

A home for design

A modern villa houses Purity's new studio as a model for contemporary living – with highlights from Boffi|De Padova and Paola Lenti

Already a household name in luxury homeware, Purity's new space on Jumeirah Road confirms just why the brand has long held the title for the go-to place for design-conscious living. The studio – which was repurposed from a dilapidated modern villa into a new regional headquarters by L.S. Design – maintains its original modernist charm while seamlessly blending indoor and outdoor spaces to showcase its signature brands. These include an exclusive space for Boffi|De Padova while also displaying other brands on its impressive roster such as the iconic Paola Lenti.

Known for connecting the world with its architectural Boffi systems and innovative ADL partitioning systems, the eclectic studio also features signature furnishing elements from De Padova, minimalism of MA/U Studio and the Time & Style édition compositional elements. "One of the driving forces behind this smart thinking is the desire to keep up with the ever-evolving lifestyle [of our clients]," says Roberto Gavazzi, CEO OF Boffi|De Padova, of its synergy of individual brands.



In fact, Purity was the first multi-brand studio in the Middle East to introduce the story of Boffi to the region. "Purity and Boffi are long-time collaborators," Gavazzi continues. "Presenting new solutions and the company's strategy in this stunning new ambiance, after these tough two years, shows that we are ready to start again, stronger than ever."

The new studio is home to a complete lifestyle concept created by Boffi | De Padova, including some of its most



iconic products such as the Salinas kitchen by Patricia Urquiola, the Square 16 leather sofa in the neutral Scirocco Siena shade, the delicate rice paper on the Bombori lamp from the Time & Style édition collection as well as comfortable and versatile Yak outdoor seating.

Having maintained its prominent position in the furniture and design vocabulary for decades, Gavazzi says: “It is [due to the] strong passion of over 80 years, that combines industry and craftsmanship and intermingles modern production processes with an artisanal approach, that helps bestow on the product its singular quality.”

In another part of the showroom, the much-loved vibrant outdoor furniture of Paola Lenti marks its presence, who this year celebrates 20 years since the launch of Rope – it’s 100% recyclable and resistant yarn that put the brand on the map.

“In the early 2000s there were still no particularly innovative materials for the exteriors and the aesthetic proposal was definitely limited. The research that we started then on a material

such as polypropylene, sensing its development possibilities that we then actually put to good use, was only the beginning of a path of research that we continue to follow and that will continue in the future,” says CEO, Anna Lenti.

At the studio, one can discover the new signature Twiggly yarn, as well as the Harbor series dressed in the Maris fabric, available in a wide range of delicious colours.

“During Milan Design Week, we will introduce the new Jardín series, inspired by the collections created in the 1950s by the Cuban-born designer Clara Porset,” Lenti shares. “My sister Paola discovered her designs almost by chance, leafing through a book in which the furnishings designed for the Pierre Marqués hotel in Acapulco were published. She fell in love with the extraordinary linearity of the shapes of the seats that make the collection still relevant today. We, therefore, decided to pay homage to this designer with a strong personality by returning her works enhanced by a technological component – that of the Twiggly yarn, which makes them even more high-performing for the outdoors.”