

Umijeće stila

# The Art of Style

Talijanska dizajnerska kuća Paola Lenti specijalizirala se za izradu namještaja za interijere i eksterijere, tepiha i tendi, a njezin stil postavlja standarde i u uređenju jahti

*Specialising in rugs and furniture for indoor and outdoor environments and shading structures, Paola Lenti is an international reference for textile innovation in the design world and yachting sector*



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**D**izajnerska kuća Paola Lenti osnovana je 1994., sa sjedištem u Meda, jednom od talijanskih središta stila i dizajna. Temelj dugogodišnjeg uspjeha ovog brenda zasniva se na proučavanju osobina raznih vrsta vlakana i tkanina, te na provođenju istraživanja s ciljem razvijanja high-tech tkanina. U početku se njihova proizvodnja bazirala na tkaninama za eksterijere, no odnedavno izrađuju i tkanine za uređenje interijera, i to tkanine koje su jedinstvene i po materijalima od kojih su izrađene i po bojama koje se koriste prilikom izrade.

Tijekom godina kuća Paola Lenti stekla je mnogo iskustva u uređenju interijera, a upravo zahvaljujući svojim istraživanjima s naglaskom na performanse i brigu prema okolišu, osmislili su i

*The Paola Lenti Company was founded in 1994 by Paola Lenti with headquarters in Meda, one of the main design furniture districts in Italy. Studying the yarns characteristics and performances and experimenting different materials have allowed the company to develop a wide range of high tech fabrics for the exteriors and, more recently, for the interior: signature upholstery textiles that represent a unique proposal because of the raw materials used and the available colour palette.*

*Over the years, the company has gained a strong experience in the residential sector. Through an ongoing research activity, aimed to reach high performances yet respecting the environment, Paola Lenti has built a specific know-how also in the yachting and marine sector: today the company is in a position to offer custom products according to the*



uspješna rješenja za nautički sektor pa danas mogu ponuditi custom proizvode izvedene prema specifičnim uputama dizajnera ili brodogradilišta. Također, Paola Lenti je već deset godina jedan od partera i izlagača Monaco Yacht Showa, za koji je dizajnirala Upper Deck Lounge, najekskluzivnije mjesto za opuštanje na sajmu, VIP ulaze te vanjski prostor s pogledom na Parvis Piscine. Time je kuća još jednom potvrdila da postavlja standarde za uređenje unutarnjih i vanjskih prostora u nautičkom sektoru, koji izuzetno cijeni kvalitetu i pazi na odabir materijala. U svom izložbenom prostoru u Monaku Paola Lenti je predstavila nove proizvode i svezvremenske klasike, koji jasno ističu filozofiju kuće – skladan prostor u kojem ergonomija, funkcionalnost i estetika jednako doprinose stilu.

Glavni razlog uspjeha kuće Paola

Lenti u nautičkoj industriji je kvaliteta korištenih materijala, koje kuća proizvodi sama, vlastitim istraživanjem i razvojem, uz ulaganje u tehnološke inovacije koje jamče kvalitetu čak i u morskome okolišu, poznatom po neugodnim klimatskim izazovima. 'Naše kolekcije testirane su u ekstremnim klimatskim uvjetima, a svaka komponenta je testirana i sama za sebe', objašnjava nam Anna Lenti, direktorica tvrtke. 'Naši tehničari testiraju aluminij, čelik, boje i tkanine, jer želimo jamčiti svojim klijentima postojanost struktura i estetike u svim uvjetima i kroz mnogo godina.'

Nautički sektor je iznimno kompleksan – sam okoliš predstavlja izazove i ograničenja koja treba uzeti u obzir već kod prve faze dizajna. Upravo zbog toga kuća Paola Lenti je okupila ekipu profesionalaca koji neprestano rade



Beskonačno tkanje održivosti i izdržljivosti – tako svoje proizvode vidi Paola Lenti

*Infinite weaves between circularity and sustainability. This is the commitment of Paola Lenti*

*requirements of architects and shipyards, with whom, over the years, it has established a good cooperation relationship. Also, the company has been for over ten years amongst the protagonists of the Monaco Yacht Show, the prestigious international event in the yachting world. Paola Lenti has designed the Upper Deck Lounge, the most exclusive relaxation and meeting place of the venue, the Vip Entrances and the outdoor areas overlooking the Parvis Piscine. Hence, the company proves once again to be the reference brand for indoor and outdoor furniture for the yachting sector, which particularly appreciates its consistent pursuit of quality and the accurate selection of materials. New products and timeless classics are presented, within the event, also in a dedicated exhibition area, where the company shows its unmistakable attitude to create harmonious spaces, in which ergonomics, functionality and aesthetics coexist in perfect balance.*

*However, the main reason for Paola Lenti success in the exclusive yachting world lies mainly in the quality of its products, originating from constant investments in technological research aimed at ensuring high standards of resistance in the most challenging climate conditions. 'We test all our collections with more restrictive procedures than those required by current regulations and we do it with all components separately', says Anna Lenti,*



Vrhunski namještaj Paola Lenti odlikuje se bezvremenskim dizajnom i skladom između ergonomije, funkcionalnosti i estetike

*Paola Lenti's high-end contemporary products are marked by a timeless design aimed to balance usefulness and beauty, functionality and aesthetics*





Istraživanje i razvoj od samog su početka temelj proizvodnog procesa ovog brenda

*Ongoing research has always characterized the company's activity*



U gotovo trideset godina postojanja, kuća Paola Lenti predstavila je niz ekskluzivnih tkanina i tehničkih materijala, ekološki prihvatljivih i dostupnih u stotinama različitih nijansi

*In almost thirty years of activity, the company has created a collection of exclusive fabrics and technical materials, eco-friendly and available in hundreds of shades*

na personaliziranim rješenjima i ponudama za nautički sektor pa ne iznenađuje što se na njihovoj listi klijenata nalaze brodogradilišta kao što su Benetti, Heesen, Sanlorenzo, Wider i Rossini Navi. 'Jahting sektor me fascinira baš zato što je izazovan. Potiče nas na istraživanja osobina materijala i vodi do novih rješenja koja usavršavaju proizvod originalno namijenjen kućama, na kopnu', ističe Paola Lenti, osnivačica tvrtke. 'Naše vještine dopuštaju nam da stvaramo oblike koji posjeduju dušu, a tehnologija koju koristimo omogućava nam odabir najnaprednijih materijala, koje proučavamo i testiramo u suradnji s profesionalcima i sveučilištima. Svaki je komad našeg namještaja jedinstven, a naš proizvodni proces je nasljednik stoljetne tradicije proizvodnje namještaja, u koju smo uspješno utkali modernu proizvodnu tehnologiju.'

Paola Lenti je 2002. predstavila svoju ekskluzivnu tehničku tkaninu Rope, savršeno prilagođenu korištenju na vanjskim prostorima, a odonda razvija sve naprednije materijale, što joj omogućava da zadrži vodeću poziciju u industriji. Nasljednici tkanine Rope bili su tehnička nit Twiggy, tehnička tkanina Maris, koja se izuzetno brzo suši, i strukturalni materijal Diade, koje kuća i danas koristi u dizajnu

namještaja i strukturalnih elemenata, a ujedno su ekološki prihvatljivi, dugotrajni, vodootporni, te otporni na djelovanje UV zraka, bakterija i plijesni. Danas Paola Lenti istodobno nudi napredne tehničke materijale i tradicionalne, prirodne, uz primjenu novih tehnologija, što je dovelo do evolucije niti Twiggy i materijala Diade, a treba spomenuti i novu kolekciju Eres, u potpunosti izrađenu od prirodnih materijala. Iako naizgled nepovezane, sve kolekcije zapravo imaju zajedničke temelje – etičku proizvodnju i održivost. Upravo takva poslovna i proizvodna filozofija stvara namještaj koji se lako uklapa u okoliš, te postaje temelj sklada između pojedinačnih elemenata, uz kontinuirani dijalog između interijera i eksterijera.

CEO of the company. 'Our technicians put aluminum, steel, paints and fabrics to the test because we want to guarantee the structural and aesthetic characteristics of our collections over time.'

Yachting is an extremely complex sector: by its very nature, it imposes constraints that need to be considered from the very first design phase. For this reason, Paola Lenti has created a team of professionals that continuously elaborate competitive proposals and fine tune personalized solutions for yachting sector. So it is not surprising that international shipyards like Benetti, Heesen, Sanlorenzo, Wider, Rossini Navi have chosen Paola Lenti for the furnishing of their yachts. 'I'm fascinated by the yachting sector because it is challenging. It stimulates research on materials leading us to find new solutions to enhance also the products intended for residential applications,' explains Paola Lenti, founder of the company. 'Thanks to craftsmanship we create forms, which are naturally endowed with a soul, while through technology we can select the most performing materials, which we study and fine tune with the collaboration of professionals and universities. Rediscovering the dexterity belonging to our tradition and being able to blend it with modern production technologies make each piece

unique and unmistakable, but above all, not standardized.'

The launch of the exclusive Rope technical yarn in 2002 marked the entry of Paola Lenti into the outdoor world. However, the subsequent development of increasingly performing technical materials has allowed it to maintain a leadership position in the market. Twiggy yarn, relative of Rope by direct descent, Maris fabric, which guarantees fast drying times, and the structural material Diade, are all tools that Paola Lenti uses to design furnishings and architectural complements, which are eco-friendly, sustainable and long lasting, resistant to water, UV rays, bacteria and mould. Today Paola Lenti moves between the experimentation of hi-tech materials and the rediscovery and enhancement of natural ones: the evolution of Twiggy and Diade, through new products made with new technologies, and Eres, an unprecedented new collection entirely based on the materials offered to humans by nature. These paths, only apparently unrelated to each other, turn out to have the same common denominator in ethics and sustainability. But with design philosophy always aimed at furniture that can be integrated into environments, creating harmony between the individual elements and continuity of dialogue between interior and exterior.