SOFA

Ellingotn Ludovica+Roberto Palomba





# COBRA

Mario Bellini

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# TWIST

Burtscher & Bertolini

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# HCB

Patrizia Bertolini

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# MAMANONMAMA

Mario Botta

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STANDING LAMP     *Aira Marcantonio*





# YUME BRILL

S+H

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YUME BLACK

S+H

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SIDE TABLE

Hexagon *Steven Hall*





# UTE MINIMAL

StH

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# BACKSTAGE

Salvatore Indriolo

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MIRRORS [left page]  
SHOE / STORAGE RACK [right page]

Ute Minimal *StH*  
Backstage *Salvatore Indriolo*





GRIMANI

S+H

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GRITTI

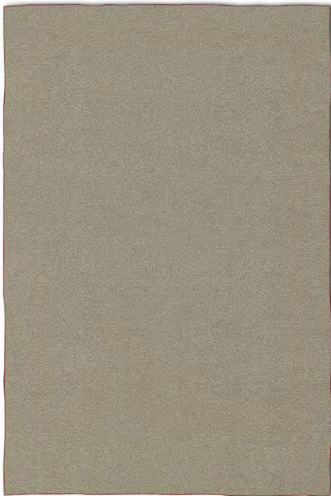
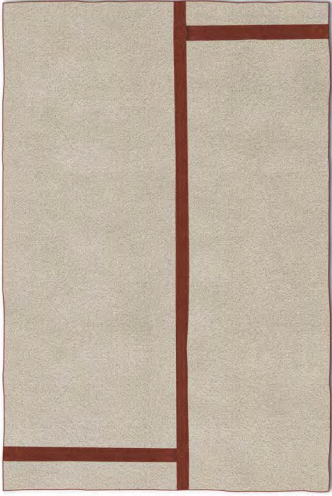
Ludovica+Roberto Palomba

TECH  
SHEET

MANIN

S+H

TECH  
SHEET



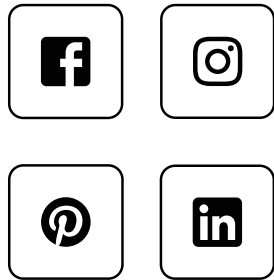
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Sendai *Toyo Ito*  
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