

The place
where roads
meet
and cross,
altering
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and forging
new,
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HERK

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DESIGN MEETS CRAFT
Premium materials, handcrafting and creativity awaken an emotion.

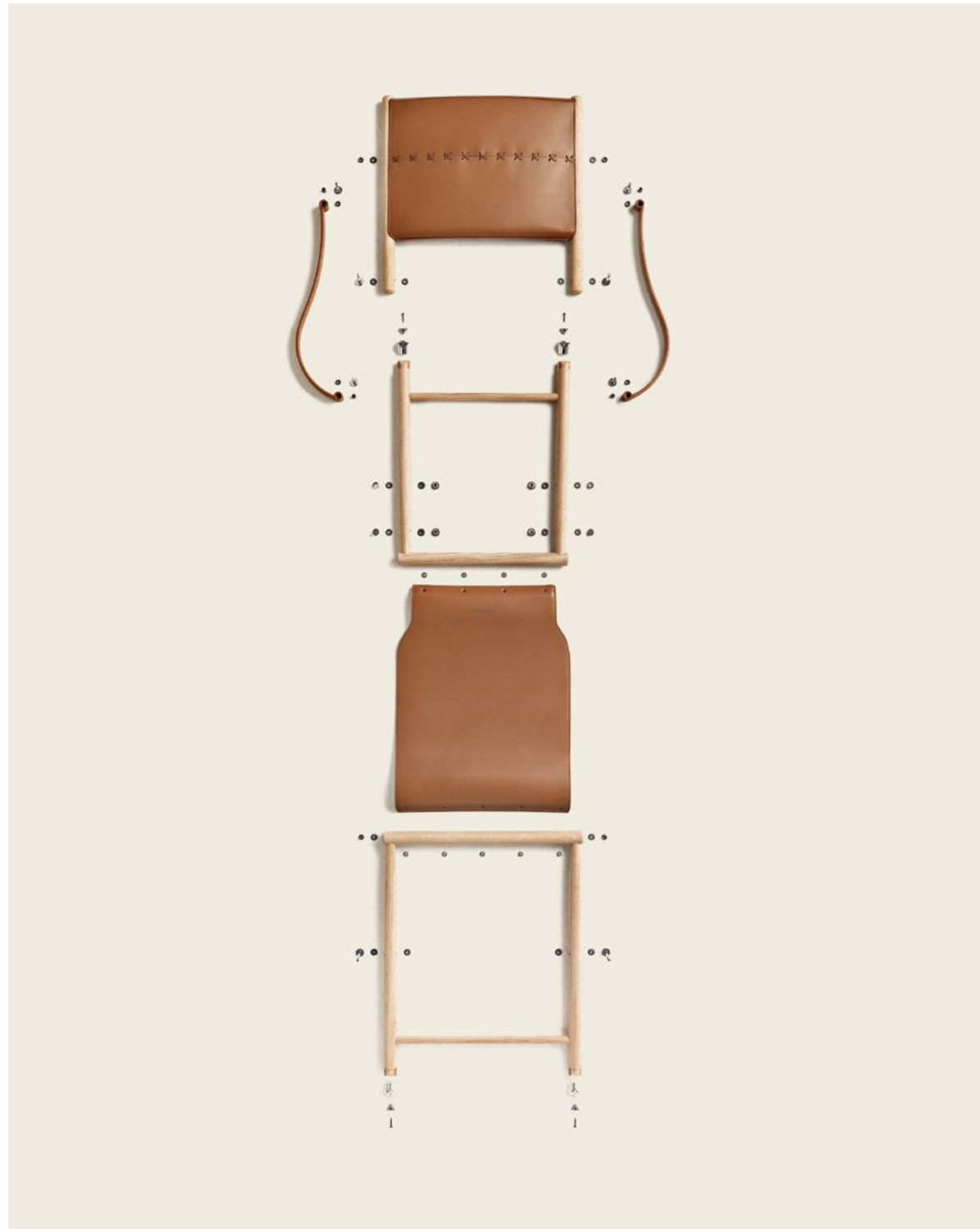
WISDOM OF THE HANDS.

In sinergia con un approccio progettuale innovativo, “il sapere delle mani” rappresenta la costante di ogni creazione Flexform, un valore che si radica nella tradizione del marchio e si evolve nel tempo.

Along with an innovative design approach, “the wisdom of the hands” remains constant in every Flexform creation, a value firmly rooted in the brand’s continuously evolving tradition.

DESIGN MEETS CRAFT

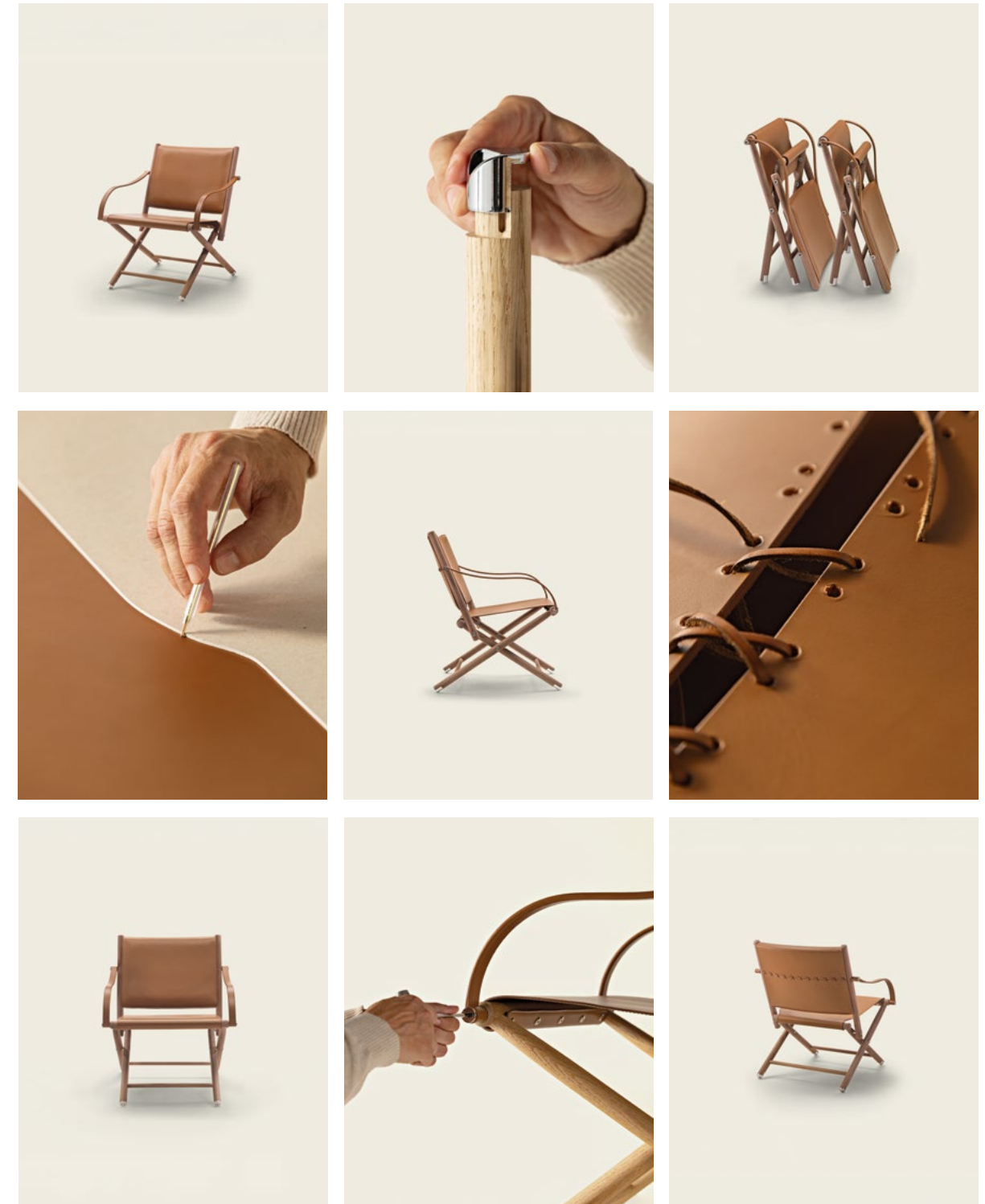
Premium materials, handcrafting and creativity awaken an emotion.



Lauren armchair, design Antonio Citterio

Una poltroncina pieghevole che, dietro a un'apparente semplicità, nasconde un design accuratamente studiato e un'artigianalità di alto valore, che risiede nei materiali e in ogni singolo dettaglio. Behind its apparent simplicity, this folding chair conceals a carefully thought-out design and high-value craftsmanship that is inherent to the materials and evident in every single detail.

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Premium materials, handcrafting and creativity awaken an emotion.



Ogni componente riflette l'eccellenza dei materiali selezionati e la finezza con cui vengono trattati. Le parti in cuoio, applicate a mano con grande perizia, si combinano con gli elementi in legno e metallo, evidenziando la massima cura del particolare. Each component reflects the excellence of the materials and the finesse with which they are crafted. Expertly attached by hand, the parts in cowhide are joined to the wood and metal elements, highlighting the utmost attention accorded every detail.

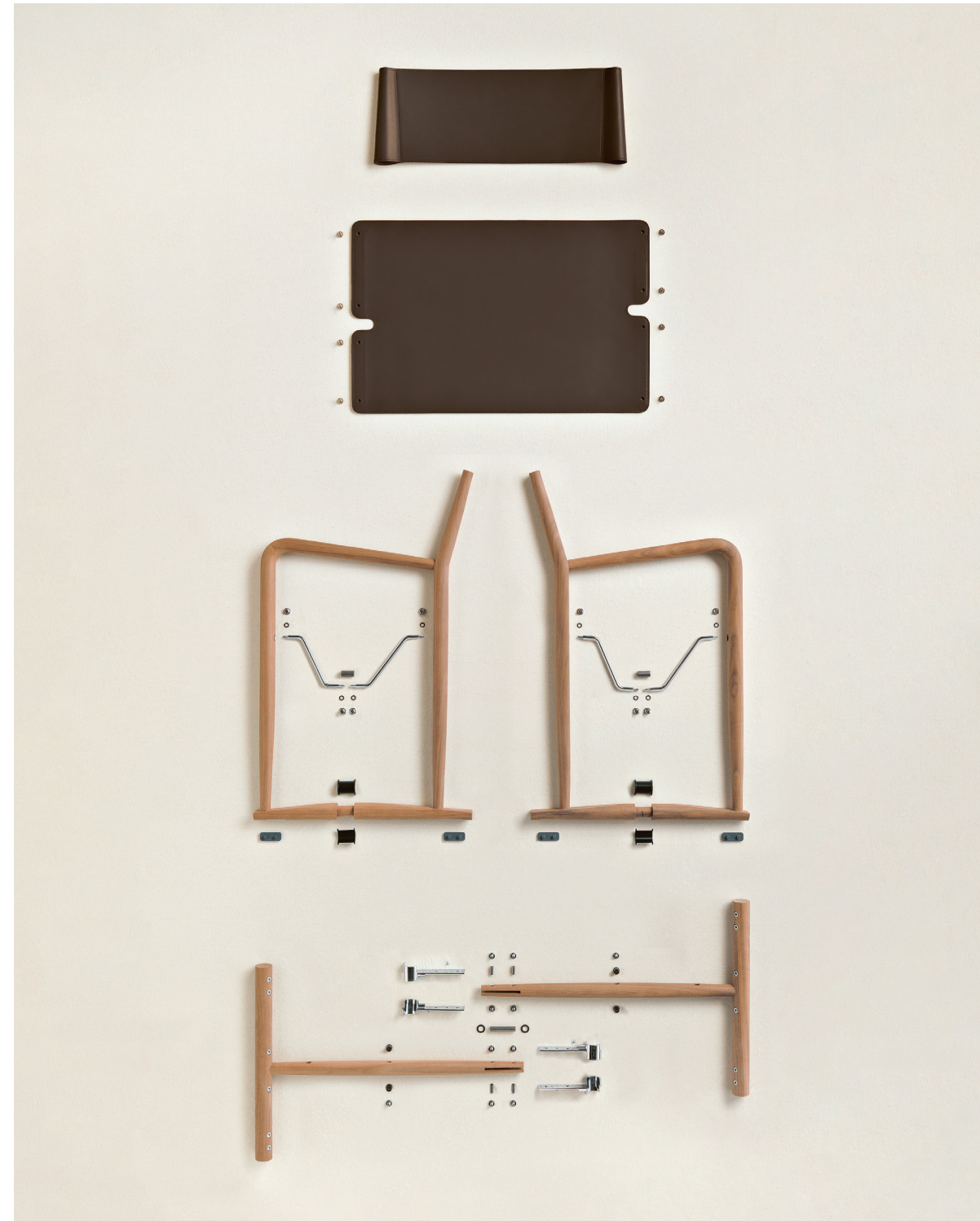
L'incontro tra artigianalità e design innovativo definisce l'identità delle creazioni Flexform. Ogni prodotto nasce da un perfetto equilibrio tra tradizione e modernità, dove la maestria artigianale esalta la qualità dei materiali e l'attenzione ai dettagli, mentre l'approccio progettuale conferisce carattere e unicità. Ogni creazione è il risultato di questa combinazione perfetta tra design contemporaneo, logiche industriali e abilità manuale, con una selezione accurata dei materiali e una lavorazione precisa che rende ogni arredo inconfondibile.

La lavorazione artigianale in Flexform si esprime attraverso tecniche raffinate e processi che richiedono abilità esperte. Sono le mani degli artigiani quelle che, con pazienza e cura, modellano materiali pregiati, plasmano le forme e danno vita a pezzi originali, arredi che diventano parte integrante della vita quotidiana, raccontando storie di qualità, passione e dedizione.

The confluence of artisan craftsmanship and innovative design is fundamental to the identity of Flexform creations. Each product originates perfectly poised between tradition and modernity, where skilled artisan craftsmanship elevates the quality of the materials and attention to detail, while the design approach lends character and originality. Every creation is the product of this ideal combination of contemporary design, manufacturing processes and manual dexterity, with the thoughtful selection of materials and meticulous workmanship that make each piece unmistakable.

At Flexform, artisan craftsmanship is expressed through sophisticated techniques and processes that call for expert skills. With patience and care, the hands of the artisans mold and shape the premium materials, breathing life into unique pieces – furnishings that become part of the fabric of everyday life – narrating stories of quality, passion and perseverance.





Luchino armchair, design Antonio Citterio

Evoluzione sofisticata e risolta di un archetipo, la sedia da regista, Luchino è frutto di una approfondita ricerca sulla perfezione tecnica e funzionale, dove ogni aspetto, dalla lavorazione del legno alla precisione degli incastri, è progettato per raggiungere l'eccellenza formale. The masterful reinterpretation of an archetype – Luchino, the director's chair, is the product of in-depth research to achieve technical and functional perfection. Every aspect, from turning of the wood to the precision of the joints, is designed to achieve aesthetic excellence.



La sintonia tra le forme e i materiali genera un'armonia unica, sia tattile che visiva. Ogni componente, disegnato e realizzato appositamente, contribuisce a delineare il carattere ricercato e prezioso. The balance between shapes and materials engenders a unique tactile and visual harmony. Each component, deliberately designed and crafted, adds to the overall sophistication and value.



In un contesto sempre più omologato, Flexform mantiene viva la propria unicità anche grazie alla valorizzazione dell'intervento umano e dell'artigianato. Ogni divano, ogni poltrona, ogni dettaglio è il frutto di un lavoro che non solo unisce materiali e design, ma crea un legame profondo tra l'uomo e l'elemento che diventa parte integrante del suo paesaggio domestico.

Il saper fare di Flexform non si limita al processo produttivo, ma costituisce un atto di attenzione e dedizione in grado di conferire al prodotto personalità e valore. Ogni pezzo è pensato per esprimere eccellenza e bellezza senza tempo, qualità che rendono il design Flexform un'esperienza emotiva e culturale unica.

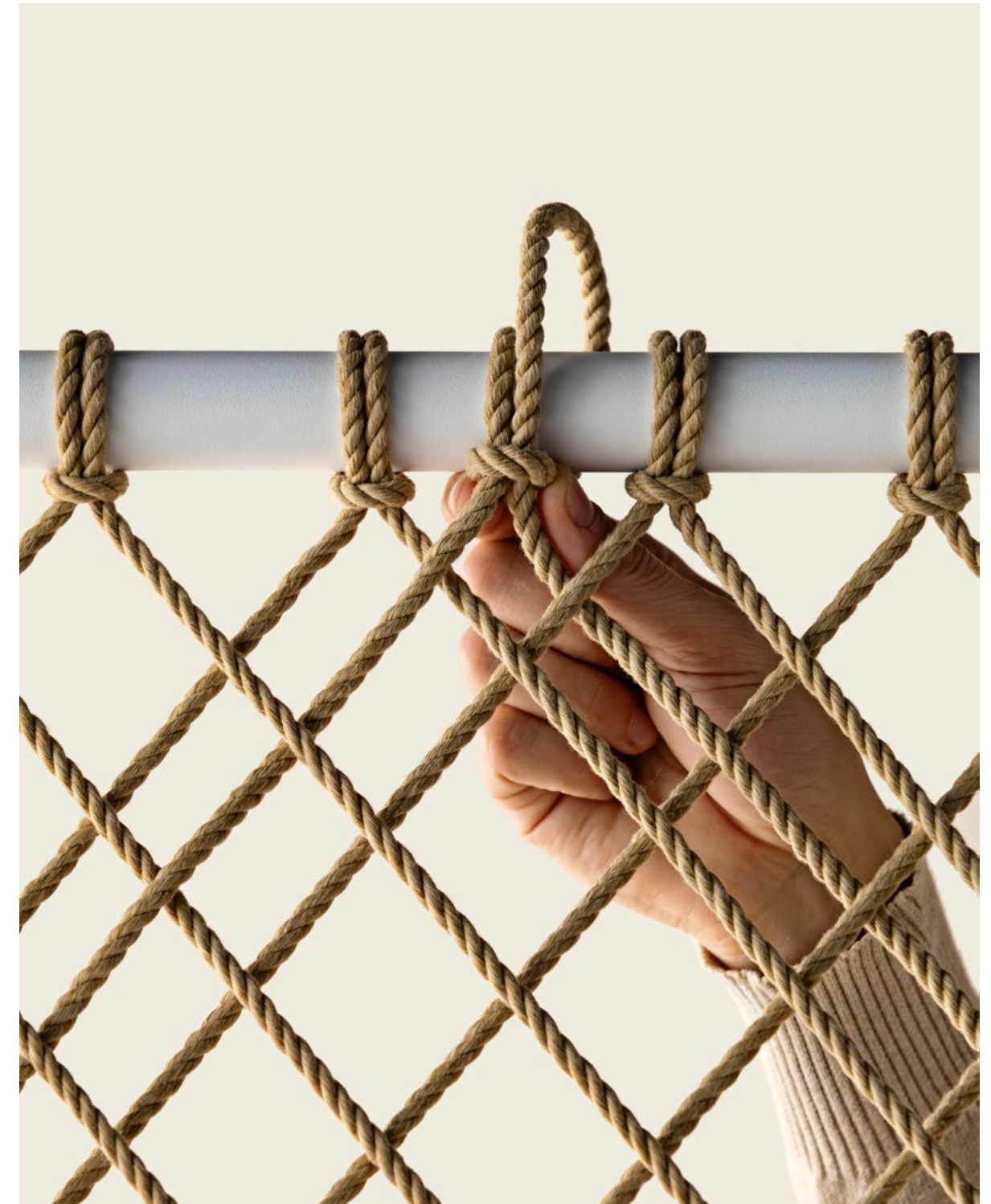
In an increasingly standardized world, Flexform maintains its singularity thanks to its appreciation for the value of human resources and artisan skills. Every sofa, every armchair, every detail is the result of a process that not only combines materials and design but also establishes a deep bond between the individual and the piece that becomes an integral part of the domestic landscape.

Flexform's *savoir-faire* is not limited to the production process but is an act of attention and commitment capable of imbuing each product with personality and value. Every piece is designed to express excellence and timeless beauty, qualities that make the Flexform design a unique emotional and cultural experience.



Oasis sofa, design Antonio Citterio

Una struttura in metallo tubolare con un intreccio a rete evoca l'immagine di un ampio cesto accogliente.
Un'immagine semplice e al tempo stesso iconica che si rifà a una lavorazione artigianale tipica e senza tempo.
A tubular metal structure and mesh-patterned woven cord backrest call to mind a generously welcoming basket.
A simple yet iconic image that takes inspiration from timeless archetypal artisan workmanship.



Ogni dettaglio è curato con sapienza per esaltare l'arte dell'intreccio e conferire al divano leggerezza:
un'esperienza di comfort che celebra la bellezza del lavoro manuale.
Every detail is masterfully crafted to elevate the art of weaving and lend lightness to the sofa
– an experience of comfort that celebrates the beauty of manual dexterity.

NEW PERSPECTIVES ON STYLE

In un'architettura moderna dagli spazi generosi e le pareti di vetro, Loungescape manifesta tutta la sua forza espressiva. La combinazione tra le forme organiche, la struttura monoscocca con base rientrante e l'uniformità del rivestimento dà vita a un equilibrio ideale tra comfort e stile, innovazione e semplicità. Protagonista assoluto del living, Loungescape si relaziona con naturalezza con gli altri prodotti della collezione.

Modern architecture with generously proportioned rooms and walls of glass sets the tone for Loungescape to express all of its bold eloquence. The combination of organic shapes, a one-piece structure with raked base and the uniformity of the upholstery yields an ideal balance between comfort and style, innovation and simplicity. As the absolute focal point of the living room, Loungescape dialogs naturally with the other pieces in the collection.





Loungescape, divani componibili, cuscini di seduta, schienale e optional rivestiti in tessuto Ellie 227.
Arnold, tavolino, struttura in frassino tinto marrone, piedi in metallo titanium opaco 710, piano in vetro retroverniciato color Nero 2040.
Fly, tavolini, struttura in metallo cromato, piano in frassino tinto marrone.
Piuma, contenitore, struttura impiallacciata in frassino tinto marrone, piedi in metallo titanium opaco 710.
Antonio Citterio design. Inca, tappeto, lana e cotone, colore Pearl, Juma design.
Pagina precedente: Tessa, panca, struttura in frassino tinto marrone, piedi in metallo brunito, intreccio in paglia di fiume, Antonio Citterio design.

Loungescape, sectional sofas, seat, backrest and optional cushions upholstered in Ellie 227 fabric. Arnold, coffee table, structure in ash stained brown, metal feet in matt titanium 710, top in back-painted glass color Black 2040. Fly, side tables, structure in metal with chrome finish, top in ash stained brown. Piuma, cabinet, structure in ash veneer stained brown, metal feet in matt titanium 710. Antonio Citterio design. Inca, rug, wool and cotton, color Pearl, Juma design.
Previous page: Tessa, bench, structure in ash stained brown, feet in burnished metal, woven paper rush cord, Antonio Citterio design.







LOUNGESCAPE, SWIVEL ARMCHAIRS – ARNOLD, COFFEE TABLE



Loungescape, poltrone girevoli, cuscini di seduta e schienale rivestiti in pelle Deluxe 623. Arnold, tavolino, struttura in frassino tinto marrone, piedi in metallo titanium opaco 710, piano in vetro retroverniciato color Nero 2040. Antonio Citterio design.

Loungescape, swivel armchairs, seat and backrest cushions upholstered in Deluxe 623 leather. Arnold, coffee table, structure in ash stained brown, metal feet in matt titanium 710, top in back-painted glass color Black 2040. Antonio Citterio design.

LOUNGESCAPE, SWIVEL ARMCHAIR
Cuscini di seduta e schienale rivestiti in tessuto Elettra 201.
Seat and backrest cushions upholstered in Elettra 201 fabric.

COMFORT FO THE ESSENCE

Nella quiete di una dimora di campagna contemporanea, Camelot rappresenta l'emblema ideale del comfort. I cuscini morbidi e generosi, che si dispongono sui sostegni, trasmettono una immediata sensazione di comodità e benessere, suggerendo un invito al relax. Un design accogliente e funzionale, capace di generare un'atmosfera di calda eleganza.

In the calm serenity of a contemporary country home, Camelot is the ideal embodiment of comfort. The generously sized soft cushions, arranged against the support braces, convey an immediate sense of ease and well-being, a tacit invitation to relax. Design that is welcoming and functional with a natural ability for creating an aura of warm elegance.







Ginger, chaise longue, struttura in metallo cromato, barra di schienale e tavolino pivotante in legno rivestiti in pelle Deluxe 629, cuscini di seduta e schienale rivestiti in tessuto Medina 90, profilo in gros grain 094. Piuma, contenitore, struttura impiallacciata in rovere effetto grezzo, piedi in metallo titanium opaco 710. Antonio Citterio design. Mori, tappeto, lana e cotone, colore Milk, Juma design.

Ginger, chaise longue, metal structure with chrome finish, backrest bar and rotating side table in wood clad in Deluxe 629 leather, seat and backrest cushions upholstered in Medina 90 fabric, grosgrain 094 piping. Piuma, cabinet, structure veneered in oak with raw-wood effect, metal feet in matt titanium 710. Antonio Citterio design. Mori, rug, wool and cotton, Milk color, Juma design.

GINGER, CHAISE LONGUE
Struttura in metallo brunito, barra di schienale e tavolino pivotante in legno rivestiti in pelle 629, cuscini di seduta e schienale rivestiti in pelle 629, profilo in grois grain 94. Structure in burnished metal, backrest bar and pivoting side table in wood clad in 629 leather, seat and backrest cushions upholstered in 629 leather, grosgrain 94 piping.





Camelot, divano componibile, pianale in legno rivestito in cuoio color tabacco 5015, staffe in metallo titanium opaco 710, barra in legno rivestita in cuoio color tabacco 5015, cuscini di seduta, schienale e optional rivestiti in tessuto Medina 90, profilo in gros grain 094. Arnold, tavolino, struttura in rovere effetto grezzo, piedi in metallo titanium opaco 710, piano in vetro retroverniciato color Seta 2010. Fly, tavolino, struttura in metallo titanium opaco 710, piano in rovere effetto grezzo. Earl, contenitore, struttura impiallacciata in rovere effetto grezzo, piedi in metallo titanium opaco 710. Antonio Citterio design.

Camelot, sectional sofa, wood platform clad in cowhide tobacco color 5015, metal braces in matt titanium 710, wood bar clad in cowhide tobacco color 5015, seat, backrest and optional cushions upholstered in Medina 90 fabric, grosgrain 094 piping. Arnold, coffee table, structure in oak with raw-wood effect, metal feet in matt titanium 710, top in glass back-painted in Silk 2010. Fly, side table, metal structure in matt titanium 710, top in oak with raw-wood effect. Earl, cabinet, structure veneered in oak with raw-wood effect, metal feet in matt titanium 710. Antonio Citterio design.



EARL, CABINET
Struttura impiallacciata in teak naturale, piedi in metallo satinato.
Structure in teak veneer, natural finish, feet in metal with satin finish.

Cestone, tavolino di servizio, struttura in metallo titanium opaco 710, piano in rovere effetto grezzo. Feel Good, pouf, seduta e cucino in pelle Deluxe 629, piedi in metallo titanium opaco 710. Antonio Citterio design.

Cestone, side table, metal structure in matt titanium 710, top in oak with raw-wood effect. Feel Good, ottoman, seat and cushion in Deluxe 629 leather, metal feet in matt titanium 710. Antonio Citterio design.



34



35



A.B.C. poltrone, struttura in metallo cromato, schienale e seduta rivestiti in pelle Deluxe 629, Antonio Citterio design.

A.B.C. armchairs, metal structure with chrome finish, backrest and seat upholstered in Deluxe 629 leather, Antonio Citterio design.



ARNOLD, TABLE - LUCHINO, FOLDING CHAIRS - INCA, RUG



Arnold, tavolo, struttura in noce canaletto effetto grezzo, piedi in metallo titanium opaco 710, piano in vetro retroverniciato color Cacao lucido 2025. Luchino, sedie pieghevoli, seduta e schienale in cuoio color tabacco 5015, struttura in noce canaletto effetto grezzo e metallo titanium opaco 710. Antonio Citterio design. Inca, tappeto, lana e cotone, colore Pearl, Juma design.

Arnold, table, structure in Canaletto walnut with raw-wood effect, metal feet in matt titanium 710, top in glass back-painted glossy Cacao 2025. Luchino, folding chairs, seat and backrest in cowhide color tobacco 5015, Canaletto walnut structure with raw-wood effect and metal in matt titanium 710. Antonio Citterio design. Inca, rug, wool and cotton, color Pearl, Juma design.

ARNOLD, TABLE
Struttura in frassino tinto ebano, piedi in metallo satinato, piano in vetro retroverniciato color Nero 2040.
Ash structure stained ebony, feet in metal with satin finish, top in glass back-painted black 2040.



40



Camelot, divano componibile e pouf, pianale in legno rivestito in cuoio color tabacco 5015, staffe in metallo titanium opaco 710, barra in legno rivestita in cuoio color tabacco 5015, cuscini di seduta, schienale e optional rivestiti in pelle Deluxe 629, profilo in gros grain 087. Este, tavolino, struttura in metallo titanium opaco 710, piano in marmo grigio Stardust opaco. Fly, tavolino, struttura in metallo titanium opaco 710, piano in noce canaletto effetto grezzo. Guscio, poltrone, schienale e cuscino rivestiti in tessuto Medina 90, piedi in metallo titanium opaco 710. Antonio Citterio design. Inca, tappeto, lana e cotone, colore Pearl, Juma design. Pagina precedente: Guscio, divani lineari, piedi in metallo titanium opaco 710, schienale e cuscini rivestiti in tessuto Medina 90. Adler, consolle, struttura in noce canaletto effetto grezzo, piedi in metallo titanium opaco 710, piano in noce canaletto effetto grezzo. Antonio Citterio design.

Camelot, sectional sofa and ottoman, wood platform clad in cowhide cowhide color tobacco 5015, metal braces in matt titanium 710, wood bar clad in cowhide color tobacco 5015, seat, backrest and optional cushions upholstered in Deluxe 629 leather, grosgrain 087 piping. Este, coffee table, metal structure in matt titanium 710, top in matt grey Stardust marble. Fly, side table, metal structure in matt titanium 710, top in Canaletto walnut with raw-wood effect. Guscio, armchairs, backrest and cushion upholstered in Medina 90 fabric, metal feet in matt titanium 710. Antonio Citterio design. Inca, rug, wool and cotton, Pearl color, Juma design. Previous page: Guscio, stand-alone sofas, metal feet in matt titanium 710, backrest and cushions upholstered in Medina 90 fabric. Adler, console, structure in Canaletto walnut with raw-wood effect, metal feet in matt titanium 710, top in Canaletto walnut with raw-wood effect. Antonio Citterio design.

GUSCIO, STAND-ALONE SOFA
Piedi in metallo satinato, schienale e cuscini rivestiti in tessuto Tracy 1758.
Feet in metal with satin finish, backrest and cushions upholstered in Tracy 1758 fabric.





Camelot, divano componibile, pianale in legno rivestito in cuoio color oliva 5006, staffe in metallo titanium opaco 710, barra in legno rivestita in cuoio color oliva 5006, cuscini di seduta e schienale rivestiti in tessuto Medina 93, cuscini optional rivestiti in tessuto Egypt 97, profilo in gros grain 162, Antonio Citterio design. Tris, tavolini, struttura in noce canaletto effetto grezzo, piano in marmo Calacatta oro opaco, Design Center design. Inca, tappeto, lana e cotone, colore Sand, Juma design.

Camelot, sectional sofa, wood platform clad in cowhide color olive 5006, metal braces in matt titanium 710, wood bar clad in cowhide color olive 5006, seat and backrest cushions upholstered in Medina 93 fabric, optional cushions upholstered in Egypt 97 fabric, grosgrain 162 piping, Antonio Citterio design. Tris, coffee tables, structure veneered in Canaletto walnut with raw-wood effect, top in matt Calacatta Gold marble, Design Center design. Inca, rug, wool and cotton, Sand color, Juma design.





Thomas, poltrona, seduta rivestita in tessuto Elodie 1221, struttura in noce canaletto effetto grezzo.
Piuma, contenitore, struttura impiallacciata in noce canaletto effetto grezzo, piedi in metallo titanium opaco 710. Antonio Citterio design. Bangkok, pouf, seduta rivestita in cuoio intrecciato color oliva 5006, piedi in metallo titanium opaco 710, Design Center design.

Thomas, armchair, seat upholstered in Elodie 1221 fabric, structure in Canaletto walnut with raw-wood effect. Piuma, cabinet, structure veneered in Canaletto walnut with raw-wood effect, metal feet in matt titanium 710. Antonio Citterio design. Bangkok, ottoman, seat upholstered in woven cowhide color olive 5006, metal feet in matt titanium 710, Design Center design.

THOMAS, ARMCHAIR
Seduta rivestita in tessuto Tara 1254, struttura in frassino tinto marrone.
Seat upholstered in Tara 1254 fabric, ash structure stained brown.



THE AD CAMPAIGNS, STYLE IN AN IMAGE.

Camelot sofa: “Quiet only in appearance”



Un divano, un contesto ideale, l'essenza di uno stile:
la campagna pubblicitaria del sistema di sedute Camelot esplora un'estetica che,
pur evocando un'atmosfera calma e raffinata, nasce da scelte forti e decise.

A sofa, an ideal setting, the essence of a style – the ad campaign for the Camelot
seating system explores an aesthetic expression that, while eliciting a calm,
sophisticated atmosphere, is the product of bold, decisive choices.



Come raccontare in un'immagine un divano di design che è una dichiarazione di stile? La scena si sviluppa in un ambiente che è un abbraccio visivo: luce morbida, tetto in legno naturale, una vetrata aperta su un paesaggio boschivo. Al centro, il divano Camelot, firmato Antonio Citterio, con la sua struttura a vista e i cuscini generosi che invitano al relax. Accanto, una figura femminile elegante e discreta in compagnia di una gazza ladra che, con il suo carattere un po' ribelle, rappresenta un'estetica che sfida le convenzioni. Intorno, poltroncine, chaise-longue e tavolini della collezione Flexform partecipano al grande gioco di equilibrio che definisce lo spazio. Ogni elemento dell'immagine, dai dettagli della luce alla scelta di ogni singolo oggetto, diventa parte di una narrazione che parla di bellezza, di consapevolezza, di ricerca e autenticità.

How does one convey in an image a design sofa that is itself a style statement? The scene unfolds in a setting that is a visual embrace – soft lighting, natural wood ceiling, a window that opens onto a wooded landscape. At the center, the Camelot sofa, designed by Antonio Citterio – its exposed structure and generous cushions are an invitation to relax. A subtly elegant woman and a magpie that, with its mischievous personality, symbolizes an unconventional aesthetic value. Around it, armchairs, chaise-longue, coffee and side tables from the Flexform collection participate in the carefully considered balance that defines the space. Every component of the image, from the lighting details to the choice of each object, becomes part of a visual narrative that speaks of beauty, awareness, research and authenticity.





Progettato per trasmettere una sensazione di comfort informale, Camelot esprime una nuova "calda modernità" grazie alla combinazione di linee sobrie e materiali ricercati. Una struttura tubolare supporta i cuscini in modo tale che lo schienale si modelli a seconda della loro disposizione, creando un disegno a ventaglio: è qui che sta la sua forza, nella semplicità che al contrario è espressione di un design ricercato. Gli scatti del fotografo Robert Rieger catturano questa eleganza casual, discreta e senza tempo, con uno stile visivo dolce e sfumato, in linea con la visione del marchio. Il risultato è una campagna di indubbia potenza narrativa che invita chi guarda a riflettere su ciò che sta dietro: una storia di tradizione artigianale che incontra il design più contemporaneo con l'intento di durare e di restare. Con "Quite Only in Appearance", Flexform comunica non solo un prodotto, ma un'identità e un modo originale e distintivo di interpretare il design.

Designed to convey a sensation of casual comfort, Camelot expresses a new "warm modernity" thanks to the combination of tasteful lines and sophisticated materials. The tubular structure holds the cushions in such a way that the backrest molds itself based on their arrangement, creating a fan-like design. Its virtue lies in the simplicity that is, in reality, an expression of highly sophisticated design. The photographs by Robert Rieger capture this casual elegance, discreet and timeless, with a soft, subtle visual style, in keeping with the brand's image. The result is an undeniably powerful narrative that encourages the viewer to consider what lies behind the image – a story of artisan craftsmanship that joins with a more contemporary style aesthetic, confident that it will endure and remain. With "Quiet Only in Appearance", Flexform communicates not only a product but an identity and an original, distinctive means of interpreting design.



LA THE HEART OF CONTEMPORANEITY

In una moderna villa “sospesa”, tra boiserie e trasparenze, Groundpiece ridefinisce le proporzioni dell’ambiente living. Con sedute profonde e destrutturate, distintivi elementi-libreria integrati e una pressoché infinita capacità compositiva, si relaziona con gli altri arredi della collezione, favorendo il progetto di ambienti sofisticati e accoglienti.

In a modern villa “suspended” between paneling and transparencies, Groundpiece redefines the proportions of the living space. Deep deconstructed seats, distinctive incorporated bookcase elements and almost infinite possibilities of arrangement convey a kinship that relates seamlessly with the other furnishings in the collection, facilitating the design of sophisticated, warm interiors.







Groundpiece, divani componibili, base in metallo, braccioli rivestiti in cuoio color tabacco 5015, braccioli rivestiti in tessuto Essence 62, cuscini di seduta, schienale, cuscini con rullo e optional rivestiti in tessuto Essence 62. Guscio, poltrona, schienale e cuscino rivestiti in pelle Deluxe 629, piedi in noce canaletto extra. Fly, tavolino, struttura in metallo cromato, piano in noce canaletto effetto grezzo. Antonio Citterio design. Pico, tavolino, struttura in metallo satinato, piano in marmo Calacatta oro opaco, Design Center design.

Groundpiece, sectional sofas, metal base, armrests clad in cowhide color tobacco 5015, armrests upholstered in Essence 62 fabric, seat, backrest, bolster and optional cushions upholstered in Essence 62 fabric. Guscio, armchair, backrest and cushion upholstered in Deluxe 629 leather, legs in Canaletto walnut extra. Fly, side table, metal structure with chrome finish, top in Canaletto walnut with raw-wood effect. Antonio Citterio design. Pico, coffee table, metal structure with satin finish, top in matt Calacatta Gold marble, Design Center design.



Giano, pouf, struttura in noce canaletto extra, seduta in corda in cuoio color tabacco 5015, Antonio Citterio design. Mori, tappeto, lana e cotone, colore Milk, Juma design.

Giano, ottomans, structure in Canaletto walnut extra, seat in cowhide cord color tobacco 5015, Antonio Citterio design. Mori, rug, wool and cotton, color Milk, Juma design.



GUSCIO, ARMCHAIR
Schienale e cuscino rivestiti in pelle Deluxe 617,
piedi in metallo brunito.
Backrest and cushion upholstered in Deluxe 617
leather, burnished metal legs.





Groundpiece, divano componibile, base in metallo, braccioli e schienale rivestiti in cuoio color tabacco 5015, cuscini di seduta, cuscini con rullo e optional rivestiti in tessuto Egypt 96, cuscini con rullo e optional rivestiti in tessuto Essence 62, Antonio Citterio design.

Groundpiece, sectional sofa, metal base, armrests and backrest upholstered in cowhide color tobacco 5015, seat, bolster and optional cushions upholstered in Egypt 96 fabric, bolsters and optional cushions upholstered in Essence 62 fabric, Antonio Citterio design.



Guscio, poltrone, schienale e cuscino rivestiti in pelle Deluxe 629, piedi in noce canaletto extra. Fly, tavolini, struttura in metallo cromato, piano in noce canaletto effetto grezzo. Antonio Citterio design.

Guscio, armchairs, backrest and cushion upholstered in Deluxe 629 leather, legs in Canaletto walnut extra. Fly, side tables, metal structure with chrome finish, top in Canaletto walnut with raw-wood effect. Antonio Citterio design.



ARNOLD, TABLE – VESTA, DINING CHAIRS – MORI, RUG



Arnold, tavolo, struttura in frassino tinto marrone, piedi in metallo titanium opaco 710, piano in vetro retroverniciato color Nero 2040. Vesta, poltroncine, struttura rivestita in tessuto Manila 751, base in frassino tinto marrone. Antonio Citterio design. Mori, tappeto, lana e cotone, colore Milk, Juma design.

VESTA, DINING CHAIR
Struttura rivestita in tessuto Edinburgh 1826, base in frassino tinto ebano.
Structure upholstered in Edinburgh 1826 fabric, base in ash stained ebony.





ZEUS, CHAISE LONGUE
Struttura rivestita in tessuto Edinburgh 1820, cuscini di seduta, schienale e optional rivesti in tessuto Edinburgh 1820, piedi in metallo satinato. Structure upholstered in Edinburgh 1820 fabric, seat, backrest and optional cushions upholstered in Edinburgh 1820 fabric, feet in satin-finish metal.



Groundpiece, divano componibile, base in metallo, braccioli rivestiti in cuoio color testa di moro 5004, cuscini di seduta, schienale, cuscini con rullo e optional rivestiti in tessuto Medina 90. Zeus, chaise longue, struttura rivestita in tessuto Manila 758, cuscini di seduta, schienale e optional rivesti in tessuto Manila 758, piedi in titanium opaco 710. Bring, pouf, struttura in massello di frassino tinto marrone, seduta in cuoio color testa di moro 5004. Feel Good, poltrona, schienale e cuscino rivestiti in tessuto Tracy 1766, piedi in metallo cromato. Antonio Citterio design. Pico, tavolini, struttura in metallo titanium opaco 710, piano in marmo marron Damasco opaco, Design Center design.

Groundpiece, sectional sofa, metal base, armrests upholstered in cowhide color dark brown 5004, seat, backrest, bolster and optional cushions upholstered in Medina 90 fabric. Zeus, chaise longue, structure upholstered in Manila 758 fabric, seat, backrest and optional cushions upholstered in Manila 758 fabric, feet in matt titanium 710. Brig, ottoman, structure in solid ash stained brown, seat in cowhide color dark brown 5004. Feel Good, armchair, backrest and cushion upholstered in Tracy 1766 fabric, metal feet with chrome finish. Antonio Citterio design. Pico, coffee tables, metal structure in matt titanium 710, top in matt Marron Damasco marble, Design Center design.



Groundpiece, divano componibile, base in metallo, braccioli rivestiti in tessuto Medina 90, cuscini di seduta, schienale, cuscini con rullo e optional rivestiti in tessuto Medina 90. Fly, tavolini, struttura in metallo titanium opaco 710, piano in massello di frassino tinto marrone. Antonio Citterio design.

Groundpiece, sectional sofa, metal base, armrests upholstered in Medina 90 fabric, seat, backrest, bolster and optional cushions upholstered in Medina 90 fabric. Fly, side tables, metal structure in matt titanium 710, top in solid ash stained brown. Antonio Citterio design.





Groundpiece, divano componibile, base in metallo, bracciolo rivestiti in cuoio color oliva 5006, bracciolo rivestito in tessuto Emblema 874, cuscini di seduta, schienale e cuscini con rullo rivestiti in tessuto Emblema 874, tavolino rivestito in cuoio color oliva 5006. Giano, tavolino, struttura rovere effetto grezzo, piano in marmo emperador opaco. Antonio Citterio design. Bangkok, pouf, seduta rivestita in cuoio intrecciato color oliva 5006, piedi in metallo cromato, Design Center design.

Groundpiece, sectional sofa, metal base, armrest clad in cowhide color olive 5006, armrest upholstered in Emblema 874 fabric, seat, backrest and bolster cushions upholstered in Emblema 874 fabric, side table clad in cowhide color olive 5006. Giano, coffee table, oak structure with raw-wood effect, top in matt Emperador marble. Antonio Citterio design. Bangkok, ottomans, seat upholstered in woven cowhide color olive 5006, metal feet with chrome finish, Design Center design.



PIUMA, contenitore, struttura impiallacciata in rovere effetto grezzo, piedi in metallo titanium opaco 710.
TESSA, poltrona, struttura in rovere effetto grezzo, piedi in metallo brunito, intreccio in paglia di fiume.
Antonio Citterio design. INCA, tappeto, lana e cotone, colore Stone, Juma design.

PIUMA, cabinet, structure in oak veneer with raw-wood effect, metal feet in matt titanium 710.
TESSA, armchair, structure in oak with raw-wood effect, burnished metal feet, woven paper rush cord.
Antonio Citterio design. INCA, rug, wool and cotton, color Stone, Juma design.

TESSA, ARMCHAIR
Struttura in frassino tinto marrone, piedi in metallo satinato, intreccio in paglia di fiume.
Ash structure stained brown, satin-finish metal feet, woven paper rush cord.



DISTINCTIVE QUALITY, IN THE DETAILS

L'inconfondibile motivo di fasce in cuoio che accompagna la rigorosa struttura in metallo rende Gregory l'elemento di spicco all'interno di ambienti dal carattere teatrale e sofisticato. La sofficità dei cuscini in piuma e il sistema dei rulli poggia-testa elevano il comfort, creando uno spazio ospitale e accogliente, oltre che di grande impatto.

The unmistakable motif of cowhide webbing that complements its sleek metal structure makes Gregory the lead player in dramatic, sophisticated settings. The softness of the goose-down cushions and the system of headrest bolsters elevate its comfort cachet, creating a welcoming space with outstanding visual impact.







ERI, ARMCHAIRS – PICO, COFFEE TABLE



Eri, poltrone, schienale rivestito in pelle 851, cuscini di seduta e schienale rivestiti in tessuto Elettra 202, struttura in noce canaletto effetto grezzo, piedi in metallo satinato, design Fumie Shibata. Pico, tavolino, struttura in metallo cromato nero, piano in marmo Calacatta oro opaco, Design Center design.
 Pagina precedente: Magi, chaise longue, seduta e cuscino rivestiti in pelle 851, struttura in metallo rivestita in cuoio color tabacco 5015, piedi in metallo cromato nero, Antonio Citterio design.
 Jiff, consolle struttura e piano in noce canaletto naturale, Design Center design.

Eri, armchairs, backrest upholstered in 851 leather, seat and backrest cushions upholstered in Elettra 202 fabric, structure in Canaletto walnut with raw-wood effect, feet in metal with satin finish, design Fumie Shibata. Pico, coffee table, structure in metal with black chrome finish, top in matt Calacatta Gold marble, Design Center design.
 Previous page: Magi, chaise longue, seat and cushion upholstered in 851 leather, metal structure clad in cowhide color tobacco 5015, feet in metal with black chrome finish, Antonio Citterio design.
 Jiff, console, structure and top in Canaletto walnut natural finish, Design Center design.

ERI, ARMCHAIR
 Schienale rivestito in pelle 406, cuscini di seduta e schienale rivestiti in pelle 406, struttura in frassino tinto ebano, piedi in metallo satinato.
 Backrest upholstered in 406 leather, seat and backrest cushions upholstered in 406 leather, structure in ash stained ebony, feet in metal with satin finish.

Gregory, divani componibili, struttura in metallo cromato nero e cinghie in cuoio color grigio 5003, piedi in metallo cromato nero, cuscini di seduta, schienale e optional rivestiti in tessuto Eleo 1187, profilo in gros grain 44. Giano, pouf struttura in noce canaletto effetto grezzo, seduta in corda in cuoio color grigio 5003. Adler, tavolino, struttura in noce canaletto effetto grezzo, piedi in metallo titanium opaco 710, piano in noce canaletto effetto grezzo. Antonio Citterio design. Inca, tappeto, lana e cotone, colore Pearl, Juma design.

Gregory, sectional sofas, structure in metal with black chrome finish and cowhide webbing color grey 5003, feet in metal with black chrome finish, seat, backrest and optional cushions upholstered in Eleo 1187 fabric, grosgrain 44 piping. Giano, ottomans, structure in Canaletto walnut with raw-wood effect, seat in cowhide cord color grey 5003. Adler, side table, structure in Canaletto walnut with raw-wood effect, metal feet in matt titanium 710, top in Canaletto walnut with raw-wood effect. Antonio Citterio design. Inca, rug, wool and cotton, color Pearl, Juma design.





Adler, tavolo, struttura in noce canaletto effetto grezzo, piedi in metallo titanium opaco 710, piano in noce canaletto effetto grezzo. Vesta, poltroncine, struttura rivestita in tessuto Tara 1255, base in noce canaletto effetto grezzo. Antonio Citterio design.

Adler, table, structure in Canaletto walnut with raw-wood effect, metal feet in matt titanium 710, top in Canaletto walnut with raw-wood effect. Vesta, dining chairs, structure upholstered in Tara 1255 fabric, base in Canaletto walnut with raw-wood effect. Antonio Citterio design.

ADLER, TABLE
Struttura in noce canaletto effetto grezzo, piedi in metallo satinato, piano in noce canaletto effetto grezzo.
Struttura in Canaletto walnut with raw-wood effect, feet in metal with satin finish, top in Canaletto walnut with raw-wood effect.





Jiff, consolle, struttura e piano in frassino tinto ebano, Design Center design.
Pagina precedente: Brig, pouf, struttura in frassino tinto ebano, seduta in cuoio color testa di moro scuro 5013, Antonio Citterio design. Jiff, tavolini, struttura e piano in frassino tinto ebano, Design Center design. Sveva, poltrone, struttura rivestita in cuoio color testa di moro 5004, cuscini di seduta e schienale rivestiti in pelle 623, piedi in metallo cromato nero, Carlo Colombo design. Inca, tappeto, lana e cotone, colore Pearl, Juma design.

Jiff, console, structure and top in ash stained ebony, Design Center design.
Previous page: Brig, ottoman, structure in ash stained ebony, seat in cowhide color extra dark brown 5013, Antonio Citterio design. Jiff, side tables, structure and top in ash stained ebony, Design Center design. Sveva, armchairs, structure upholstered in cowhide color dark brown 5004, seat and backrest cushions upholstered in 623 leather, feet in metal with black chrome finish, Carlo Colombo design. Inca, rug, wool and cotton, color Pearl, Juma design.



Gregory, divano componibile, struttura in metallo cromato nero e cinghie in cuoio color grigio 5003, piedi in metallo cromato, cuscini di seduta e schienale rivestiti in tessuto Emblema 874, profilo in gros grain 44, cucini optional rivestiti in tessuto Tara 1256, Antonio Citterio design.
Pagina precedente: Arnold, tavolino, struttura in frassino tinto ebano, piedi in metallo titanium opaco 710, piano in vetro retrovernicciato color Nero 2040, Antonio Citterio design.

Gregory, sectional sofa, structure in metal with black chrome finish and cowhide webbing color grey 5003, feet in metal with chrome finish, seat and backrest cushions upholstered in Emblema 874 fabric, grosgrain 44 piping, optional cushions upholstered in Tara 1265 fabric, Antonio Citterio design.
Previous page: Arnold, coffee table, structure in ash stained ebony, metal feet in matt titanium 710, top in back-painted glass color Black 2040, Antonio Citterio design.



DESIGN IS INNOVATION WITH A TWIST
Furnishings that tell stories, awaken emotions and bring experiences to life.

THE ORDINARY BECOMES EXTRAORDINARY.

95

L'innovazione nel design di Flexform va oltre la creazione di qualcosa di completamente nuovo: consiste nello spingere i confini della creatività e aggiungere profondità ai concetti esistenti.

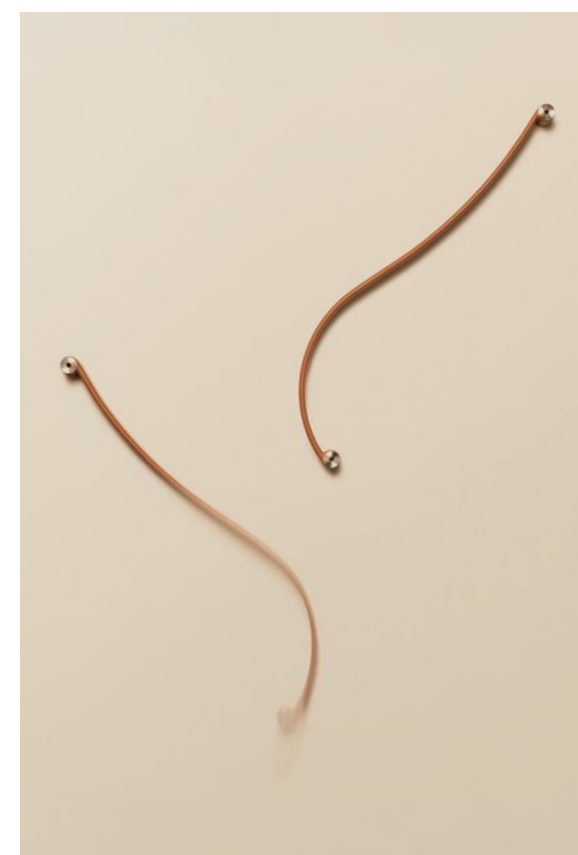
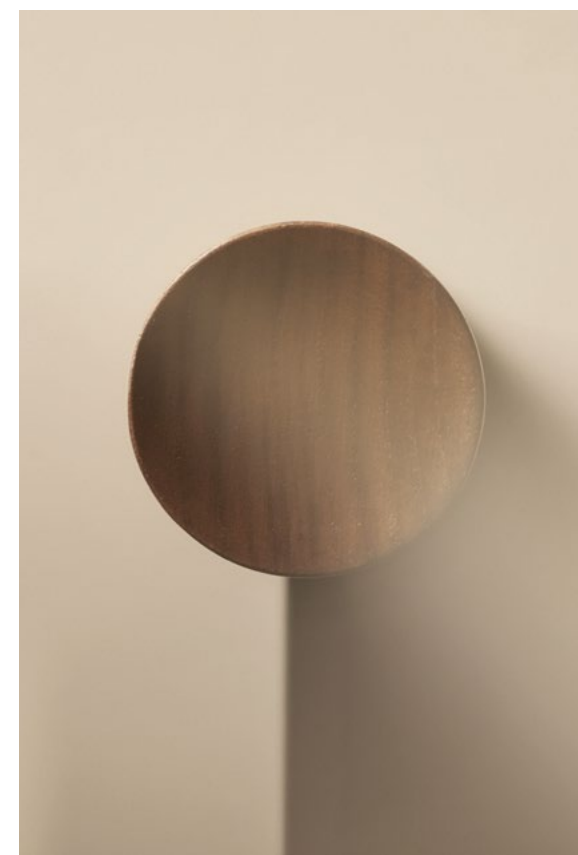
Innovation in Flexform design goes well beyond the creation of something completely new – it pushes the boundaries of creativity and adds depth to existing concepts.

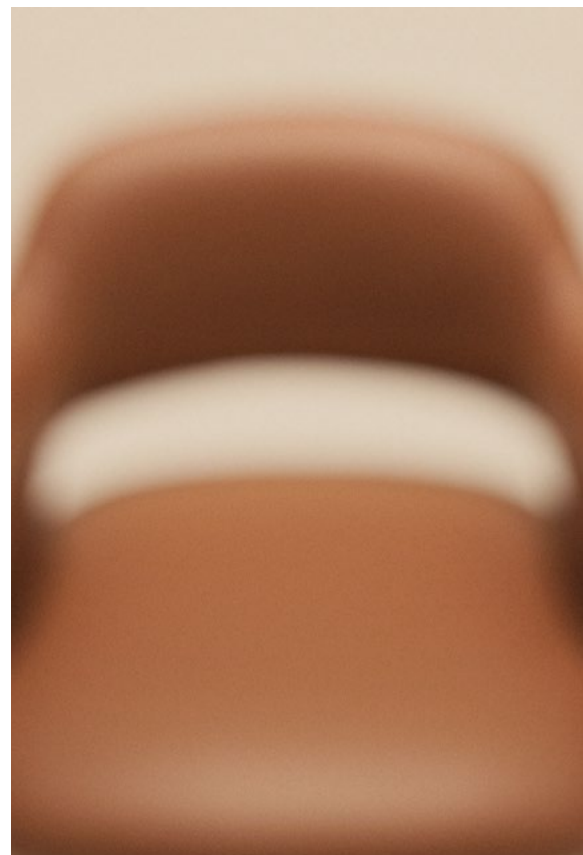
Il “twist” in Flexform è quel valore aggiunto che emerge nei dettagli – un materiale inusuale, una proporzione inedita, una lavorazione artigianale inaspettata. Ogni creazione è il risultato di un equilibrio perfetto tra l'estetica senza tempo e la funzionalità avanzata, dove ogni dettaglio è studiato per sorprendere senza mai forzare l'immagine complessiva; ogni nuovo elemento è pensato per inserirsi armoniosamente in un sistema di arredi che, pur evolvendosi nel tempo, preserva una coerenza stilistica tra passato e presente.

La collezione di design Flexform non solo arreda uno spazio, ma lo trasforma in un'esperienza, connotando l'ambiente con pezzi che sono al tempo stesso sofisticati e funzionali. Un'affermazione – Design is innovation with a twist – che diventa il manifesto di un marchio impegnato nella ricerca continua di soluzioni che coniugano l'innovazione progettuale con una raffinata eleganza, senza mai dimenticare la tradizione artigianale che da sempre lo caratterizza.

The “twist” in Flexform is the added value that arises in the details – an unexpected material, unprecedented proportions, fine artisan craft. Every piece is perfectly poised between timeless aesthetics and advanced functionality, where each detail is designed to surprise without ever distorting the overall image. Each new element is crafted to fit harmoniously into a system of furnishings that, while evolving over time, maintains stylistic consistency between past and present.

The Flexform design collection not only furnishes a space, but transforms it into an experience, characterizing the milieu with pieces that are both sophisticated and functional. The affirmation – Design is innovation with a twist – becomes the style statement of a brand engaged in ongoing research into solutions that commingle design innovation with understated elegance, without ever losing sight of the artisan tradition it embodies.





« When I photographed Flexform furniture,
I was inspired by its clean lines, elegant design
and refined materials. Each piece reveals
a meticulous graphic style, with sober lines
and harmonious shapes. I wanted to pay tribute
to their ‘savoir-faire’ and architecture by playing
with blurs, which I feel elevate the pieces
and accentuate their shapes. »

Maud Rémy-Lonvis



MODERNITY SSELEMIT FO THE ALLURE

Un'architettura minimale, materica ospita Perry Up, espressione di un'eleganza spontanea e senza tempo. Punto di equilibrio tra tradizione e innovazione, il divano si distingue per la cura dei dettagli e l'uso di materiali pregiati. La sua flessibilità permette di creare diverse configurazioni, lineari o più complesse, sempre in armonia con gli altri elementi della collezione.

This uncluttered, tactile architecture welcomes the Perry Up sofa, an expression of spontaneous, timeless elegance. Perfectly poised between tradition and innovation, the sofa embodies attention to detail and the use of premium materials. Highly versatile, it allows configuration of modular or stand-alone arrangements while maintaining harmony with the other pieces in the collection.





Perry up, divano componibile, base e piedi in alluminio color antracite lucido, cuscini di seduta, schienale e optional rivestiti in tessuto Euforia 100, profilo in gros grain 10400. Arnold, tavolino, struttura in noce canaletto effetto grezzo, piedi in metallo titanium opaco 710, piano in vetro retroverniciato Cacao lucido 2025. Eliseo, poltrone, schienale e cuscino rivestiti in tessuto Manila 752, piedi in metallo titanium opaco 710. Antonio Citterio design. Bangkok, pouf, seduta rivestita in cuoio scamosciato intrecciato color testa di moro 6004, piedi in metallo titanium opaco 710, Design Center design.

Perry Up, sectional sofa, base and feet in aluminum, glossy anthracite color, seat, backrest and optional cushions upholstered in Euforia 100 fabric, grosgrain 10400 piping. Arnold, coffee table, structure in Canaletto walnut with raw-wood effect, metal feet in matt titanium 710, top in glass back-painted glossy Cacao 2025. Eliseo, armchairs, backrest and cushion upholstered in Manila 752 fabric, metal feet in matt titanium 710. Antonio Citterio design. Bangkok, ottomans, seat upholstered in woven cowhide suede color dark brown 6004, metal feet in matt titanium 710, Design Center design.

ELISEO, ARMCHAIR
Schienale e cuscino rivestiti in pelle 406, piedi in metallo cromato.
Backrest and cushion upholstered in 406 leather, feet in metal with chrome finish.





Magi, chaise longue, seduta e cuscino rivestiti in pelle 852, struttura in metallo rivestita in cuoio color tabacco 5015, piedi in metallo titanium opaco 710, Antonio Citterio design. Oliver, tavolino, struttura e piano in noce canaletto effetto grezzo, Design Center design.

Magi, chaise longue, seat and cushion upholstered in leather 852, metal structure clad in cowhide color tobacco 5015, metal feet in matt titanium 710, Antonio Citterio design. Oliver, side table, structure and top in Canaletto walnut with raw-wood effect, Design Center design.

Piuma, contenitori, struttura impiallacciata in piuma di mogano, piedi in metallo titanium opaco 710.
Fly, tavolino, struttura in metallo titanium opaco 710, piano in noce canaletto effetto grezzo. Giano, pouf, struttura in noce canaletto effetto grezzo, seduta in corda in cuoio color grigio 5003. Antonio Citterio design. Mori, tappeto, lana e cotone, colore Camel, Juma design.

Piuma, cabinets, structure veneered in feather mahogany, metal feet in matt titanium 710. Fly, side table, metal structure in matt titanium 710, top in Canaletto walnut with raw-wood effect. Giano, ottomans, structure in Canaletto walnut with raw-wood effect, seat in cowhide cord color grey 5003. Antonio Citterio design. Mori, rug, wool and cotton, Camel color, Juma design.





Perry up, divano componibile, base e piedi in alluminio color antracite lucido, cuscini di seduta, schienale e optional rivestiti in tessuto Essence 61, profilo in gros grain 162. Parker, paravento, struttura in rovere effetto grezzo, cinghie in cuoio color naturale, intreccio in paglia di fiume. Piuma, contenitore, struttura impiallacciata in rovere effetto grezzo, piedi in metallo brunito. Antonio Citterio design. Jiff, tavolino, struttura e piano in rovere effetto grezzo, Design Center design. Mori, tappeto, lana e cotone, colore Milk, Juma design.

Perry up, sectional sofa, base and feet in aluminum, glossy anthracite color, seat, backrest and optional cushions upholstered in Essence 61 fabric, grosgrain 162 piping. Parker, screen, structure in oak with raw-wood effect, natural cowhide straps, woven paper rush cord. Piuma, cabinet, structure veneered in oak with raw-wood effect, feet in burnished finish metal. Antonio Citterio design. Jiff, side table, structure and top in oak with raw-wood effect, Design Center design. Mori, rug, wool and cotton, Milk color, Juma design.

PIUMA, CABINET
Struttura impiallacciata in piuma di mogano, piedi in metallo satinato.
Structure in feather mahogany veneer, feet in metal with satin finish.





Tessa, poltrone, struttura in rovere effetto grezzo, piedi in metallo brunito, intreccio in paglia di fiume. Este, tavolino, struttura in metallo brunito, piano in marmo Calacatta oro opaco. Piuma, contenitore, struttura impiallacciata in piuma di mogano, piedi in metallo brunito. Antonio Citterio design. Bangkok, pouf, seduta rivestita in cuoio intrecciato color tabacco 5015, piedi in metallo brunito. Jiff, console, struttura e piano in rovere effetto grezzo. Design Center design.

Tessa, armchairs, structure in oak with raw-wood effect, feet in burnished finish metal, woven paper rush cord. Este, coffee table, metal structure with burnished finish, top in matt Calacatta Gold marble. Piuma, cabinet, structure veneered in feather mahogany, feet in burnished finish metal. Antonio Citterio design. Bangkok, ottomans, seat upholstered in woven cowhide color tobacco 5015, feet in burnished finish metal. Jiff, console, structure and top in oak with raw-wood effect. Design Center design.





ALMA, DINING CHAIR
Struttura rivestita in tessuto Elettra 201,
base in frassino tinto ebano.
Structure upholstered in Elettra 201 fabric,
base in ash stained ebony.



Vesta, poltroncine, struttura rivestita in tessuto Essence 61, base in noce canaletto extra.
Adler, tavolo, struttura in noce canaletto effetto grezzo, piedi in metallo titanium opaco 710,
piano in noce canaletto effetto grezzo. Antonio Citterio design. Mori, tappeto, lana e cotone,
colore Milk, Juma design.

Vesta, dining chairs, structure upholstered in Essence 61 fabric, base in Canaletto walnut extra.
Adler, table, structure in Canaletto walnut with raw-wood effect, metal feet in matt titanium 710,
top in Canaletto walnut with raw-wood effect. Antonio Citterio design. Mori, rug, wool and cotton,
color Milk, Juma design.



PERRY UP, SECTIONAL SOFA – CAMELOT, SECTIONAL SOFA – ARNOLD, COFFEE TABLE – INCA, RUG

Perry up, divano componibile, base e piedi in alluminio color antracite lucido, cuscini di seduta e schienale rivestiti in tessuto Tara 1252, profilo in gros grain 051, cuscini optional rivestiti in tessuto Medina 92. Camelot, divano componibile, pianale in legno rivestito in cuoio color tabacco 5015, staffe in metallo titanium opaco 710, barra in rovere effetto grezzo, cuscini di seduta, schienale e optional rivestiti in tessuto Medina 91, profilo in gros grain 051. Arnold, tavolino, struttura in rovere effetto grezzo, piedi in metallo titanium opaco 710, piano in rovere effetto grezzo. Antonio Citterio design. Inca, tappeto, lana e cotone, colore Stone, Juma design.

Perry up, sectional sofa, base and feet in aluminum, glossy anthracite color, seat and backrest cushions upholstered in Tara 1252 fabric, grosgrain 051 piping, optional cushions upholstered in Medina 92 fabric. Camelot, sectional sofa, platform in wood clad in cowhide color tobacco 5015, metal braces in matt titanium 710, bar in oak with raw-wood effect, seat, backrest and optional cushions upholstered in Medina 91 fabric, grosgrain 051 piping. Arnold, coffee table, structure in oak with raw-wood effect, metal feet in matt titanium 710, top in oak with raw-wood effect. Antonio Citterio design. Inca, rug, wool and cotton, Stone color, Juma design





Lauren, sedie pieghevoli, seduta, schienale e braccioli in cuoio color oliva 5006, struttura in rovere effetto grezzo, piedi in metallo titanium opaco 710. Adler, tavolino, struttura in rovere effetto grezzo, piedi in metallo titanium opaco 710, piano in rovere effetto grezzo. Antonio Citterio design. Bangkok, pouf, seduta rivestita in cuoio scamosciato intrecciato color oliva 6003, piedi in metallo titanium opaco 710, Design Center design. Pagina precedente: Arnold, tavolino, struttura in rovere effetto grezzo, piedi in metallo titanium opaco 710, piano in vetro retroverniciato color Seta 2010, Antonio Citterio design.

Lauren, folding chairs, seat, backrest and armrests in cowhide color olive 5006, structure in oak with raw-wood effect, metal feet in matt titanium 710. Adler, side table, structure in oak with raw-wood effect, metal feet in matt titanium 710, top in oak with raw-wood effect. Antonio Citterio design. Bangkok, ottomans, seat upholstered in woven cowhide suede color olive 6003, metal feet in matt titanium 710, Design Center design. Previous page: Arnold, coffee table, structure in oak with raw-wood effect, metal feet in matt titanium 710, top in glass back-painted Silk 2010, Antonio Citterio design.



LAUREN, FOLDING CHAIR
Seduta, schienale e braccioli in cuoio color tabacco 5015, struttura in rovere effetto grezzo, piedi in metallo titanium opaco 710.
Seat, backrest and armrests in cowhide color tobacco 5015, structure in oak with raw-wood effect, metal feet in matt titanium 710.

THE AD CAMPAIGNS, DESIGN INSPIRES NEW HORIZONS.

Oasis sofa: “The comfortable side of adventure”



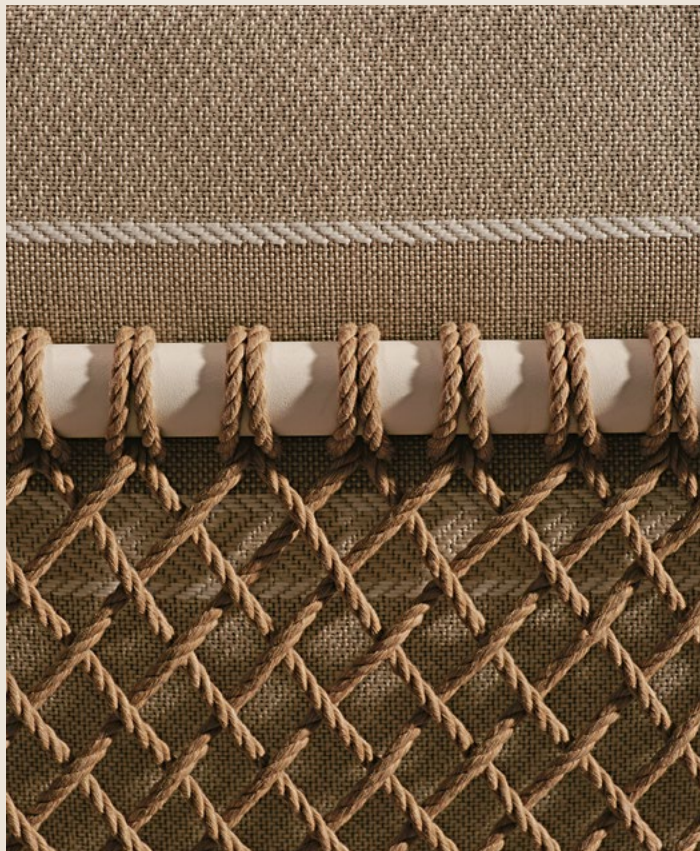
La bella stagione, le stelle e la voglia di nuove emozioni e scoperte:
la campagna dedicata al divano outdoor Oasis punta a far riscoprire
il piacere di un benessere semplice e autentico.

The season of fine weather, the stars and a craving for new sensations
and discoveries – the Oasis outdoor sofa campaign focuses on rediscovering
the pleasure of a simple, authentic state of well-being.



La scena evocata è quella di una calda notte d'estate, con due bambini assorti nella lettura, accoccolati su un divano morbido e avvolgente nel patio di casa. L'aria fresca della notte si mescola alla luce soffusa della lampada che illumina i loro volti, creando un'atmosfera serena e suggestiva. Il mare tranquillo e il cielo stellato fanno da cornice al divano Oasis, che rappresenta il punto di partenza ideale per un viaggio immaginario. Negli scatti di Robert Rieger, la campagna dedicata all'outdoor gioca con l'idea di mescolare l'atmosfera dolce dell'estate con la fantasia e l'emozione dell'avventura. L'ambientazione notturna, lontana dall'immaginario tradizionale che associa l'arredamento da esterni alle giornate di sole, conferisce agli arredi una dimensione intima e accogliente, mettendo in risalto il lato più profondo e poetico del design.

The scene – a home patio on a warm summer night, where two children are absorbed in reading a book, cuddled up on a soft, enveloping sofa. The cool night air blends with the soft glow of the lamp that illuminates their faces, creating a serene, enchanting atmosphere. A calm sea and star-studded sky form the backdrop for the Oasis sofa that is the perfect point of departure for an imaginary voyage. In the photographs by Robert Rieger, the outdoor campaign plays with the idea of merging the peaceful aura of summer with the excitement and imagination of adventure. The nighttime setting – far from traditional imagery that associates outdoor furnishings with sunny days – imbues the furniture with a cozy, welcoming dimension, highlighting the deeper, more poetic facets of the design.



Il divano Oasis, firmato da Antonio Citterio, è un inno al comfort e all'eleganza. La struttura in metallo tubolare incordata con una rete leggera intrecciata a mano non solo rende l'arredo più arioso e delicato, ma rappresenta anche un dialogo fluido con l'ambiente circostante. Come un grande cesto accogliente, Oasis rappresenta un angolo di benessere, un rifugio perfetto per chi cerca di connettersi con la natura senza rinunciare al comfort, un invito a rilassarsi e trasformare ogni momento di lettura, conversazione o riflessione in un'avventura personale.

"The comfortable side of adventure" invita a vedere l'arredo come parte integrante di un'esperienza capace di toccare l'emotività e generare un senso di armonia che solo un design sofisticato e pensato con cura può offrire.

The Oasis sofa, designed by Antonio Citterio, is a tribute to comfort and elegance. The tubular metal structure with hand-woven cord backrest not only makes the piece airy and light, but also embodies a fluid dialog with the surrounding landscape. Like a large, welcoming basket, Oasis offers a haven of well-being, the ideal refuge for those seeking to connect with nature without sacrificing comfort. An invitation to relax and transform each moment of reading, conversation or reflection into one's own personal adventure.

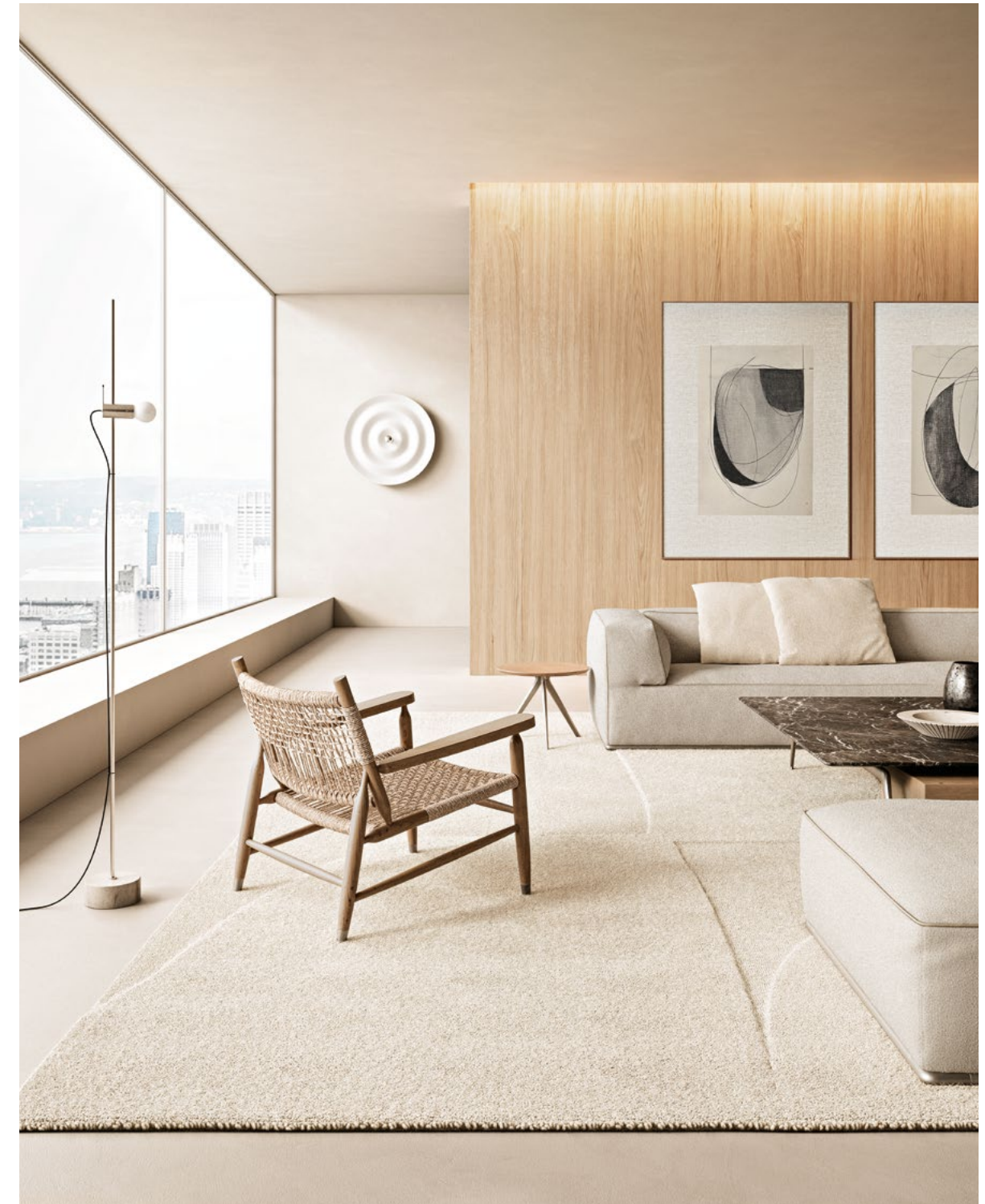
"The comfortable side of adventure" encourages a vision of furniture as an integral part of an experience capable of touching the emotions and inducing a sense of harmony that only a sophisticated, thoughtfully crafted design can offer.



THE SPACE THAT SHAPE OF COMFORT ISLANDS

Nel cuore di un attico inondato di luce naturale, il divano Perry diventa protagonista del living, caratterizzando gli spazi con composizioni inusuali. Le sue proporzioni calibrate, le forme organiche variamente aggregabili e l'attenta cura dei dettagli offrono una combinazione perfetta di estetica, comfort e versatilità. Un'originale soluzione progettuale capace di dare forma a un paesaggio domestico dinamico e informale.

In a penthouse flooded with natural light, the Perry sofa becomes the focal point of the living room, defining the space with unconventional arrangements. Its perfectly calibrated proportions, organic shapes, multiple clustering options and exquisite attention to detail translate to the ideal combination of aesthetic value, comfort and versatility. A unique design solution skilled at shaping a dynamic, casual domestic landscape.





PERRY, SECTIONAL SOFA – TESSA, ARMCHAIR – ESTE, COFFEE TABLE – PIUMA, CABINET – ZEFIRO, SIDE TABLE



Perry, divano componibile, base in alluminio color antracite lucido, cuscini di seduta e schienale rivestiti in tessuto Montgomery 1191, profilo in gros grain 10103, cuscini optional rivestiti in tessuto Eleo 1188. Tessa, poltrona, struttura in rovere effetto grezzo, piedi in titanium opaco 710, intreccio in paglia di fiume. Este, tavolino, struttura in metallo titanium opaco 710, piano in marmo grigio Stardust opaco. Piuma, contenitore, struttura impiallacciata in rovere effetto grezzo, piedi in metallo titanium opaco 710. Zefiro, tavolino, struttura in metallo titanium opaco 710, piano in marmo grigio Stardust opaco. Antonio Citterio design.

Perry, sectional sofa, base in aluminum, glossy anthracite color, seat and backrest cushions upholstered in Montgomery 1191 fabric, grosgrain 10103 piping, optional cushions upholstered in Eleo 1188 fabric. Tessa, armchair, structure in oak with raw-wood effect, metal feet in matt titanium 710, woven paper rush cord. Este, coffee table, metal structure in matt titanium 710, top in matt grey Stardust marble. Piuma, cabinet, structure veneered in oak with raw-wood effect, metal feet in matt titanium 710. Zefiro, side table, metal structure in matt titanium 710, top in matt grey Stardust marble. Antonio Citterio design.



Sveva, poltrone, struttura rivestita in cuoio color oliva 5006, cuscini di seduta e schienale rivestiti in tessuto Elettra 202, piedi in metallo brunito, Carlo Colombo design.
Pagina precedente: Bangkok, pouf, seduta rivestita in cuoio intrecciato color oliva 5006, piedi in metallo titanium opaco 710, Design Center design. Inca, tappeto, lana e cotone, colore Pearl, Juma design.

Sveva, armchairs, structure upholstered in cowhide color olive 5006, seat and backrest cushions upholstered in Elettra 202 fabric, legs in burnished metal, Carlo Colombo design.
Previous page: Bangkok, ottoman seat upholstered in woven cowhide color olive 5006, metal feet in matt titanium 710, Design Center design. Inca, rug wool and cotton, Pearl color, Juma design.





Perry, divani componibili, base in alluminio color antracite lucido, cuscini di seduta e schienale rivestiti in tessuto Manila 750, profilo in grosgrain 10400, cuscini optional rivestiti in tessuto Tao 1790. Arnold, tavolino, struttura in noce canaletto effetto grezzo, piedi in metallo titanium opaco 710, piano in noce canaletto effetto grezzo. Feel Good, pouf, seduta e cucino rivestiti in tessuto Everyday 880, piedi in metallo titanium opaco 710. Zefiro, tavolini, struttura in metallo titanium opaco 710, piano in noce canaletto effetto grezzo. Fly, consolle, struttura in metallo titanium opaco 710, piano in marmo Calacatta oro opaco. Antonio Citterio design.

Perry, sectional sofas, base in aluminum, glossy anthracite color, seat and backrest cushions upholstered in Manila 750 fabric, grosgrain 10400 piping, optional cushions upholstered in Tao 1790 fabric. Arnold, coffee table, structure in Canaletto walnut with raw-wood effect, metal feet in matt titanium 710, top in Canaletto walnut with raw-wood effect. Feel Good, ottomans, seat and cushion upholstered in Everyday 880 fabric, metal feet in matt titanium 710. Zefiro, side tables, metal structure in matt titanium 710, top in Canaletto walnut with raw-wood effect. Fly, console, table metal structure in matt titanium 710, top in matt Calacatta Gold marble. Antonio Citterio design.

EARL, CABINET
Struttura impiallacciata in noce canaletto naturale, piano in marmo Calacatta oro opaco, piedi in metallo satinato. Structure in Canaletto walnut veneer, natural finish, top in matt Calacatta Gold marble, feet in metal with satin finish.



Earl, contenitore, struttura impiallacciata in noce canaletto effetto grezzo, piano in marmo Calacatta oro opaco, piedi in metallo titanium opaco 710, Antonio Citterio design.

Earl, cabinet, structure veneered in Canaletto walnut with raw-wood effect, top in matt Calacatta Gold marble, metal feet in matt titanium 710, Antonio Citterio design.





Luchino, sedie pieghevoli, seduta e schienale in cuoio color tabacco 5015, struttura in noce canaletto effetto grezzo e metallo titanium opaco 710, Antonio Citterio design.

Luchino, folding chairs, seat and backrest in cowhide color tobacco 5015, Canaletto walnut structure with raw-wood effect and metal in matt titanium 710, Antonio Citterio design.

LUCHINO, FOLDING CHAIR
Seduta e schienale in cuoio color tabacco 5015, struttura in frassino tinto ebano e metallo titanium opaco 710.
Seat and backrest in cowhide color tobacco 5015, ash structure stained ebony and metal with matt titanium 710 finish.







Arnold, tavolini, struttura in noce canaletto effetto grezzo, piedi in metallo satinato, piano in vetro retroverniciato color Cacao lucido 2025, Antonio Citterio design. Inca, tappeto, lana e cotone, colore Stone, Juma design.

Arnold, coffee tables, structure in Canaletto walnut with raw-wood effect, feet in metal with satin finish, top in glass back-painted glossy Cacao 2025, Antonio Citterio design. Inca, rug, wool and cotton, Stone color, Juma design.



Fly, console, struttura in metallo titanium opaco 710, piano in marmo Calacatta oro opaco, Antonio Citterio design. Filicudi, pouf, seduta rivestita in cuoio intrecciato color tabacco 5015, piedi in metallo titanium opaco 710, Design Center design.

Fly, console, table metal structure in matt titanium 710, top in matt Calacatta Gold marble, Antonio Citterio design. Filicudi, ottoman, seat upholstered in woven cowhide color tabacco 5015, metal feet in matt titanium 710, Design Center design.

FILICUDI, OTTOMAN
Seduta rivestita in cuoio intrecciato color testa di moro 5004, piedi in metallo satinato.
Seat upholstered in woven cowhide color dark brown 5004, feet in metal with satin finish.



THE SHOWROOM EXPERIENCE.



Il flagship store Flexform, situato nel cuore di Milano in via della Moscova 33, è uno spazio pensato per offrire un'esperienza completa degli arredi e dello stile Flexform. Con una superficie di 800 metri quadrati su due livelli, lo showroom, progettato dallo studio ACPV Architects di Antonio Citterio e Patricia Viel, si distingue per il suo concept innovativo. Le ampie vetrate consentono una connessione diretta con l'ambiente urbano, creando un'atmosfera che invita i visitatori a scoprire la collezione Flexform in un percorso che si rivela passo dopo passo.

Il design dello showroom è una combinazione perfetta di materiali senza tempo ed elementi moderni, dove ogni dettaglio è pensato per offrire un ambiente raffinato e funzionale, in cui l'eleganza si fonde con l'innovazione. Il concept espositivo, in costante evoluzione, integra immagini e soluzioni grafiche di grande impatto, offrendo stimoli visivi, spunti di riflessione e approfondimento. Un imprescindibile punto di riferimento per gli appassionati di design, architetti e operatori del settore.

Located in the heart of Milan, at via della Moscova 33, the Flexform flagship store is designed to deliver a comprehensive experience of the brand's furnishings and style. Eye-catching, thanks to its innovative concept, the showroom designed by ACPV Architects Antonio Citterio Patricia Viel occupies a surface area of 800 square meters on two levels. The large floor-to-ceiling windows make a direct connection with the urban landscape, creating an atmosphere that encourages visitors to explore the Flexform collection in a journey of revelation, one step after another.

The showroom design is an ideal combination of timeless materials and modern elements, where every detail is conceptualized to present a sophisticated, functional setting in which elegance and innovation converge. The constantly evolving display concept incorporates striking images and graphic elements, offering visual inspiration, insights for reflection and deeper insights. An indispensable resource for design connoisseurs, architects and trade professionals.



A Meda, lo spazio espositivo adiacente alla sede dell'azienda riveste da sempre un'importanza strategica, con una doppia valenza: da un lato rappresenta un luogo di sperimentazione, dove testare soluzioni espositive da replicare poi nei negozi monomarca nel mondo; dall'altro, la sua vasta superficie e la vicinanza al sito produttivo lo rendono il posto ideale per ospitare un'ampia rassegna della collezione. Con oltre 2000 mq distribuiti su tre livelli, lo showroom offre infatti una panoramica estesa, dalle novità più recenti ai pezzi storici, fungendo sia da spazio di lavoro che da punto di riferimento per appassionati di design, architetti e professionisti del settore. Un luogo in cui il design si intreccia con i valori fondamentali del marchio - qualità, comfort, autenticità - e dove ogni ambiente racconta un habitat ideale, espressione della manifattura e dell'artigianalità made in Italy, combinate con innovazione ed eleganza senza tempo. Ogni angolo è un invito a scoprire la qualità, la coerenza progettuale e l'impareggiabile comfort che contraddistinguono la produzione Flexform, offrendo un'esperienza unica, dove il visitatore può apprezzare la perfezione del design in tutte le sue sfaccettature.

At Meda, the exhibit space adjacent to the corporate headquarters has always served a dual purpose: on one hand, it is a place of experimentation, for testing display ideas to then be replicated in its monobrand stores around the world. On the other, its vast surface area and proximity to the production plant make it the perfect spot to host large displays of the collection.

With more than 2000 square meters arranged across three levels, the showroom provides an expansive panorama – from the most recent innovations to iconic pieces – serving as both a workspace and a hub for design aficionados, architects and trade professionals. A place in which design is interwoven with the brand's core values – quality, comfort, authenticity – and where each setting narrates an ideal habitat, an expression of Italian craftsmanship and artisan tradition combined with innovation and timeless elegance. Every corner holds an open invitation to explore the quality, design consistency and unequalled comfort that set Flexform products apart. A unique experience where visitors can appreciate the perfection of design in its many facets.





SOPHISTICATED SIMPLICITY: THE UNIQUE FLEXFORM ALCHEMY.

La collezione Flexform è costituita da un abaco di elementi unici, ognuno con la propria personalità, ma tutti accomunati da caratteristiche di comfort, raffinatezza e una singolare idea di eleganza, fatta di sobrietà e discrezione. Così, ogni prodotto si integra armoniosamente con gli altri, dando vita a paesaggi domestici unici e coerenti, che mescolano tradizione e innovazione in modo spontaneo.

The Flexform collection comprises an array of unique pieces, each with its own personality, while they all share certain traits – comfort, sophistication and a singular concept of elegance: understated and discreet. Each product tastefully complements the others, shaping distinct yet harmonious domestic landscapes in a spontaneous expression of tradition and innovation.



ADDA



ALFRED



AMBROEUS



ASOLO



BRETTON



CAMELOT



CAMPIELLO



CESTONE | CESTONE 09



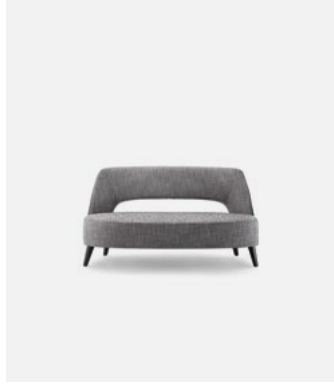
DRAGONFLY



DROP



EDMOND



ERMIONE



EVERGREEN



GINGER



GRANDEMARE



GREGORY | GREGORY XL



GROUNDPIECE



GUSCIO



HARPER



LE CANAPÉ



LEE



LIFESTEEL



LIGHTPIECE



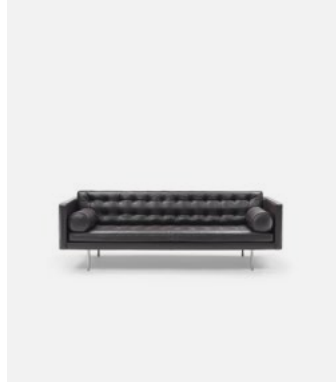
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LOUNGESCAPE



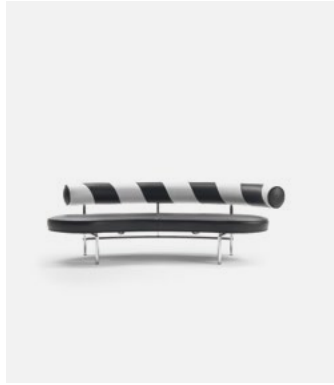
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MAGISTER



MAGNUM



MAX



NEWBRIDGE



NONNAMARIA



PARKER



PERRY



PERRY UP



ROMEO



ROMEO COMPACT



SOFT DREAM | SOFT DREAM LARGE



SUPERMAX



VICTOR



VICTOR LARGE



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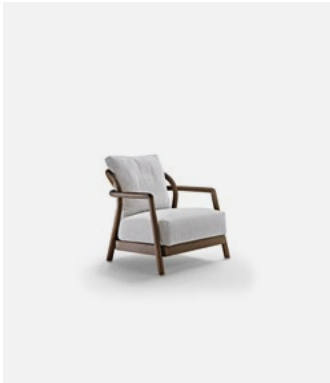
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A.B.C.D.



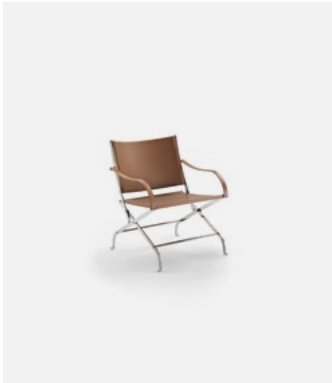
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ALISON



BOSS



CARLOTTA



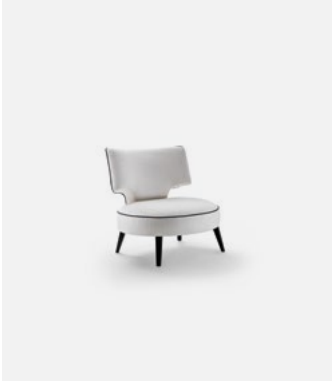
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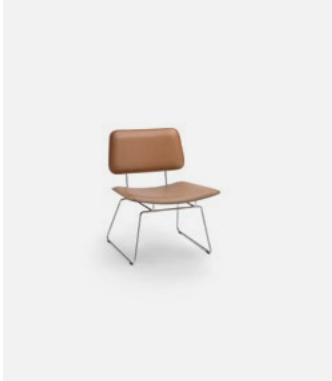
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DRAGONFLY



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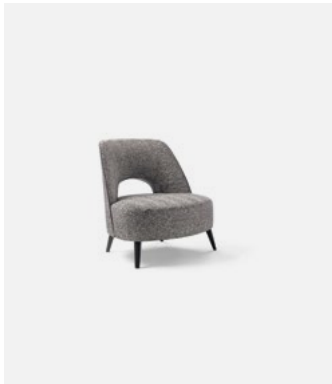
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ELISEO



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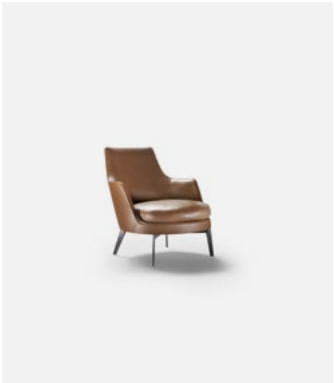
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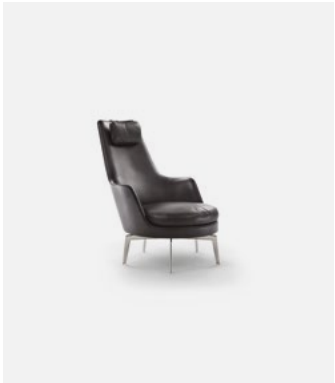
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GATSBY



GUSCIO



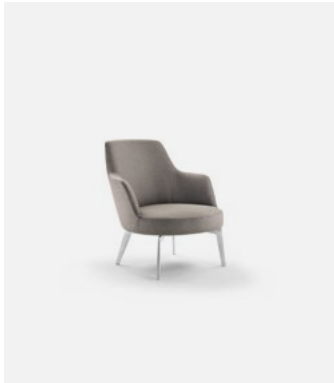
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HAPPY



HAPPY-HOUR



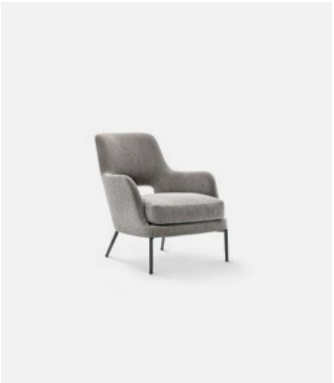
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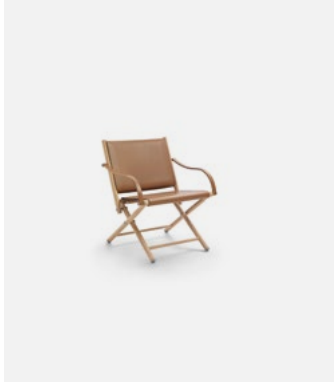
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JENNY



JOYCE



LAUREN



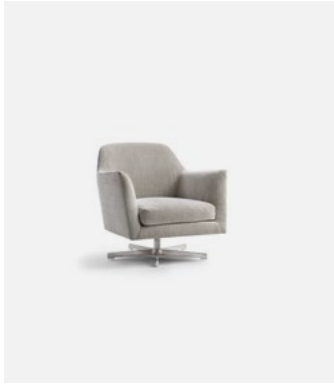
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LIFESTEEL



LOUNGESCAPE



LUCE



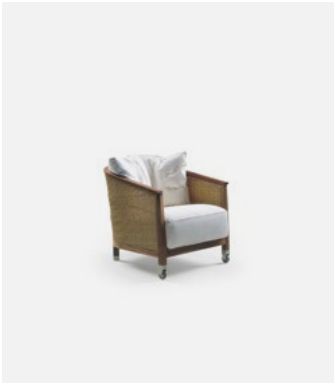
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MARLEY



MORGAN



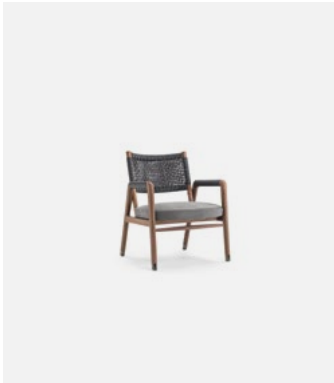
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OZZY



NONNAMARIA



ORTIGIA | ORTIGIA S.H.



PARKER



PAUL



PETER



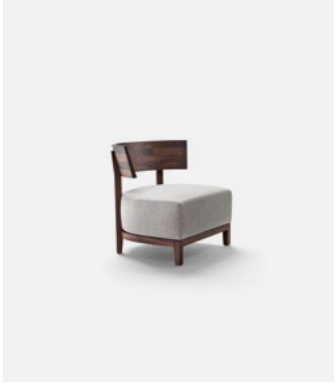
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SVEVA



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THOMAS

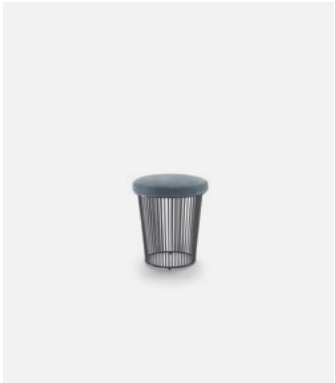
OTTOMANS
overview



ANY DAY



BANGKOK



BERRY



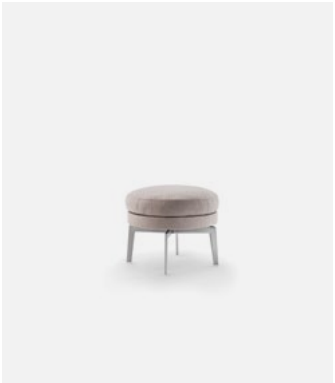
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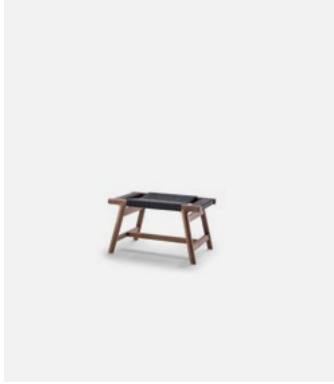
ERI



FEEL GOOD



FILICUDI



GIANO



MATE



OZZY



TINDARI

CHAISE LONGUE/DORMEUSE
overview



DRAGONFLY



ECHOES | ECHOES S.H.



EDEN



EVERGREEN



GINGER



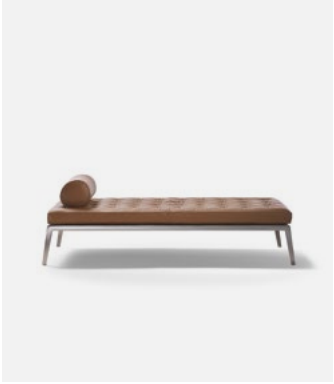
GREGORY | GREGORY XL



HAPPY



LIFESTEEL



MAGI



NONNAMARIA



PERRY



PERRY UP



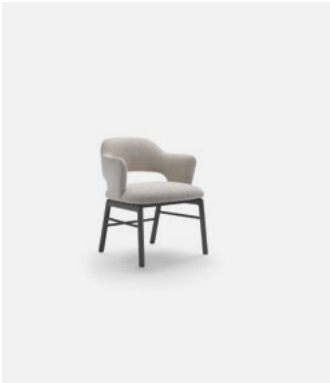
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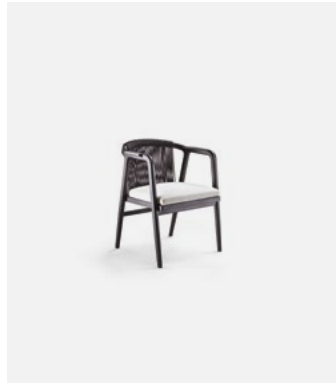
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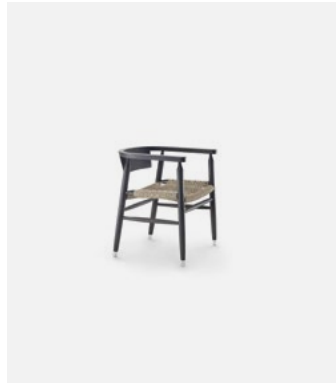
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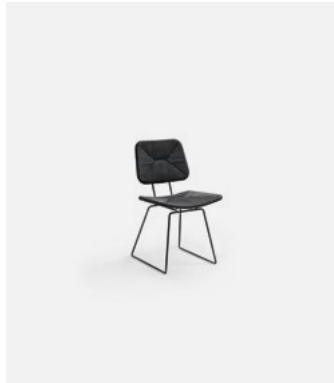
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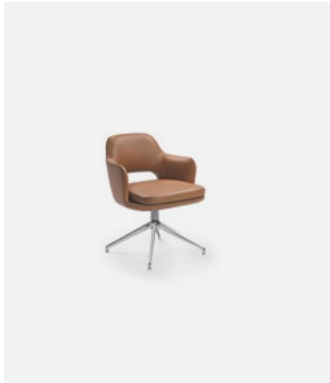
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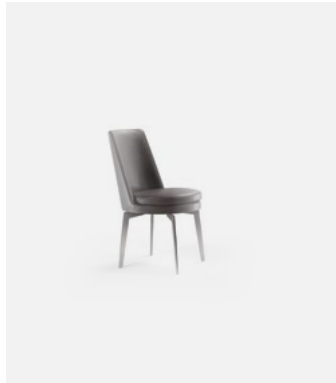
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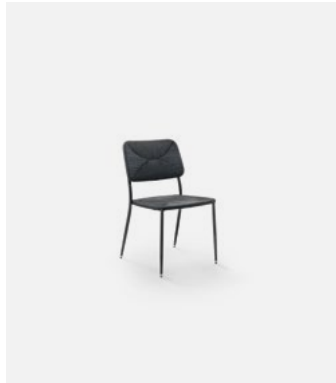
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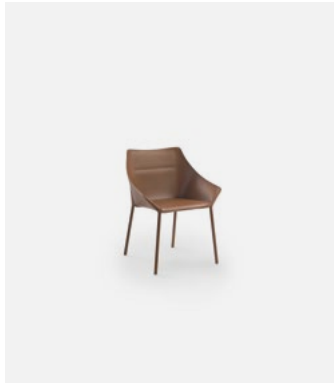
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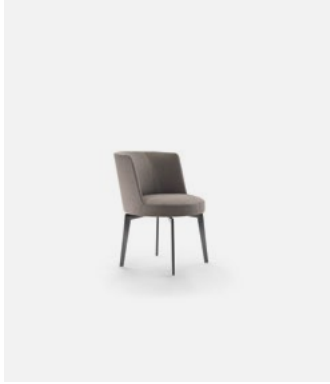
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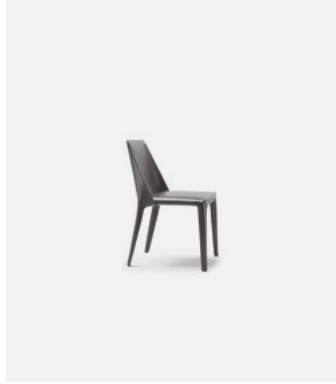
FIRST STEPS



HAIKU



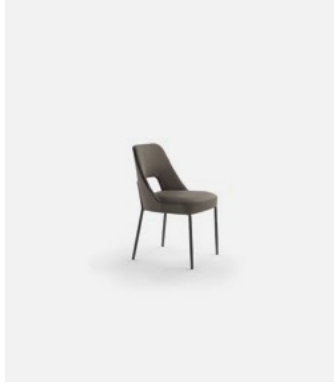
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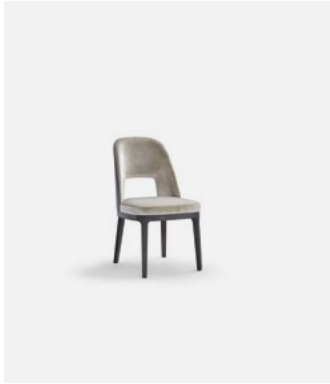
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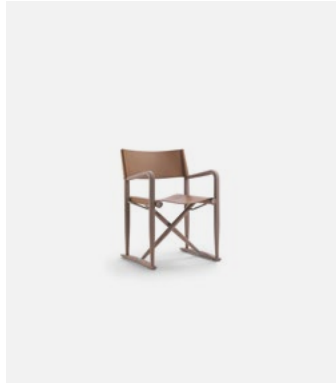
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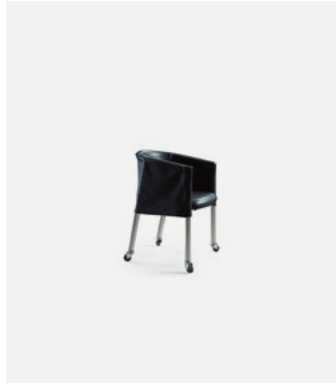
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JUDIT



LUCHINO



MIXER



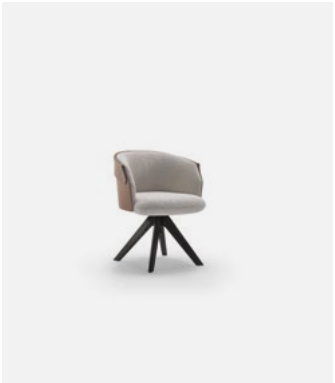
MOKA



MORGAN



ORTIGIA | ORTIGIA S.H.



OZZY



VESTA



ECHOES | ECHOES S.H.



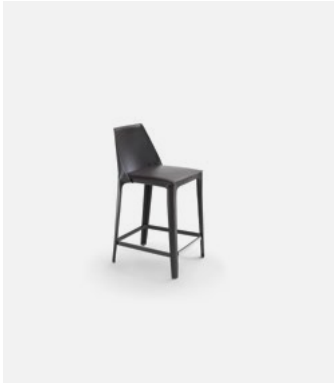
FEEL GOOD



FIRST STEPS



HAIKU



ISABEL



MORGAN

DINING TABLES
overview



ADLER



ANY DAY



ARNOLD



BERRY



CROWN



DESCO



ENN



FLY



GIPSY



GUSTAV



ISEO



JACQUES



JIFF



KOBO



MIXER



MOKA

DINING/COFFEE AND SIDE TABLES
overview



PICO



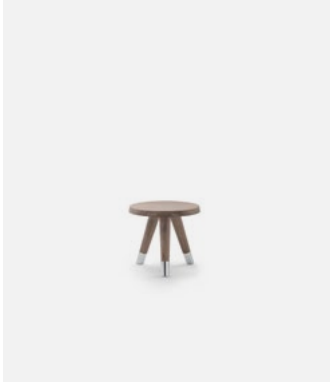
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TORCELLO



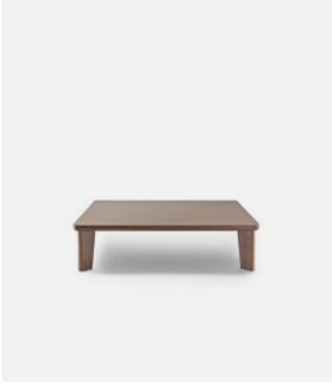
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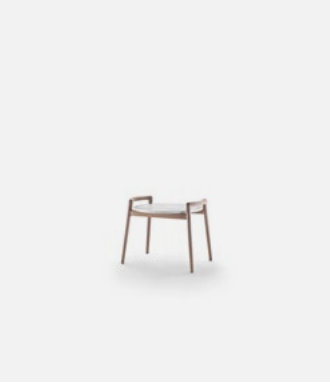
ADLER



ANY DAY



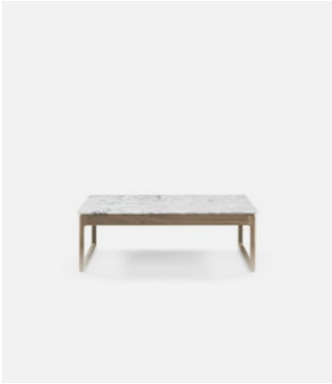
ARNOLD



ASCANIO



BERRY



BRIG



CABARÉ



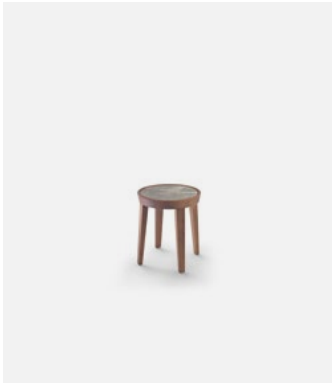
CARLOTTA



CESTONE | CESTONE 09



DESCO



DIDA



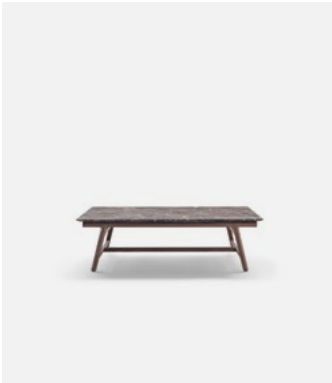
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ESTE



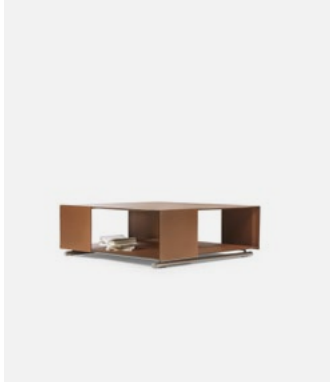
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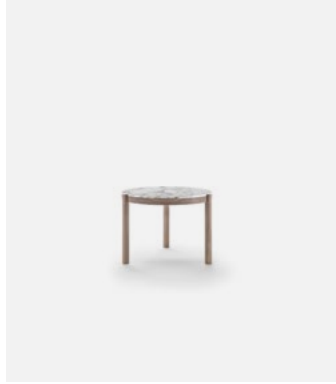
GIANO



GIPSY



GROUNDPIECE



GUSTAV



JACQUES



JIFF



KOBO



MARMADUKE



OLIVER



PERRY



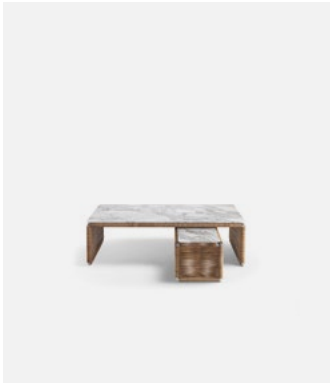
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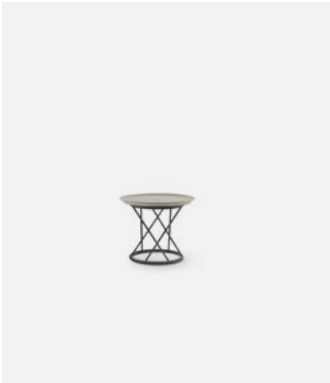
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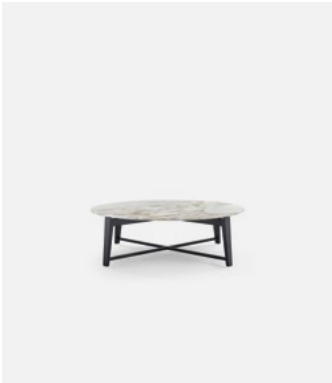
TESSA | TESSA S.H.



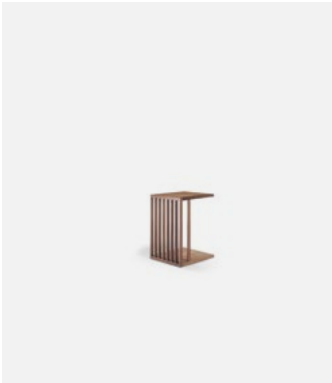
TINDARI



TORCELLO



TRIS



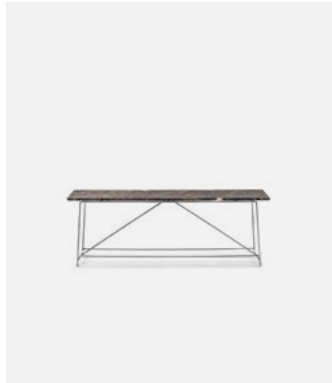
VIENNA



ZEFIRO



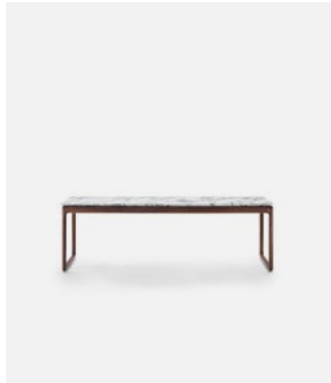
ADLER



ANY DAY



BOX



BRIG



CESTONE | CESTONE 09



COCO



DRAGONFLY



EGON



FLY



GIANO



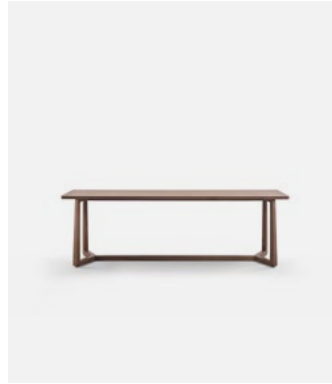
GREGORY | GREGORY XL



INCA



JACQUES



JIFF



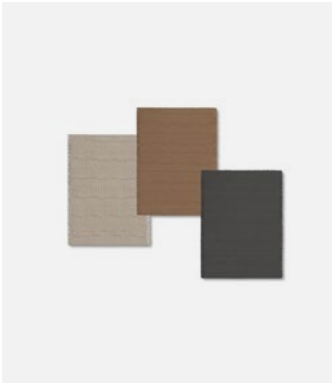
LINNEA



MARMADUKE



MATE



MORI



PARKER



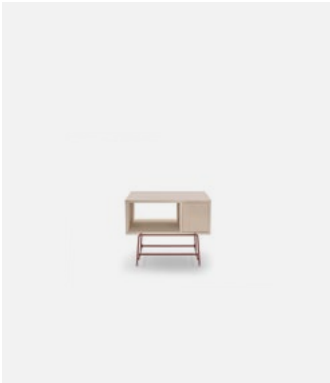
TESSA | TESSA S.H.



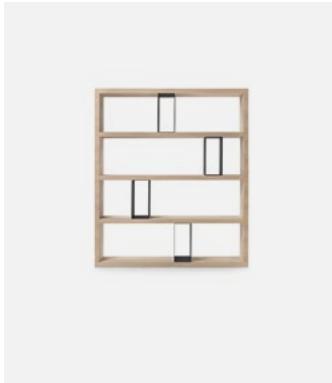
THE RUG



VELA



ANY DAY



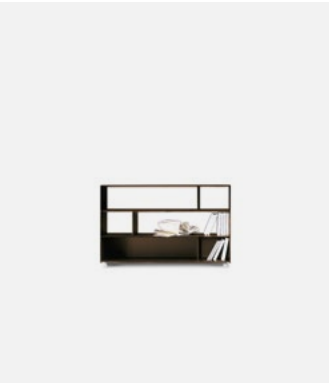
BRAIDENSE



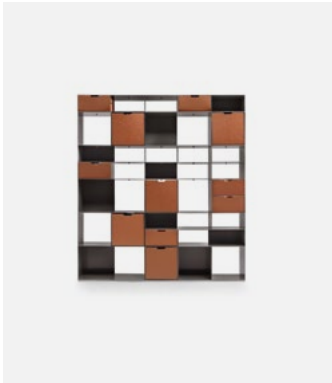
EARL



FLY



GROUNDPIECE



INFINITY



JEREMY



MOKA



PIUMA



RAFAEL



EDEN



GARY



TWINS



WINNY



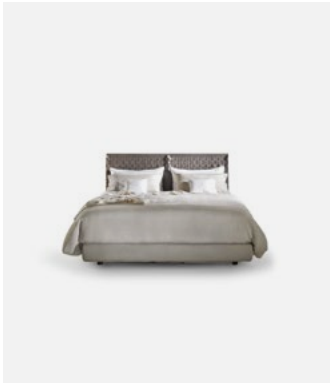
ADDA



ASOLO



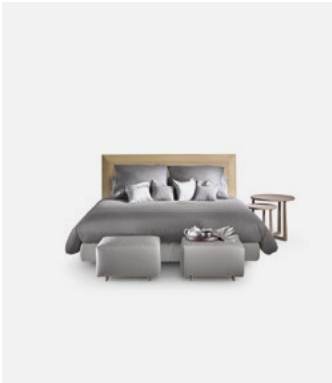
BIARRITZ



CESTONE | CESTONE 09



DRAGONFLY



EDEN



FEEL GOOD



GREGORY | GREGORY XL



GROUNDPIECE



GROUNDPIECE SLIM



LIFESTEEL



MAGNUM



MIDNIGHT



NEWBRIDGE



PIUMA



RAFAEL



ALISON OUTDOOR



ANSEL



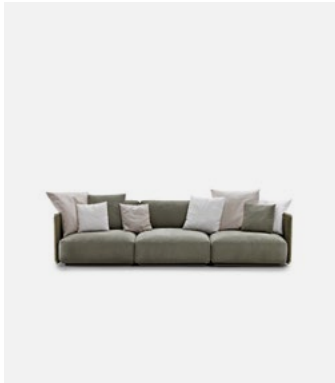
ATLANTE



CAMARGUE



CAMELOT OUTDOOR



EDDY



FREEPORT



GRANDEMARE OUTDOOR



HAMPTONS



LEE OUTDOOR



MERIGGIO



MILOS



OASIS



ONTARIO



ORTIGIA OUTDOOR



PARKER OUTDOOR



SUPERMAX OUTDOOR



VULCANO



ZANTE



ALISON OUTDOOR



CALIPSO CORD



CAMARGUE



CARLOTTA OUTDOOR



CRONO OUTDOOR



ECHOES OUTDOOR



KIM OUTDOOR



LAUREN OUTDOOR



LEE OUTDOOR



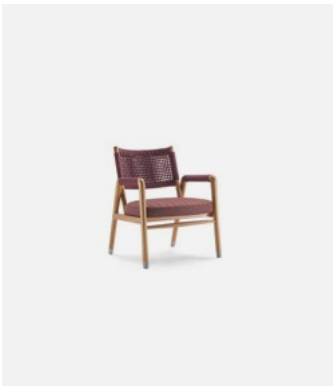
LUCHINO OUTDOOR



MERIGGIO



OASIS



ORTIGIA OUTDOOR



OTTAVIA



PARKER OUTDOOR



PETER OUTDOOR



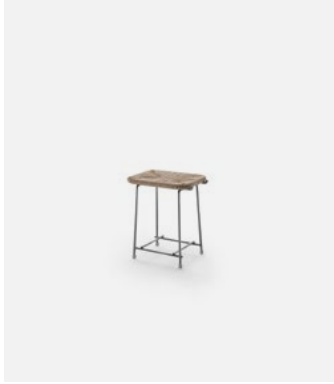
SVEVA LIGHT OUTDOOR



TESSA OUTDOOR



THOMAS OUTDOOR



ANY DAY OUTDOOR



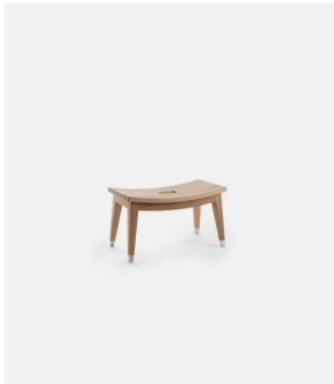
BANGKOK OUTDOOR



BERRY OUTDOOR



CALIPSO CORD



LOTUS



PHUKET



TONGA



ATLANTE



ATLANTE LIGHT



ATLANTE WOOD



CALIPSO



CALIPSO CORD



ECHOES OUTDOOR



EDDY



FREEPORT



HAMPTONS



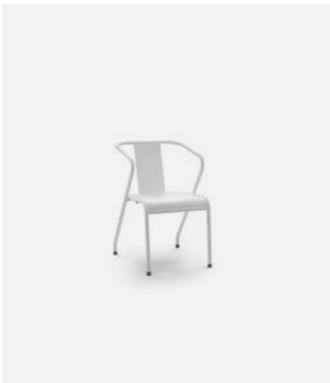
HORA SEXTA



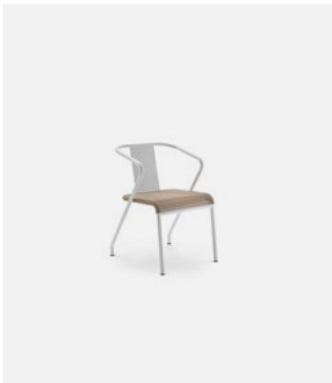
MILOS



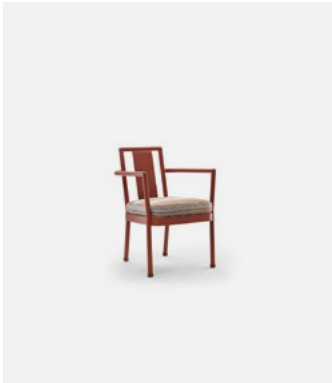
VULCANO



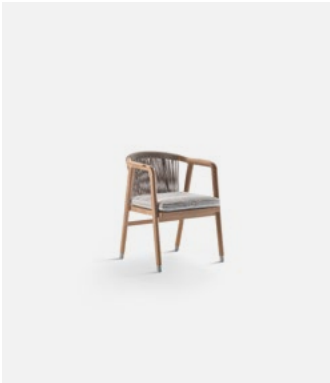
CALIPSO



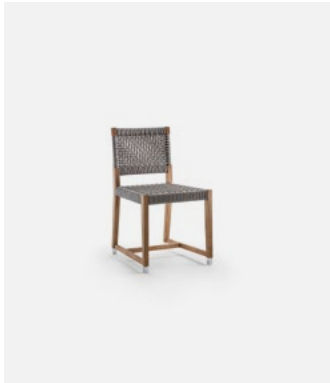
CALIPSO CORD



CAMARGUE



CRONO OUTDOOR



DAFNE



ECHOES OUTDOOR



KIM OUTDOOR



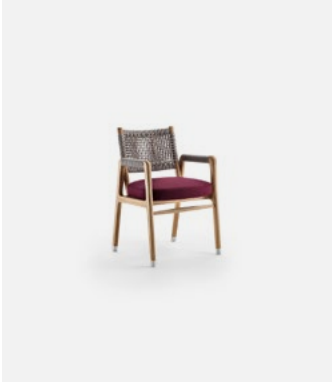
LUCHINO OUTDOOR



MOKA OUTDOOR



OASIS



ORTIGIA OUTDOOR



OTTAVIA



ACADEMY OUTDOOR



ANY DAY OUTDOOR



DESCO OUTDOOR



FLY OUTDOOR



KOBO OUTDOOR



LEVANTE



MONREALE OUTDOOR



OASIS



PICO OUTDOOR



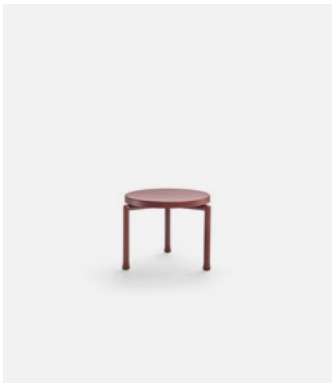
TORCELLO OUTDOOR



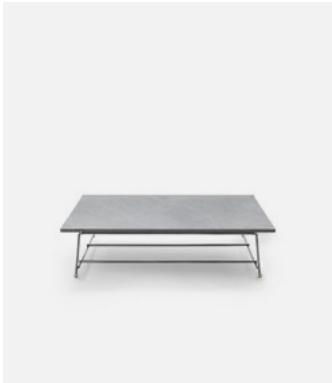
ZEFIRO OUTDOOR



ACADEMY OUTDOOR



ALCAMO



ANY DAY OUTDOOR



BERRY OUTDOOR



DESCO OUTDOOR



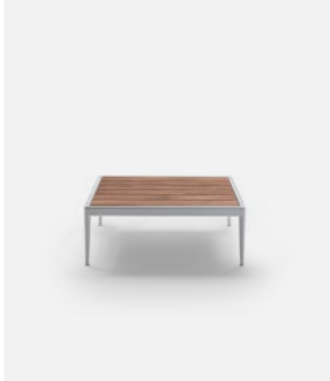
FLY OUTDOOR



KOBO OUTDOOR



OASIS



PICO OUTDOOR



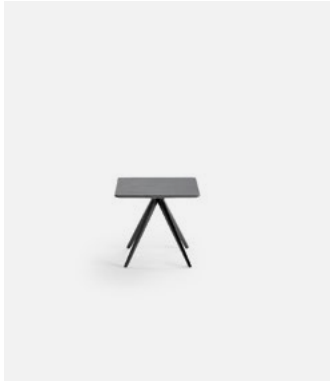
TESSA OUTDOOR



TINDARI OUTDOOR



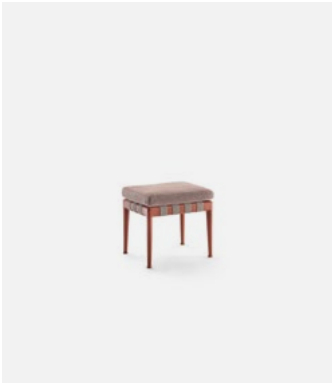
TORCELLO OUTDOOR



ZEFIRO OUTDOOR



ANY DAY OUTDOOR



ATLANTE



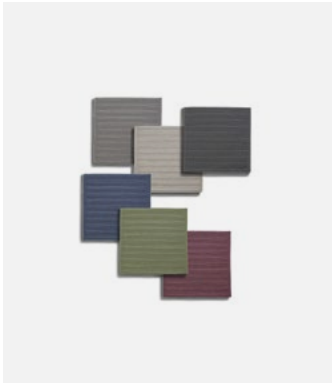
CALIPSO



CALIPSO CORD



CESTA



DAKOTA



DUNE



ECHOES OUTDOOR



FIRST STEPS OUTDOOR



FLY OUTDOOR



SUNSET



TESSA OUTDOOR

art direction
JUMA

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IKB / still life photos

images
SUPREMA UNLIMITED REALITY

styling
GAIA MARCHESINI
GIORDANO SARNO

post production
ALTRALUCE

printing
GRAFICHE ANTIGA

April 2025
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