

**PAOLA
LENTI**

Milano Design Week 2022

Press release

MILANO DESIGN WEEK 2022

Paola Lenti presents its newest collections in the renewed showroom in Meda

Meda, 6th June 2022

Mottainai. A Japanese expression, ancient, simple but powerful, which creates a lasting impression and leads us to think. A term that is difficult to translate, due to the many subtle nuances it brings with it, and which refers to the Buddhist teachings on “waste” of earthly things when one is unable to attribute the right value to them.

The ancient concept of mottainai, of non-waste overlaps and intertwines with that of sustainability: not to waste hence becomes the conclusive attention for a future of the world, reacting to consumerism with a lifestyle based on recycling, on reuse and respect for the objects. An attention that translates in turn into the respect for humankind and for the environment.

Never like now have we felt the need to go back to an intelligent use of objects, offering them a second chance. Reduce waste, reuse the materials, whether natural or synthetic, recycle as much as possible: this is leading us back more and more to the values of our recent past, when all this was considered a virtue.

Paola Lenti, strengthened by the experience acquired over many years of conscious use of raw materials, has decided to embrace this philosophy and to apply a positive personal interpretation, restoring aesthetic and functional dignity to produced waste, in a dialogue that combines tradition, innovation and social responsibility.

By sharing these thoughts and ideals with Brazilian **designers Fernando and Humberto Campana, Metamorfosi has been brought to life.** This special edition of unique pieces draws inspiration from the multifaceted natural world and its innumerable mutations and provides for an intelligent and creative recovery of the offcuts of the fabrics and materials that the company has always engineered and produced. Within Metamorfosi, Paola Lenti proposes large informal seats and rugs strictly made by hand, one by one, with the important contribution of people who have overcome situations of hardships, so that not even hidden talents are wasted.

Uniting tradition and modernity implies a particular sensitivity for the recovery of those “signs” from the past that still have a potential to be expressed. This is also a way to reveal a substantial attitude towards sustainability: to bring a product back to life rediscovering its value. This chain of thought led to the **Jardín series, a sincere tribute to the professionalism of designer Clara Porset**, Cuban-born and Mexican by adoption. Paola Lenti has recovered the original drawings dating back to over seventy years and transformed them into modern outdoor seating furniture that has not lost its originality and its natural expressive power.

Not only that. **New products for the outdoor, new materials and new colours;** an unprecedented use of fabric that makes glass “textural” and colourful; hand decorations and production techniques that make each piece made in the company headquarters of Meda, unique and exclusive. And it is precisely here, in the buildings where the daily work of designers, technicians, artists and artisans takes place, that Paola Lenti has decided this year to return to dialogue with the public which has always followed her. The company will present the many new products at its “home”, opening its showroom surrounded by greenery to anyone who has the pleasure and desire to meet its reality up close.

project by:

Bestetti Associati e Paola Lenti

styling:

cristinavastudio

WHAT A WASTE TO GIVE UP!

The fantasy story about the Lady of Colours
and the Shapeshifter Genius.



“What a waste to give up!” is a short film conceived to narrate the philosophy that has led to the new Metamorfosi collection designed by brothers Fernando and Humberto Campana. A story written and directed by Maurizio Natta, that develops over three moments and in three imaginary locations: Sbrendola, the factory where the offcuts are generated, Aguglia, the tailor’s shop where textile remnants are recovered and sewn again; Ludica, the kid’s world where, with the typical wonder of childhood, new possibilities for reuse are look for, to create something out of already existing materials, so as to reduce waste.

Voiceovers give instructions and encourage the interpreters to let their imagination fly. These are the Lady of Colours and the Shapeshifter Genius, alias Paola Lenti and Humberto Campana that, at the end of the short film, appear on an unexpected and spectacular seat, made of fabric offcuts, to demonstrate that from now on “nothing has been wasted”.

What a waste to give up!

Written and directed by Maurizio Natta

Cinematography: Roberto Calvi

Film editing: Fabrizio Polla Mattiot

Running time: 6.50”

METAMORFOSI

**the new collection of unique pieces designed
by Fernando and Humberto Campana**



The collaboration between Paola Lenti and Brazilian designers Fernando and Humberto Campana has led to the introduction of **a special edition of unique pieces**, in balance between art and design. Five seating pieces and a tapestry have given shape to Paola Lenti body of thought, proposing a more conscious use of raw materials and a renewed dialogue between innovation, craftwork and social responsibility. Metamorfosi, therefore, is not only a design project; it is above all the expression of **a responsible behavior**. It is a choice that for the company also entailed significant changes in the production process and involved also the **CouLture Migrante social tailoring atelier in Como**, with the aim of providing an opportunity for work integration for women at risk of social exclusion.

For a company like Paola Lenti, that produces its own fabrics by itself, the production of scraps is inevitable. What has always been considered a problem is transformed today into **an asset with an extraordinary potential**.

“Going around our factory I cannot avoid recovering some fabric remnants that are thrown into the scraps bin – says Paola Lenti– not only because I believe that reuse is a value, but also because I think that the combination of different colours and shapes has in itself an unpredictable beauty. If the scraps stimulate the imagination, why then consider them materials to be thrown away?”

To produce the upholsteries of the Metamorfosi seating pieces, the offcuts remained after the production of fabrics and cords, are recovered and sewn on a synthetic felt, obtained from the recycling of polyethylene bottles, to create decorations and patterns that are different each time. The padding of the seats is made of recyclable expanded polyethylene mixed with Aerelle® Blue, the polyester fiber obtained from the recovery of abandoned disposable plastics collected before they reach rivers and oceans and treated through a modern industrial process EU ecolabel certified and GRS, Global Recycled Standard, independently certified and audited for traceability.

“Metamorphosis - continues Paola Lenti – represents a progressive gaining awareness. In a historical period characterized by limited access to raw materials, this new collection is a concrete and authentic proposal, which brings us back to values culturally close to our recent past, when reusing objects and materials was considered a virtue, as well as a must.”

Fernando e Humberto Campana

Co-founded in 1984 by brothers Fernando and Humberto Campana, the Campana studio has won international recognition for its furniture design. Their creative process elevates everyday materials to the nobility, bringing Brazilian features - colors, blends, creative chaos, the triumph of simple solutions - poetically. Based in São Paulo, their practice investigates new possibilities within product design, architecture, landscape, fashion, and more. Building bridges between disciplines and encouraging the exchange of skills between communities and artists are vital sources of inspiration and free thought. Working with multiple brands and industries allows them to combine the best of craftsmanship, sustainable manufacturing practices and cutting-edge technologies.

JARDÍN, the tribute of Paola Lenti to Clara Porset



This new collection of outdoor seating furniture is **a tribute to Clara Porset**, the Cuban-born architect who was a close collaborator of Luis Barragán.

The Jardín collection is the outcome of an in-depth work of recovery carried out with the collaboration of Professor Jorge A. Vadillo López, founder and curator of the **Archivo Clara Porset** at CIDI Centro de Investigaciones de Diseño Industrial of Universidad Autónoma de México (UNAM). The collection draws inspiration from a project conceived in 1957 for the Hotel Pierre Marqués in Acapulco and later on exhibited at the **11th Triennale di Milano** where it was awarded a silver medal.

Paola Lenti has interpreted, through a contemporary annotation, some of these pieces designed by Porset in that occasion, updating the materials without betraying their original spirit.

"I discovered Clara Porset while carrying out a research on Luis Barragán and his extraordinary sense of colour – Paola Lenti explains -. I found a photo of Acapulco: the sea on the horizon, the palm trees and, at the hotel pool, wonderful low seats penned by the designer. Therefore, I started looking for information about her, until I found what remained of her original drawings".

The wicker weaves have been updated with the exclusive Twiggy cord, an outdoor high tech material, which is long lasting, waterproof, non-toxic and entirely recyclable. The structure, once in bentwood, is now proposed in gloss-varnished aluminum, in a colour palette purposely created to coordinate with the structural weave. The result is a collection of lounge chairs and sun beds with the flavor of the garden furniture of the past and yet with the technical characteristics resulting from the most advanced research of today.

Clara Porset

Intellectual, cosmopolitan, visionary, after studying in Paris and New York, Clara Porset arrived in Mexico in the 1930s, where she married the painter and muralist Xaviér Guerrero, a friend of Frida Khalo and Diego Rivera.

The designer traveled extensively in the country's rural areas to study their traditions and transpose them into her projects. The butaque, a low chair used by the peasants, inspired many of the seating pieces that made her internationally renowned.

Considered a pioneer of design, Porset has designed furniture for hotels, residences and gardens by revisiting and restoring dignity to local materials and traditional furnishings.

METAMORFOSI | ALICIA

design Campana



This large, informal seat features a backrest composed of cylindrical movable elements inspired by the tentacles of *Alicia Mirabilis*, a species typical of the Mediterranean Sea that at the night expands up to several meters in height, in a natural, visually stunning spectacle.

The padding consists of a mixture of recyclable expanded polyethylene and recycled polyester fiber. The seat upholstery is removable and made of a synthetic felt with applied decorations, which are different each time. The upholstery of the backrest in *Maglia Rasata* tubular knit is fixed and is produced with the polyester yarns left over from the production of the collection upholstery fabrics.

METAMORFOSI | BRUCO

design Campana



Seat with symmetric side backrests, reminding the long and softly rounded shape of the caterpillar before it becomes a butterfly. The padding consists of a mixture of recyclable expanded polyethylene and recycled polyester fiber. The seat upholstery is removable and made of a synthetic felt with appliqued decorations, which are different each time. Bruco is available in two different dimensions with high and low backrests.

METAMORFOSI | CENTOPEIA

design Campana



Seat with a sinuous shape, recalling one of the many positions that a centipede can assume. The padding consists of a mixture of recyclable expanded polyethylene and recycled polyester fiber. The upholstery is removable and made of a synthetic felt decorated with patterns, which are different each time, or with Maglia Rasata tubular knit produced with the polyester yarns left over from the production of the collection upholstery fabrics. Centopeia is a seat available in two dimensions.

METAMORFOSI | CHROMODORO

design Campana

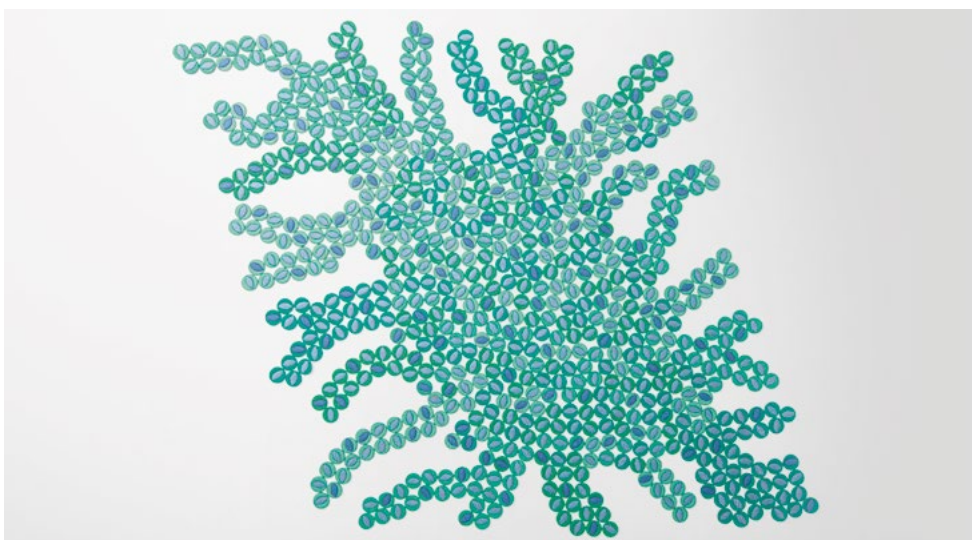


The Chromodoris, a colorful and fascinating marine mollusk, is the inspiration for this seat, whose backrest consists of a single, large cylindrical element, which can be positioned as desired, free in movement like the sinuous body of the animal from which it took its name.

The padding consists of a mixture of recyclable expanded polyethylene and recycled polyester fiber. The seat upholstery is removable and made of a synthetic felt with applied decorations, which are different each time. The upholstery of the backrest in Maglia Rasata tubular knit is fixed and is produced with the polyester yarns left over from the production of the collection upholstery fabrics.

METAMORFOSI | MORPHO

design Campana



Indoor tapestry composed of rounded elements joined into a discontinuous surface. The elements are composed by a lower layer, in synthetic felt, obtained from the recycling of PET bottles deriving from waste sorting and in turn 100% recyclable again, and by an upper layer consisting of a disk and a central decorative element in Brio fabric, both produced with production remnants.

METAMORFOSI | ZOIDE

design Campana



This seat stand out for the original backrest formed by long tentacles, shaped and movable. The padding consists of a mixture of recyclable expanded polyethylene and recycled polyester fiber. The seat upholstery is removable and made of a synthetic felt with appliqued decorations, which are different each time. The upholstery of the backrest is fixed and is produced with the polyester yarns left over from the production of the collection upholstery fabrics, woven as to obtain an elastic tubular knit.

JARDÍN

design CRS



The Jardín series is composed of a lounge chair, a low lounge chair and a sun bed. The original wicker weaves have been updated with the exclusive Twiggy cord, which is woven by hand on modern gloss-varnished bent aluminum structures.

OUTDOOR LIVING

The new collection of products, materials, colours and finishes

Twenty years have gone by since the presentation of **Rope, the first technical yarn designed by Paola Lenti for the outdoors**. Unprecedented and far-sighted for that time, the company's original design thought has evolved over time and still represents a unique proposal today: for the uniqueness of the fabrics and materials developed over the years, the constant research of new finishes; the rediscovery of craftsmanship and raw materials and the ethical principles that have been part of it since the beginning.

Paola Lenti outdoor is still capable of amazing: with the selection of natural materials – of which the company for many years has been revealing hidden or forgotten qualities – and the synthetic ones, non-toxic, high performing and more and more in line with the principle of circular economy. Furthermore, with an inimitable and exclusive colour palette, endlessly widened and renewed, to allow for any style and taste choice to be satisfied.

SUZANNE

design Vincent Van Duysen



The top of Suzanne, the new table designed by Vincent Van Duysen, is produced in thermo-treated ash heartwood, subjected to an entirely ecological treatment that increases its dimensional stability, makes it appropriate for an outdoor use and gives the wood particular shades of colour. This treatment has allowed the company to develop an outdoor version of the seating series Frei, previously part of the Eres collection.

FILO

design Francesco Rota



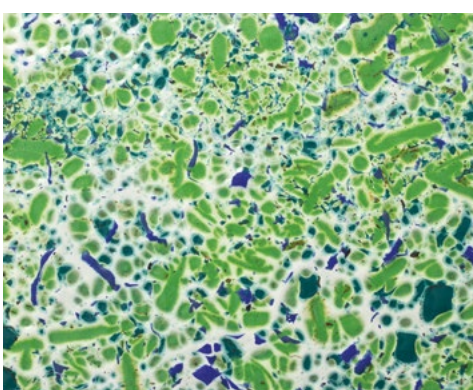
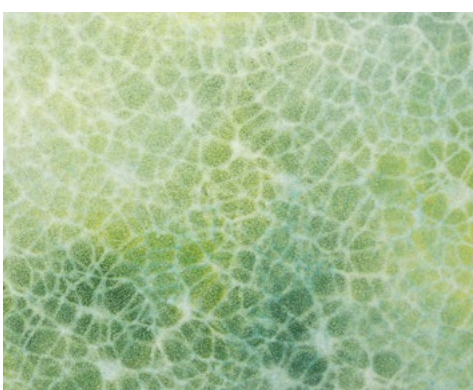
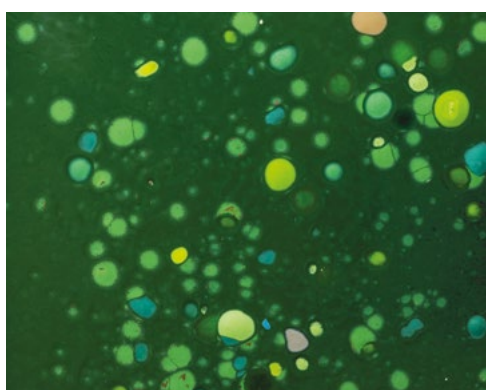
Paola Lenti has conceived an inedited covering for the structure of Filo, the new outdoor seating collection designed by Francesco Rota, composed of an armchair, two and three-seater sofa, suitable also for open spaces with limited dimensions. Twiggy, the most recent and versatile evolution of Rope, replaces the traditional upholstery cover with a sequence of parallel threads that can form more formal patterns, with regular stripes with same or different width, or multicolor.



Lias – a mixture of limestone and clay decorated with a modern mosaic of ceramic fragments made by Simona Sporchia – is used as a top on the Giro and Heron side tables. The new decoration with ceramic fragments is available also for the Marna side table, as an alternative to the existing one in recycled glass.



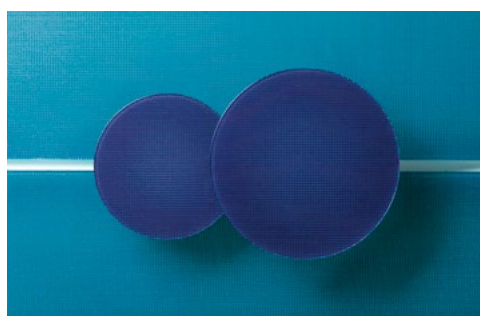
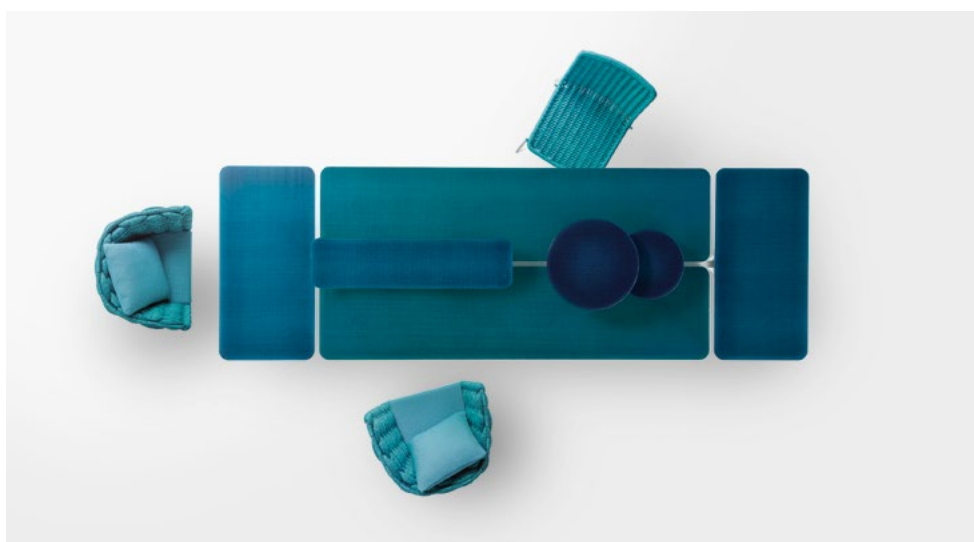
The stoneware tops decorated by Marella Ferrera feature more or less abstract geometries, such as lines or polka dots and are made shiny by the use of glass, which gives the stoneware transparency and luminosity. In addition to the use as tops of the new series of side tables **Millerighe**, **Pois** and **Frammenti**, this material can be used also as a decorative wall covering.



Esmal, the copper finish made by hand in Paola Lenti exclusive colours by Alessandra Malfatti, decorates the new top of the Strap side table, makes them precious, unique and non-replicable, conveying the charm of craftsmanship. The same finish is available also for the top of the Ivy indoor side tables.

ALTOPIANO

design Robin Rizzini



The Altopiano and Nesso table and the series of the Giro side table are repropose with top in **Cristal**, a stratified glass made by laminating a layer of Brio fabric between two sheet of extralight transparent glass. This production technique allows the Company to make glass “textural” and to create this new material in the over 300 hues, in which Brio is available and combine it with the available gloss colours of the bases.

For further information:

Paola Lenti press office

press@paolalenti.it

tel. +39 (0)362 344587

Communications manager

Silvia Marinoni

mob. +39 366 6127370