

**PAOLA
LENTI**

Milano Design Week 2021
Press release

Milano Design Week 2021

Creativity and innovation, research and sustainability, uniqueness and artisanship. These are the elements that define the outdoor and indoor proposals presented by Paola Lenti in the newly renovated showroom in Meda from 5th to 10th September, during the Supersalone, the special 2021 edition of the Salone del Mobile.

The company's thinking has always be oriented toward a concept of furniture able to blend, with a spontaneous simplicity, with well-designed environments, creating harmony between the elements and a continuous dialogue between indoor and outdoor. The indoor atmospheres open up spontaneously to the outdoor world; vice versa, the textures and colours of the nature enter the comfort of the home in an overall balance created by fabrics and materials. The search for balance and functionality, the respect for the environment and the attention for the aesthetics have led to an unmistakable and personal style that attribute beauty and practicality to the furniture.

To best explain its own ability to design complete environments, in harmony with both the natural context and the architecture, Paola Lenti has chosen a communication media that was both descriptive and emotional. Thus, *Clues in the Garden* and *Friday to Saturday* have been produced, two short films that will be presented during the opening of the Supersalone 2021.

The intent of the films is to show two world: that of the garden – luminous and playful, explored moving from a set to another, following the *fil rouge* of hidden clues, like in a treasure hunt – and that of the home, cozy and sophisticated, that reveals itself little by little in the different moment of the day.

Project by:
Bestetti Associati and Paola Lenti

Styling:
cristinavstudio

Responsible beauty

In the design concept of Paola Lenti, creativity and the search for harmony and beauty are closely linked to concrete concepts of social responsibility and respect for the humankind and the environment. The company's daily work is aimed at making each product consistent with the objectives of a durable and sustainable design, which minimizes the environmental impact by eliminating potentially dangerous processes and favoring completely recyclable or recycled materials.

Paola Lenti has proceeded this year between the rediscovery and enhancement of natural materials and the experimentation of hi-tech ones. ERES COLLECTION and the evolution of TWIGGY AND DIADE through new products made with equally new technologies are different answers to the same question, paths only apparently unrelated to each other, which are instead surprisingly intertwined to form a modern and coherent expressive language.

ERES COLLECTION LO SPIRITO DELLA NATURA



video © Maurizio Natta, Fabrizio Polla Mattiot @ateliermistral

Paola Lenti's new outdoor collection is the result of a patient research aimed to promote the use of renewable natural materials, rediscovering their strength and quality and reinterpreting their strengths and qualities with a modern twist.

In pursuit of environmental sustainability and ecological balance, Paola Lenti selects raw materials that allow us to enjoy the pleasures of contact with nature once again, materials now cultivated scrupulously based on the rules of organic agriculture.

Linen, hemp and abaca are rustic, resistant fibres that stand out for their exclusive delicate hues; they are combined with bamboo, saffron and igusa, the rush used to make tatami mats: tenacious plants that grow rapidly in the wild.

Attention is also given to the paddings, which are made of natural latex, wool, cotton and vegetable fibres, as well as Aerelle® blue, a polyester fibre made exclusively by recycling single-use plastics in a modern industrial process.

Frei, design Francesco Rota



Three-seater sofa and sectional seating elements. The structure made of bamboo panels encases seating and back cushions available with a natural padding – latex, paineira fibre and woolen felt – or synthetic, in recycled polyester fibre and polyurethane. The cushions feature a linen or hemp upholstery fabric.

Vespucci, design Francesco Rota



Armchair, two- and three-seater sofa. The structure in steel and sassafras wood is covered with a structural upholstery in Spago, a fabric made by weaving a linen twine. This upholstery, that can be easily removed, contains the seat and back cushions, available with a natural padding – latex, paineira fibre and woolen felt – or synthetic, in recycled polyester fibre and polyurethane and covered in a range of linen or hemp fabrics.

Shibui, design Francesco Rota



Lounge chair, chaise longue, suspended and freestanding platform. The structure of Shibui is made of turned bamboo, the seat and back are made of bamboo stick tied together with jute straps. The freestanding and the suspended platforms require a seat pad, available with a natural padding – latex, paineira fibre and woolen felt – or synthetic in recycled polyester fibre and polyurethane; upholstery cover in a range of linen or hemp fabrics.

Shibusa, design Francesco Rota



Lounge chair and chaise longue. The structure in turned bamboo is combined with a seating area in igusa, a natural, resistant yet delicate material, which matures over time without losing its structural characteristics, changing colour from a light green to a straw yellow shade. The particular nature of this material leads the company to advise to use Shibusa seating exclusively in interior environments.

Hiro, design Francesco Rota



Lounge chair and chaise longue. The large seat and back cushions, available with a natural padding – latex, paineira fibre and woolen felt – or synthetic in recycled polyester fibre and polyurethane and covering in a range of linen or hemp fabrics, are supported by a structure in sassafras wood that allows the backrest to take two positions, one ideal for reading and one for relaxing.

Duvé, Tobit, design Paola Lenti CRS



Pouf with different dimensions and shapes, cushions and pads made by weaving by hand a linen tubular knit. The padding is available in natural materials – latex, paineira fibre and woolen felt – as well as synthetic – recycled polyester fibre and polyurethane or in polypropylene microspheres.

Otto, Picot, design Paola Lenti CRS



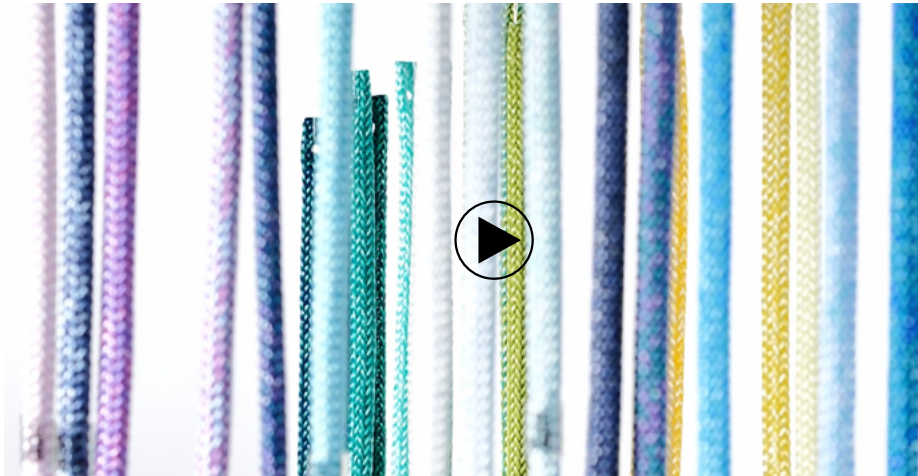
Pouf created by sewing in a spiral-like pattern (Otto) or crocheting (Picot) linen or hemp cords. The padding is available in natural materials – latex, paineira fibre and woolen felt – as well as synthetic – recycled polyester fibre and polyurethane or in polypropylene microspheres.

Wabi, design Francesco Rota



Armchair, sofa and lawn swing. The new version of a classic in the Paola Lenti outdoor collection combines the structure in sassafras wood with a fixed cover, which is woven by hand with a linen cord. The seat, back and loose cushions are available with a natural padding – latex, paineira fibre and woolen felt – or synthetic, in recycled polyester fibre and polyurethane and covered in a range of linen or hemp fabrics.

TWIGGY AND DIADE THE EVOLUTION



video © Maurizio Natta, Fabrizio Polla Mattiot @ateliermistrat

Since the beginning, Paola Lenti has based its philosophy on the respect for the environment and nature. The company is committed to act responsibly, studying concrete solutions to limit the waste of resources and to enhance the longevity of its projects, trying to minimize the impact on the environment and favoring the use of non-polluting processes and of recyclable or recycled components.

Paola Lenti has focused on the potential of Twiggy and Diade, the exclusive and highly performing technical products, which are the result of years of experimentation and research and do not require further potentially dangerous treatments.

With Twiggy, a yarn without chemical additives and completely recyclable, cords, knits and fabrics are woven. With Tela and Maris fabrics the company has obtained the surprisingly textile appearance of Diade, a patented material, which is waterproof, durable and resistant. It does not absorb humidity, can be easily washed and sanitized and can be used outdoors even in the most challenging conditions. The potential of Twiggy and Diade results today in new outdoor products, which are the true expression of a modern and conscious design idea, as well as in updating the classic yet dateless forms of the seatings, benches and side tables already existing in the collection, thus offering a unique, wide and contemporary furnishing proposal.

Harbour, design Francesco Rota



Armchair, sofa, sectional elements, chaise longue and pouf. The steel and sassafras wood frame is completed by panels in Maris fabric, acting as back and armrests. The cushions are largely made of Aerelle® blue, the fully recycled fibre that Paola Lenti has adopted to make the padding of both indoor and outdoor seatings in the collection sustainable. The cushions upholstery is removable and available in many outdoor collection fabrics.

Hammock, design Rene Gonzalez Architects



Armchair and sunbed in varnished stainless steel, fixed cover in Maris fabric or, for the armchair only, consisting of a network formed by rings in Rope cord joined by hand. Armchair and sunbed can be made even more comfortable with headrests in polyurethane and recycled polyester fibre, covered in the outdoor fabrics of the collection in colors matching both those of the Maris fabric and the Rope cord, and those of the steel structures.

Miramar, design Francesco Rota



Sunbed made of stainless steel and weight-bearing molded slats in Diade. Practical and functional, Miramar is provided with a backrest that can be adjusted in four positions and big plastic wheels helping displacement.

Sun, design Francesco Rota



This single-body chaise longue can be used with or without base. The supporting body molded in Diade is shaped to assume a harmonious and ergonomic shape and naturally welcome the person offering a position of total relaxation. Sun has been conceived to be easily inserted in different contexts: in hotel spas and wellness centers, onboard small and large boats, in pool areas and in public and private gardens.

Elba, design David Rockwell

Stackable chair with and without armrests, lounge chair and bar stool in varnished stainless steel and weight-bearing structural slats in Diade. The Elba series originates from the 30 years-long experience of the American architect and designer David Rockwell in the hospitality sector and has been designed specifically for public environments.

Nina, design Francesco Rota

Stackable chair composed of a stainless steel structure and weight-bearing molded panels in Diade, shaped so as to remind the traditional padded chairs: a timeless concept, updated in the details and materials that, combined with practicality and an elegance beyond temporary trends, makes Nina ideal for both contract and residential projects.

Giunco, design Francesco Bettoni



Armchair and pouf. The bearing aluminium structure is covered by hand with a braid in Twiggy yarn. Both elements are completed by cushions in polyurethane and recycled polyester fibre, available in the outdoor fabrics in the collection.

Ami, design Francesco Rota



Chair, armchair and sofa available in different dimensions and finishes. One of the products that most represents Paola Lenti idea of the outdoors is relaunched with a new weave in Twiggy cord, made by hand and combined with a gloss varnished stainless steel structure in the colours available in the collection.

Frame, design Francesco Rota



A historical collection, consisting of sectional seatings, platforms, armchairs, chaise longues, chairs, benches and tables is renewed through the use of the new Twiggy yarn braids, which now cover the essential structures of the series, formed by profiles in aluminum, alongside the traditional braids in Rope and Aquatech yarns.

Canvas, design Francesco Rota



First introduced in 2009, Canvas is an outdoor sectional sofa with a timeless design. Paola Lenti proposes it today in a refreshed version featuring Maris fabric as structural element, thanks to its tenacity and weight-bearing capacity, to support the seat and back cushions. The wide range of shades available can be coordinated with all the upholstery fabrics of the outdoor collection and with the glossy and matt varnishes of the steel structures, in an almost unlimited play of color combinations.

Hopi, design Paola Lenti CRS



Pouf with different dimensions and shapes. The padding in polypropylene microspheres is covered with Maris fabric. The poufs can be completed with an independent backrest.

Parallelo, Zoe, design Paola Lenti CRS



Outdoor and indoor rugs made by hand by sewing lengthwise or in a spiral-like pattern cords in Twiggy yarn available in dozens of mélange colours.

Net 10, Net 20, design Paola Lenti CRS



Modular rugs for outdoor and indoor environments made of 10 or 20 cm wide strips in Maris fabric, which are orthogonally superimposed and joined together to form the surface of the rug.

INDOOR LIVING

Charlotte, design Vincent Van Duysen



Chair with armrest and armchair. The structure is composed by an internal part in thermoformed plastic material and a visible one in ash heartwood. The padding in polyurethane foam is covered with Piqué, one of the several Paola Lenti's signature fabrics for the indoors.

Intermezzo, design Francesco Rota



Bookshelf with structure in varnished steel and aluminium. The shelves are spaced from each other by copper panels, which are decorated by hand with abstract designs and colors obtained with a mixture of powders and pigments.

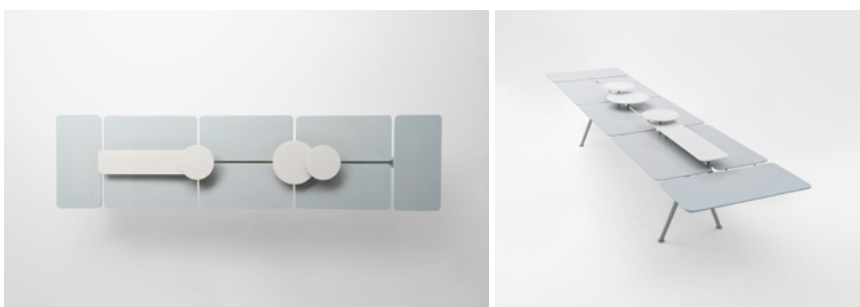
Ebe, design Paola Lenti CRS



Side table consisting of a varnished steel structure supporting copper bowls in different dimensions. The bowls, decorated by hand with abstract designs and colours obtained from a mixture of powders and pigments can be used as independent containers.

OUTDOOR LIVING

Altopiano, design Robin Rizzini



Dining table. The top, composed of elements in Glaze – molded porcelain stoneware – stand on an aluminium structure and can host round or rectangular accessories in the same finishes, which are sliding and can be positioned where desired along the central axis of the structure.

Cerchi, by Nicolò Morales



Single tables in majolica or with round or square extralight tempered glass top and base formed by cylindrical elements in majolica of different sizes made and decorated by hand with exclusive colors by Nicolò Morales.

Marna, design Paola Lenti CRS



Series of side tables available in different dimensions made of Opus, a concrete surface, which is molded and decorated with a mosaic in recycled glass.

Isole, design Marella Ferrera



Series of coffee tables with top in Marinese and base in gloss varnished stainless steel. The side tables, in addition to the traditional tops in Pietra di Comiso, are now available with tops obtained from a granite of volcanic origin with surprising chromatic effects.

Tobit, design Paola Lenti CRS



Poufs with different dimensions and shapes. The padding in polypropylene microspheres is covered with a removable upholstery woven by hand with Chain Outdoor tubular knit, exclusive to Paola Lenti.

Millefiori, design Paola Lenti CRS



Pouf with steel structure padded with polyurethane and recycled polyester fibre. The removable upholstery cover is woven by hand with braids in Rope yarn in different colours. Millefiori poufs can be completed by independent backrests positioned as desired.

Paola Lenti and Salvioni Design Solutions

On the occasion of the Milano Design Week 2021, Paola Lenti dresses the outdoor spaces of Salvioni Milano Durini with exclusive materials and colors.

On the three terraces of the building dating back to the beginning of the 20th century that houses the showroom, Paola Lenti offers as many interpretations of outdoor living. The setting on the first floor in green shades is inspired to Italian style gardens. Under the wide Resort canopy and the Ombra parasol, both in Thua fabric, the sofas Harbour, the seatings Ami, Giunco and Elba, all products made of Twiggy, Diade and Maris, represent the company's answer to the need for a sustainable and recyclable production. Moving up on the second floor, the eye opens on a typical city terrace, bordered by a railing and overlooking the roofs, decorated with Canvas sofas, Schiara side tables and Bistrò parasols, in hues from light to deep blue. On the top floor Paola Lenti introduces its most innovative yet traditional concept: an indoor area with the Frei sofas and the Hiro and Wabi seatings – the newest products in the Eres collection, upholstered with linen and hemp fabrics in natural colours with some green spots. This indoor opens on an outdoor space conveying a marine atmosphere originated by the colours, from sand to azure, featured by the high tech fabrics and materials of the Resort canopy, the Sabi and Smile seatings and the several complements and rugs in Paola Lenti collections.

The showroom Salvioni Milano Durini is the spearhead of Salvioni network, a multi-brand concept store conceived to offer true design experiences over its 1,100 square meters on six floors. In the via Durini space thousands of style expressions coexist, orchestrated according to the unmistakable taste that has established Salvioni Design Solution, since its inception, among the most appraised dealers in the design sector.

Salvioni Milano Durini
via Durini, 3
from Saturday 4th September to Friday 10th September
from 10 am to 8 pm

For further information:

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Paola Lenti and Giancarlo Morelli

Paola Lenti's attention to the living dimension intended as the pleasure of hospitality and conviviality meets the philosophy of Giancarlo Morelli in the bar and restaurant spaces opened by the Lombard chef and entrepreneur within the five-star hotel Viu Milan.

The project unfolds through a sequence of spaces delimited by a selection of plants of different types and sizes, chosen to create a small metropolitan oasis, and expertly lit in the evening. It is in this context that Paola Lenti inserts heterogeneous products: new products and items from the most consolidated and well-known collections combine to form living areas with a sometimes more traditional, sometimes more contemporary flavor. Canvas sofas, in the new version in Maris fabric, and Orlando, Kabà armchairs, Telar, Nido and Portofino seats, but also tables, such as Nesso and Altopiano, with shiny tops made of Luce and Glaze. An installation that will remain even after the September event and that once again confirms the eclectic character of Paola Lenti products and the company's ability to coordinate each furniture piece through an unmistakable use of materials and colors.

The Bulk mixology & food bar is an informal place, with a bar dedicated to mixology and a very modern open kitchen. The large open space, the main theater of Paola Lenti's intervention, is linked by a pleasant and fluid connection to the internal environment. Distinct from the bar spaces, the Morelli restaurant offers a warm and soft atmosphere, where you can rediscover the pleasure of serenity and enjoy an experience in which creativity and substance are harmoniously balanced.

Ristorante Morelli - Bulk Bar Morelli
via Aristotile Fioravanti, 4
from Sunday 5th September to Friday 10th September
from 12 pm to 1 am

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