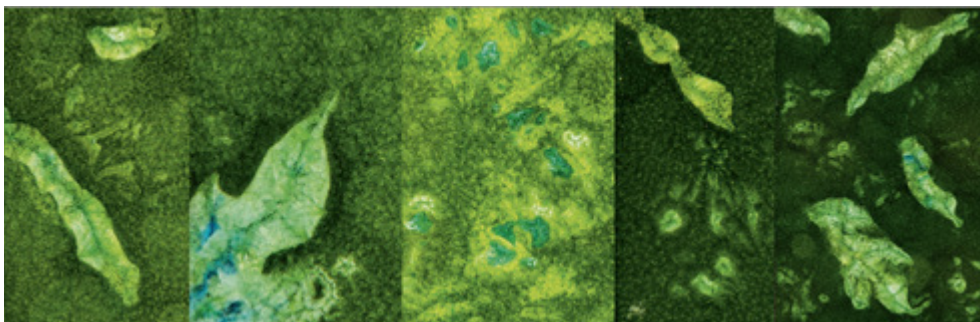


**PAOLA
LENTI**

MILANO DESIGN WEEK 2024
Oltre lo sguardo—Beyond the Gaze

Paola Lenti Milano

**«Oltre lo sguardo»
Paola Lenti Milano**



«Oltre lo sguardo - Beyond the gaze» is a statement, an ethos, an invitation to push our vision beyond the immediacy of the surface, the familiarity of predictability and instant gratification.

An invitation to explore the reality of Paola Lenti, going beyond the boundaries of the conventional.

New experiences, projects and collaborations bring alive the Paola Lenti Milano permanent showroom, which opens its doors definitively for Milan Design Week 2024.

Architectural design

Paola Lenti Milano, the company's first flagship store, is a 4,000 square metre space in the Maciachini district, where a large industrial complex has been transformed into bio-eco architecture, distinguished by the aesthetic perception and ethical awareness that have become this company's hallmarks.

Visitors are taken through well-integrated areas with different functions: showrooms, lounges, offices, gardens, greenhouses, and a *Gallery*, an exhibition space dedicated to artistic expressions that speak a contemporary language.

Greenery design

The fulcrum of the project is an extraordinary presence of plants that reflects the company's values of research and ethical responsibility. Paola Lenti has picked the ideal partner in Pnat (Project Nature), a multidisciplinary design studio of architects, scientists, and plant researchers, coordinated by Professor Stefano Mancuso. Inside the complex this project actively promotes a synergetic relationship between the natural and artificial environments, contributing to improving the quality of urban space, the environment and people's lives.

The outdoor project

In this context, where nature blends seamlessly with the built environment, the outdoor products dialogue in symbiosis with plants of different species and seasons in six distinct ecosystems: wet garden, pollinator green roof, edible forest, tropical patio, perennial garden, and cocoon. Visitors are guided by paths of plants and colours, lighting and chromatics, furnishings with a delicate, gentle and at times whimsical elegance, a hallmark of the company's storytelling approach. New for outdoors are a seating system designed by Francesco Rota that offers compositional freedom in the open air, the *Dock* table, again by Francesco Rota, with slatted top in natural lava in the innovative Glacé finish, the *Baleari* series of chairs by Lina Obregón, interwoven with multi-coloured elastic straps, and stackable *Pli* chairs by Bertrand Lejoly, a promising new collaboration. Plus colourful new fabrics, materials and ropes to be woven into new yarns.

Àlfa, the possible house

Paola Lenti's indoor vision is expressed in "Àlfa, the possible house". Built inside the Paola Lenti Milan showroom using natural materials and innovative technologies, these 300 square metres plus have all the characteristics of a real 'green' home. The large windows looking out onto patios and gardens, the colour choices, the presence of carefully selected vintage pieces and many other refined details create a harmonious whole characterised by an original and refined compositional consistency. Inside, new entries include the *Elon* table, its essential lines designed by Francesco Rota in a contemporary interpretation of Abonos™ ash, and a wide range of brightly coloured new decorations in Esmal for the copper tops of the *Ivy* coffee tables by Claesson Koivisto Rune.

Collaboration with Nendo

To interpret the second chapter of the *Mottainai* project, Paola Lenti has invited the Japanese studio *Nendo*, whose design culture provides an alternative new vision to the one given in 2022 by the brothers Fernando and Humberto Campana with the "Metamorfosi" collection.

In Japanese, *Mottainai* means *don't waste, use the resources you have*, a concept that Paola Lenti transforms into a project that restores function and aesthetic value to production surpluses. Breathing new life into remnants of *Maris*, *Nendo* has created the Hana-arashi collection, a colourful sober 'dance of petals' in a museum-like exhibition in the Paola Lenti Milan *Gallery*.

Nendo solo exhibition

Inside this building still in its original state, Paola Lenti Milano will host the solo exhibition of the famous designer: "*nendo: whispers of nature*", in which this Japanese design studio explores the relationship between man and nature, a theme perfectly in tune with the company's values.

“Oltre lo sguardo- Beyond the gaze” encapsulates a multitude of parallel narratives, projects that are the fruit of research and experimentation, and individuals, both inside and outside the company, who champion beauty and authenticity as possible further vehicles for a message of cultural sustainability and environmental responsibility. It serves as Paola Lenti’s manifesto, marking the definitive opening of a new destination in Milan, inspired by the key principles of culture, design, wellbeing and hospitality that have guided the brand since its inception thirty years ago.

Concept:

Bestetti Associati and Paola Lenti

Architectural design:

Bestetti Associati

Greenery design:

Studio Pnat

Styling:

Cristina Nava Studio

Soundtrack by:

Maurizio Natta

Partners:

Apalazzogallery

Domani

Listone Giordano

Ottagono – Divisione Green Architecture di AD Dal Pozzo

Vannucci Pianta

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Senini



Founded in 1994, Paola Lenti is renowned worldwide for the innovative twist it has given to design products and for its unmistakable interpretation of colour. 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 hues. Paola Lenti indoor and outdoor collections and complements for the architecture are displayed in the most important international showrooms

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