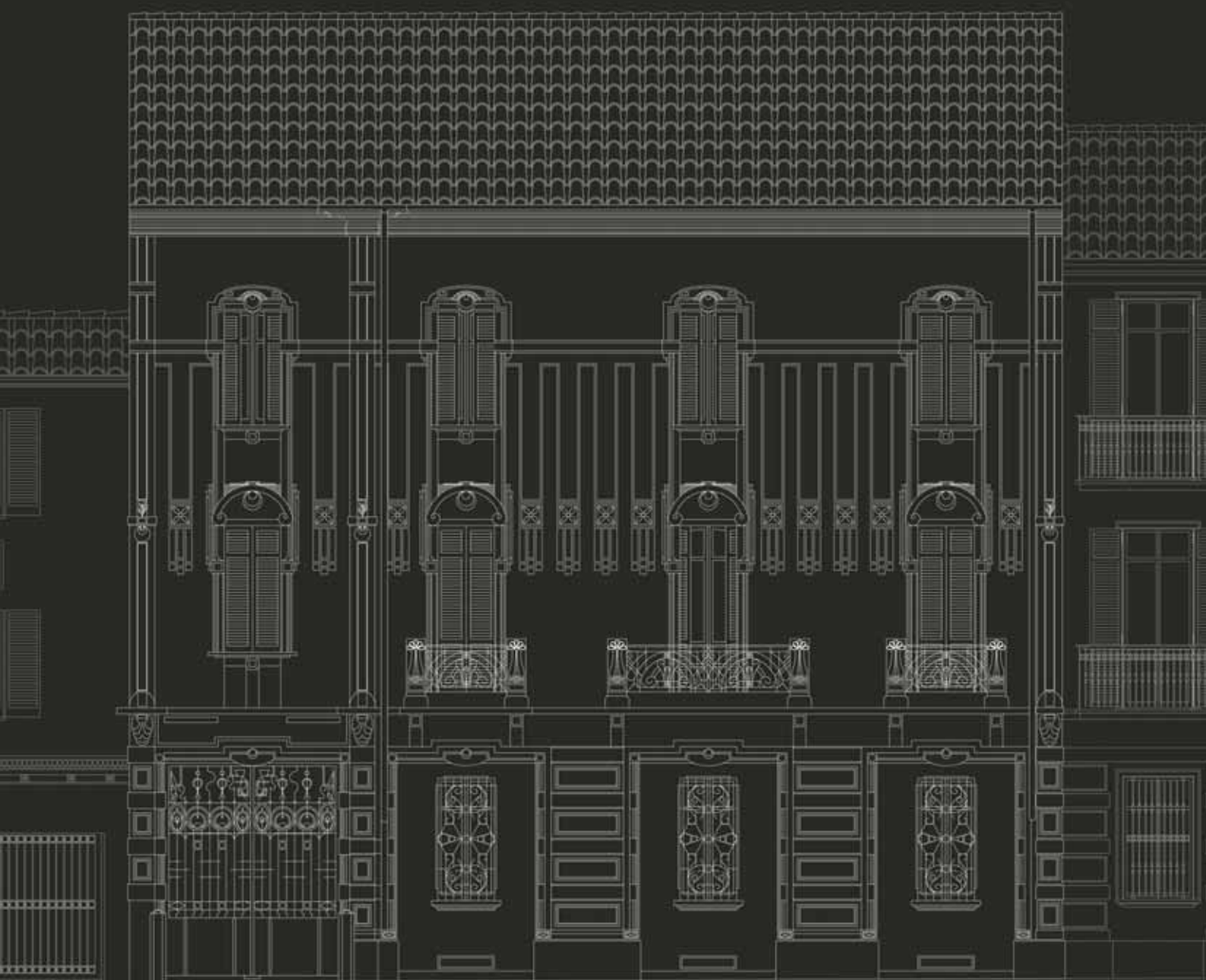


ALBA

magazine



#1

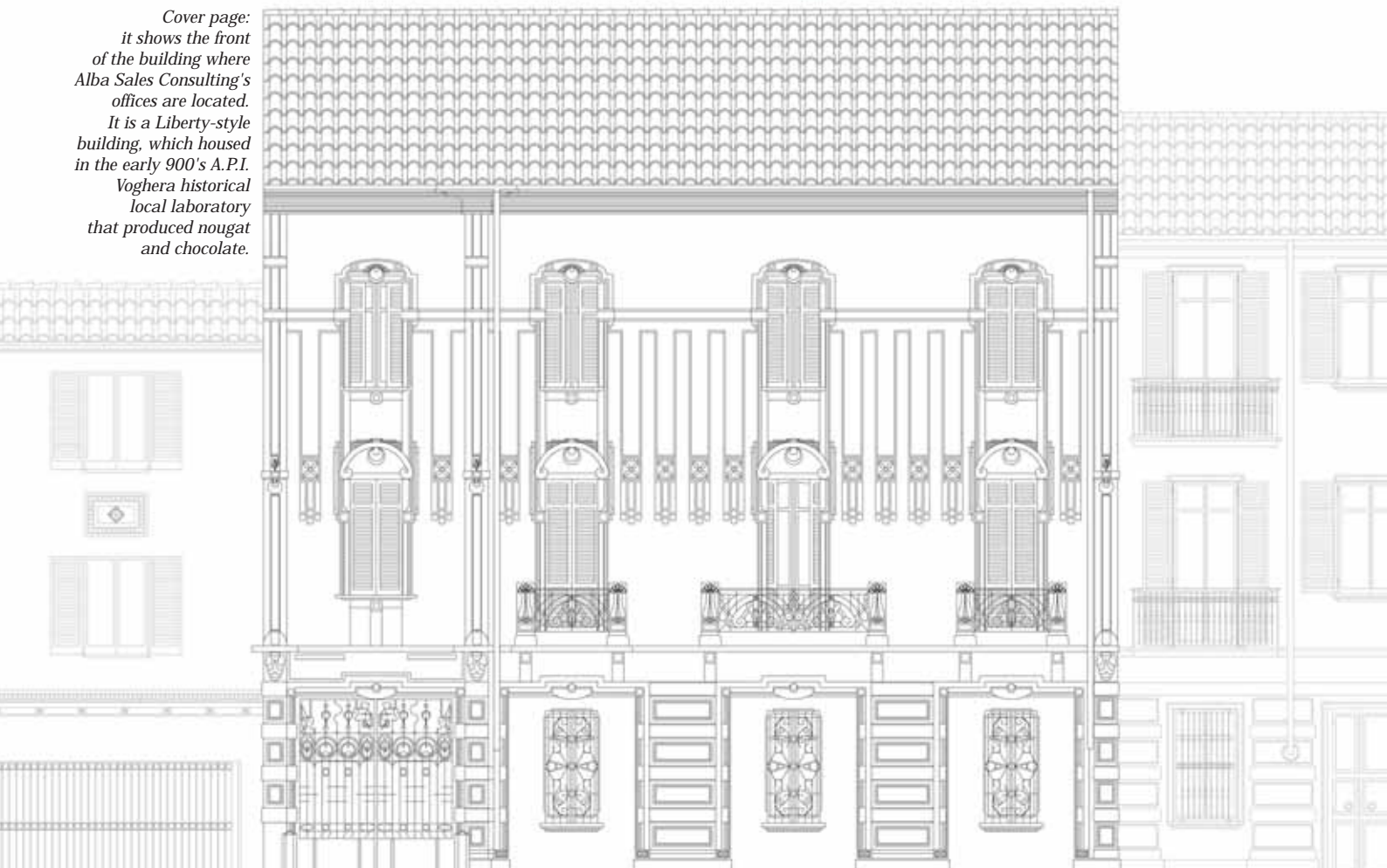


#1 for 20 years *since 1997*

alba  sales consulting

Cover page:
it shows the front
of the building where
Alba Sales Consulting's
offices are located.

It is a Liberty-style
building, which housed
in the early 900's A.P.I.
Voghera historical
local laboratory
that produced nougat
and chocolate.



20 *and more* reasons

TO MAKE A MAGAZINE

When I started working as sales & export manager in the early 1980s, the Eastern European countries were locked in a curtain of iron. Obviously, then, commercial relations were almost nonexistent. In the early 1990s, shortly after the fall of the Berlin Wall, several East European brave architects and design enthusiasts began a commendable work of spreading the culture of furnishings and design, the way we have been accustomed to living it since always in the West. I looked with curiosity and admiration to these missionaries propagators of design, showroom owners, designers, specialized design magazine editors (most of very first do not exist anymore by the way) who have undertaken a long meritorious project activity, constantly updating and persuading difficult end clients, winning prejudices and perplexity of customers that needed to be educated to new horizons.

Today, many of these have become successful entrepreneurs, and their showrooms are of the highest standard. After years of retail and project development, in the early 2000s Eastern European countries have become an open, dynamic market full of verve, historic homes brought to new life, beautiful buildings have been or are being masterly restored. Alba Sales Consulting vocation has always been to discover and promote innovative design collections, made by brilliant creative, great projects but lacking the necessary know-how to bring them successfully to the market. We were loyal to this design scouting line for the Europa East distribution project too, out of our

will and interest to contribute to diffuse and make the design universe popular in Countries & Markets that were progressively becoming more fertile. Our magazine is a tribute to the brands belonging to our portfolio. We thought about gathering the products by themes to find new inspirations, and look at them with other eyes.

On this occasion we feel the need to thank our past and present collaborators, the brands that have assisted us along this path, our partners & customers, without the contribution of all of you, today we would not be here.

*Luisa Balduzzi, Nino Leonessa
with their sons Andrea & Filippo*



SUMMARY

APP	5
VEGS	6
VEGS amenities	13
BIEN-ÊTRE	16
THE HUNGER GAMES	20
THE HUNGER GAMES address book	26
ANIMAL LIVING	28
ANIMAL LIVING address book	34
GOOD NIGHT	38
HOME SWEET HOME	44
ARTS AND CRAFTS	56
VERVE COLOURS	59
INSIDE OUT	68
INSIDE OUT address book	74
PINK	75
GEOMETRIC STYLE	76
LIGHTING	84
FLOOR AND WALL	93
UNFORGETTABLE · Belgrade Furniture Fair	96
WALK WITH US	98



DESIGN PORTRAIT

14	<i>Christian Benini</i>
27	<i>Rachel & Benoît Convers</i>
36	<i>Costance Guisset</i>
64	<i>Lucie Koldova</i>

PROJECT FOCUS ON

15	<i>Studio Klikali Design</i>
37	<i>A Petite Friture brilliant realization in Zagreb</i>
58	<i>Benetti Moss & Verzelloni projects</i>
63	<i>A very high class residence in the Czech Republic</i>

SHOW UP

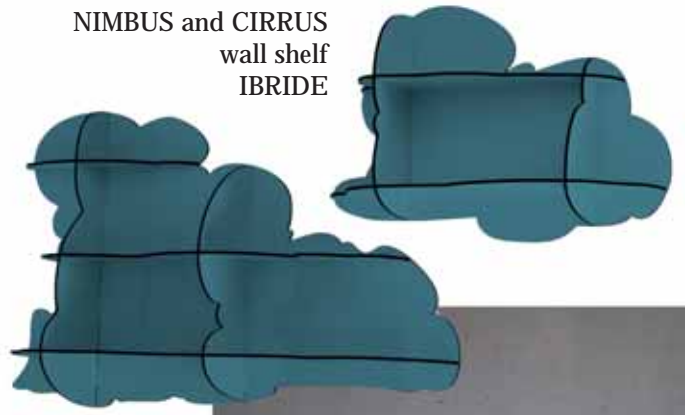
54	<i>SQUAT Id23 project in Prague</i>
66	<i>Reflections Copenhagen</i>
82	<i>Anna Wojczyńska</i>
90	<i>Welcome to Zapalگو world</i>
92	<i>Petite Friture - Le désign s'amuse</i>



app

ALBA

NIMBUS and CIRRUS
wall shelf
IBRIDE



MATURIN desk
IBRIDE

T-SQUARE
wall shelf
COEDITION



BARRIO carpet · WARLI



HODGE-PODGE
USB table lamp
FORESTIER



BRERA desk
COEDITION

vegs

JASMÈE
portrait
IBRIDE



TALISMAN
chandelier
FORESTIER



GOMITOLO candle
MISSONI HOME

GIO PONTI HAND
RICHARD GINORI



KOMON TATOO tile
MADE A MANO



MARLY wallpaper
COLONY



STAR console
by COEDITION



HOLDEN sofa · VERZELLONI

NOVECENTO tile
MADE A MANO

GIAMAICAN wallpaper
COLONY

LORD LIGHT
wall lamp
FORESTIER

JAR BAYADERE
vases
MISSONI HOME

DAHO chairs
and SOHO table
COEDITION



URBAN
firebasket
RÖSHULTS

PAPILLON
pendant lamp
FORESTIER

NEW DECORATIONS tile
MADE A MANO

FLORIDITA wallpaper
WALL&DECÒ



IMPERATRICE
and TIBET pendant lamps
FORESTIER



ALTAY armchair
COEDITION

NIMES carpet
WARLI



PONT NEUF table · COEDITION



MANIFATTURA 1946 vases
RICHIARD GINORI

PAVOT wallpaper
WALL&DECÒ

SAVILE ROW
wallpaper
COLONY



VOLIÈRE vases
RICHARD GINORI

LOK pouf
MISSONI HOME



HOLLO tables
PETITE FRITURE



NILSON sofa · VERZELLONI

LUANDA carpet · MISSONI HOME



MELOGRANO MAGNOLIA
wallpaper · COLONY

FOLD sofa · VERZELLONI

DOUBLE WIRE
floor lamp
FORESTIER

JAR BORSA vase
MISSONI HOME

HUMBERT plaid and cushion
MISSONI HOME

MANTA armchair
IBRIDE

VOLVER carpet · WARLI



PEONY
portrait
PETITE
FRITURE



COMBINATION LIGHT
pendant lamps
FORESTIER



DIVANITAS armchair
VERZELLONI



SHIKA coffee table
COEDITION



ORIENTAL GARDEN sofa
MISSONI HOME

JUNGLE wallpaper
PETITE FRITURE

FATTI A MANO tile
MADE A MANO



GOMITOLO vases · MISSONI HOME

VEGS AMENITIES



ARCHITECT PHILANTHROPIST WINEGROWER

An enthusiast for botanic,
has realized an extraordinary
botanical garden
on the Astigian hills.

Mombaruzzo - Asti
Piemonte - Italy

Viticulturist
and botanist for pas-
sion, an architect has restored
a family home, in Monferrato, a
land of prestigious wines, on the top
of a hill covered with vineyards. His
own and his loved ones sensitivity and
love for plants allowed them to create a
botanical garden of extraordinary
beauty, enriched by rare species and
by a breathtaking views of the
Monferrato hills. He knows
by name every plant in
his garden.



design

PORTRAIT



CHRISTIAN BENINI

Wall&decò

Wall&decò founder
and art director



When and how did you feel your interest, vocation, attraction to the world of wallpaper & design in general, did you always have it? Has it been maturing progressively over time? What was the episode that triggered the Wall&Decò phenomenon?

I think Wall&Decò is the result of a good intuition, but also bound to a series of fortuitous events that have happily been chaining together. I started my career as a photographer... that at the time (we are talking about 11 years ago) I had to perform a still life photo shooting of some bags. I came to the idea of making a pattern of leaves as a backdrop, only one creative concept, nothing more - at the moment I totally did not perceive a declination in the furniture field.

I took some real leaves, photographed and then multiplied to create a kind of pattern at that point the problem of the support on which to print them: I chose a canvas.

Taking pictures, I estimated that in fact one could do something more from that backdrop - I was confronted with an architect among my acquaintances and I showed him the pattern - he liked it a lot, he proposed to have showcase in his showroom - and everything started.

Success was pretty straightforward because what is now normal, almost trivial, at the time was an absolute news: not repeating pattern and interchangeable rolls, but macro subjects made to measure each time for the walls.

Are there one or more subjects in the Wall&Decò catalog you are particularly fond of, for some particular reason?

Hard to say - or rather: they do not exist - each collection reflects the stimuli from other worlds such as fashion and art, and are the result of a true research. Each one remains representative for some aspect, making it still actual, regardless of the year of release - 2012 was the year when we included the concept of shabby chic, the 2013 collection was characterized by strong graphs, the theme of the 2015 collection was the essentiality and cleanliness of the lines, while the 2016 showed an explosion of colors ... very different collections, but that's why each one of them still has something to say.

Have there been fairs, events, events that have particularly impressed you or whose outcome you have been particularly pleased with?

I am particularly fond of Maison & Objet, the international fair for the decoration. Wall&decò first official presentation took actually place there 11 years ago: our collection was not as an alternative in the world of wallcoverings but as a real furnishing element - which was (and still is) considered as much as a furniture piece or a bed. I am now grateful to the fair for having been able to grasp this difference then: Wall&decò was not included among textile/wallpapers exhibitors, but among furniture brands as a true complement.

Would you like to recommend a restaurant or bar in your home country that you consider special in some way? What is a monument, a place, a must-see village for a visitor to your region? Romagna is a land of great hospitality - so the places to go between sea and hills are pretty much infinite. Definitely I would take you to dinner in a place of flavor that reflects the DNA in the area: Le Aie, an old tavern with typical gourmet cuisine, cappuccino with ragù, piadina and squacquerone, Sangiovese wine, eat in the old stables where they cattle feeders are still visible. An unmissable village? Santarcangelo, a few kilometers from here. Here art, culture, history and traditions are at home, breathe in its squares and in its impressive medieval corners, so often decantered by Tonino Guerra, one of its most popular illustrious citizens.

project

FOCUS ON



K L I K A L I

Studio KLIKALI designs

creates and delivers timeless interior design for all environments. Veronika Zelinova and Karolina Kovacova founded the company in Bratislava, Slovakia in 2012. Their personal approach and individual roles as interior designer and architect provide a perfect match to create impressive projects through an empathetic understanding of their clients' tastes and ambitions. Combined with a precise awareness of timescale and budget the result is a living or working space that is not only aesthetically and functionally designed, but of a quality that will sustain throughout the years.



1. Project W&D WET SYSTEM 'SOUL' - private bathroom
Bathroom in a city apartment building.

The Romantic floral motif reflects the lacking presence of harmony and nature found within suburban life.

2. Project W&D WET SYSTEM 'AMAZON' - private bathroom
Wallpaper as a wedding gift from friends, chosen to provide freshness and happiness to their newly built home.
And they live happily ever after.

3. Project W&D WET SYSTEM 'JACQUARD' - public restrooms
4-star boutique hotel in Jasna, Slovakia
"Blooming wall" in the ladies bathroom
as a metaphor for beautiful femininity.

4. Project W&D 'DRAWING' - private living room + bathroom
Wallpaper used as an energizing element to compliment the calm and sophisticated interior of a city apartment.

5. Project W&D 'CICADEA' - private living room
Living room of a grand suburban villa.
The wallpaper creates a dramatic contrast to the mild and modest usage of materials within the rest of the interior.



bien ÊTRE



MEDUSAE wet system · WALL&DECÒ





BIEVE
BIEVE

NIVEUM wet system · WALL&DECÒ

ETIRE

VIEQUES bathtub · AGAPE



the hunger

GAMES

BAMBOU
salt and pepper shakers
PETITE FRITURE



CHAMPIGNON table · MISSONI HOME



RAVELLO RIGATO ROSSO fabric
COLONY



NOVECENTO tile
MADE A MANO



LANTERNA candle
MISSONI HOME

MING RED · IBRIDE



**YUAN D'ANTAN
IBRIDE**

**BBQTOOLS
RÖSHULTS**

**NEW DECORATION
and MEDITERRANEO tile
MADE A MANO**



**ORIENTE ITALIANO
table lamp
RICHARD GINORI**



**ORIENTE ITALIANO plates
RICHARD GINORI**



**FARNESE and
FAN FALIERO fabrics
COLONY**



LA MODORÉE fabric
COLONY



CATENE tableware
RICHARD GINORI



MARKET table
PETITE FRITURE

STRIPES
carpet
WARLY



MANIFATTURA 1946 vases
RICHARD GINORI



VIVALDI fabric by COLONY

KOMON TATOO tile
MADE A MANO

ORO NERO · RICHARD GINORI

VOLIERE PICLE
RICHARD GINORI

BELGRAVIA fabrics
COLONY

MERCURIO
RICHARD GINORI

EASTINDIA wallpaper
COLONY

MINERA carafe
PETITE FRITURE

SUCCESSION tableware
PETITE FRITURE

RE SOLE COORDINATO fabric · COLONY

OSORIO · IBRIDE





YUAN PARNASSE · IBRIDE



SOGI fabric · COLONY

KIOTO fabric · COLONY

ÉTOILE chopboard
PETITE FRITURE



BASE LIGHT
candle holder
FORESTIER



ISOLE · MADE A MANO



THE HUNGER GAMES

ADDRESS BOOK



PIZZERIA RISTORANTE Portego de mà

A HISTORICAL LOCATION · The pizzeria "Portego de mà" is located under the porches and overlooks the port area of the Oneglia district: a place of great beauty that fascinates visitors. If during the summer you want to try something unusual, there is no better choice than our amazing pizza or other seafood specialties, especially baked in the olive wood. Between a range and the other, it will be pleasant to admire the many fishing boats along with modern and elegant banners moored at the dock, in the frame of ancient palaces with colorful facades that mirror the sea.

The beauty of my business is to have a clientele of different nationalities besides the affection of Imperia clients consumers for my place. Meeting the palate and getting to the hearts of people is for me and my colleagues a great challenge I always listen to their best judgment and emotion and when they express their compliments to have them satisfied.

THE VERY ITALIAN PIZZA · Our excellence is renewed in the sign of experience. A concentrated flavor that takes you to enjoy exquisite and always different pizzas, packed only with top quality ingredients: selected flours and whole grains with a slow leavening method, baked baking and olive wood.

We would like to remind that among our dedicated customers we have manually registered the national marathon teams of the Chinese Republic guests on our Riviera for the training sessions.

CENTRAL CAFE' BUDAPEST

On a business trip to Budapest, many years ago, a customer has given me an appointment in this magnificent downtown restaurant, in a purely well-preserved Art Déco style, from fixtures, to doors, to furnishings, to styling and interior decoration.

While I was enjoying the excellent cuisine, I felt immersed and captivated in a magical atmosphere of the early 20th century, an experience that I feel I want to share in recommending to others.

Nino Leonessa



design

PORTRAIT



**RACHEL
& BENOÎT
CONVERS**



ibride



Rachel Convers, artist and illustrator, is the aesthetic emblem of the company and has been taking care of the art direction of the brand since its foundation. She draws from her roots, mingles cultures and periods, diffuses her pictorial touch to directly reveal to us her singular personality.

Designer, creator, Benoît Convers imagines a stage of objects and implants his vision of design in the history of furniture. As the author of a sensitive and endearing design, he reinterprets the furniture codes with the affective nature that he breathes into his creations.



When and how did you feel the interest, the vocation, the attraction for the world of design in general, you always had it? It has matured little by little over time? What was the episode that triggered your passion for design?

We had to choose during our studies either arts direction or design direction. It seemed obvious to us to communicate with people through daily objects or images freed from their status as works of art. Draw objects, spaces intended to simply share the lives of people. Our common desire to tell stories has materialized in collections of furniture and objects, but we enjoy designing the graphic world of the brand, as well as the scenography of the exhibitions... Our goal is to create a world outside time and fashion, scholarly and demanding as an alternative to a world-wide taste that is constantly becoming uniform.

Is there one or more products designed by you that you particularly like, for a special reason? Have there been exhibitions, events, episodes during your course at school or during your work experience that have particularly affected you or whose results have fully satisfied you?

Presenting our work far from France, the United States, China or Japan has been a thorough experience. Meeting people sensitive to our collections beyond cultural differences has reinforced our desire to be different. An inspiration strongly marked by nature, the animal gives a universal dimension to the emotions we try to share.

From your home town do you all advise a local restaurant or bar, or do you consider it special in any way? What is a monument, a place, a must-see village that you feel to advise a visitor in your area?

Our region is little known, sheltered from the French tourist destinations. We thus feel protected in this city where nature and greenery are omnipresent, or the architecture and landscape are powerful and contrasted. People are warm, good-hearted; It is an ideal area for walking, eating, partying. Besançon is a city where the seasons are beautiful and contrasted, although the winters are sometimes long and rough, Spring and summer make it a city of the south and autumn colors all the landscape thanks to the omnipresence of the forest.

animal LIVING

ANCETRE wallpaper
WALL&DECÒ



ACHILLE portrait
IBRIDE



MONACO lounge chair · RÖSHULTS



MESH
table lamp
FORESTIER

EXAGON TABLE
MADE A MANO



PALLINA pouf
MISSONI HOME



DARATTA carpet
WARLI



MONA pendant lamp
BROKIS



CURIOSITY plates
PETITE FRITURE



DIVANITAS armchair
VERZELLONI



JUNGLE wallpaper
PETITE FRITURE



SOHO coffee table
COEDITION



PETSTOOLS stools
PETITE FRITURE



TANGANYIKA carpet
MISSONI HOME

alba
LIVING

BENGALA fabric · COLONY

MUFFIN
table lamp
BROKIS

URBIN
and MARGOT
portrait
IBRIDE

WUNDERKAMMER wallpaper · WALL&DECÒ

INSETTI
RICHARD GINORI

ELLIOT sofa
VERZELLONI

POUM carpet · MISSONI HOME

CATCH ME wallpaper · WALL&DECÒ



SHADOWS pendant lamp
BROKIS

SERGIPE carpet · MISSONI HOME



GUSTAV
IBRIDE



GRAVITÀ sofa · MISSONI HOME

JACK
IBRIDE

CYCLOS coffee table
ALIVAR



ANT paperweight
PETITE FRITURE

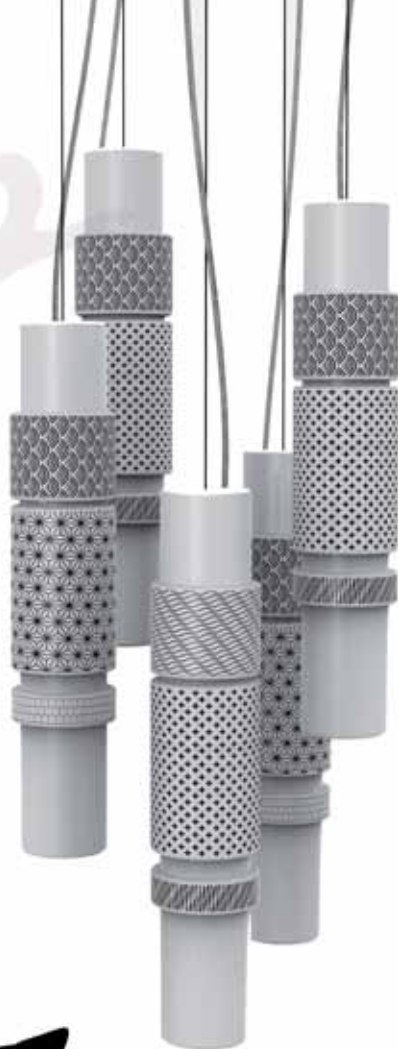


VARIATIONS wallpaper
PETITE FRITURE

animal



CORDULA
armchair
MISSONI
HOME



ZOE5 pendant lamp
MADE A MANO

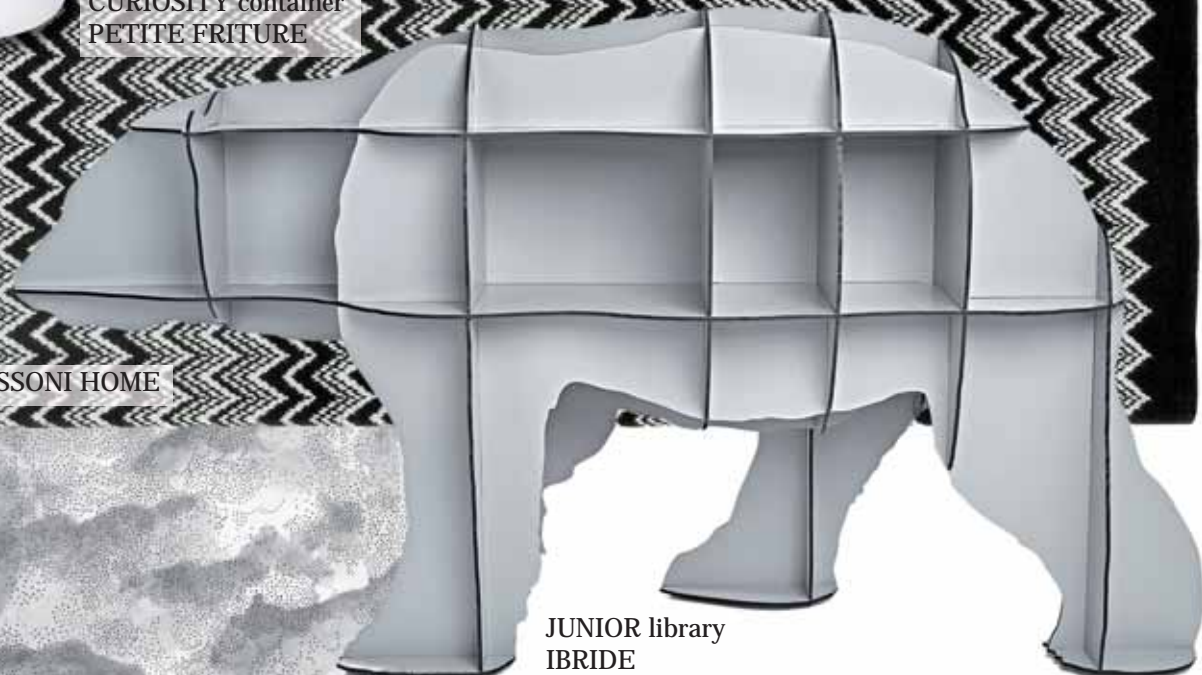


CURIOSITY container
PETITE FRITURE



DRYADE cushions
IBRIDE

RIDLEY plaid · MISSONI HOME



JUNIOR library
IBRIDE

SAPPORO carpet
MISSONI HOME



BAMBOO LIGHT
pendant lamp
FORESTIER



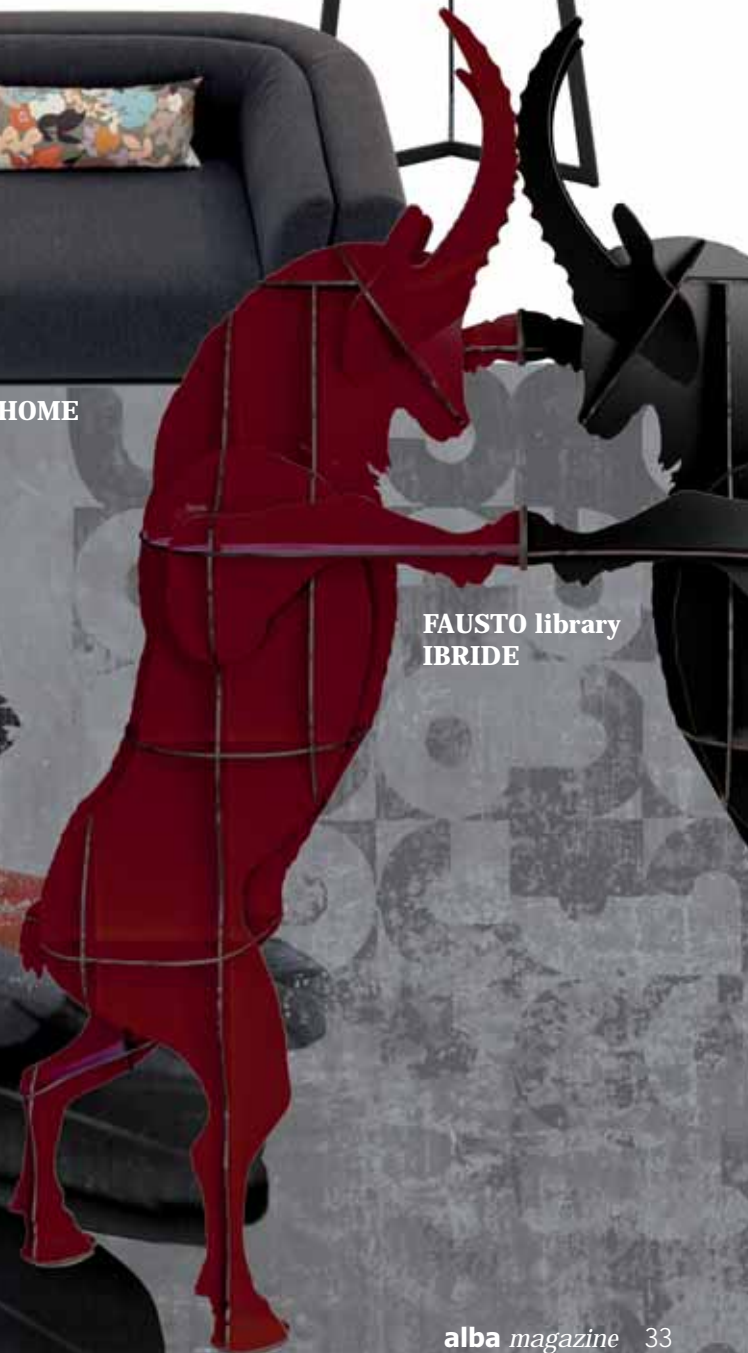
BOLLA vases
MISSONI HOME

STAR coffee table
COEDITION



INNTELL sofa · MISSONI HOME

FAUSTO library
IBRIDE



COCKATOO wallpaper
WALL&DECÒ

ANIMAL

ANDREA & GIOVANNA HOLBROOK

SELVA VERDE LODGE

Giovanna Holbrook (aunt to Luisa & Nino Leonessa) left her home in Alessandria, Italy and began her life journey in the UK where she worked as nanny, learned English, and married Juan Holbrook, a Chilean physics student. After starting a family, living in Chile and embarking in the travel industry, Giovanna and Juan eventually settled in Gainesville, Florida where Juan obtained his doctoral degree at the University of Florida.

In 1974, Giovanna founded Holbrook Travel, Inc., a travel company focused on exploring the natural and cultural wonders of the world with a special emphasis on Latin America and East Africa. Giovanna was a pioneer in the field of ecotourism or sustainable tourism; from the beginning, her vision was not one of luxury and exclusivity, but rather one of connection with local cultures and the environment. She envisioned learning from naturalists, indigenous and local people, and traveling to less explored areas to see new species and appreciate the beauty and diversity of the natural and cultural world. In fact, many of Holbrook's groups were professors in biology, ecology, and various specialties within the natural world. Holbrook was amongst the first tour operators to offer journeys to Ecuador and the Galápagos Islands, for example, since during the 70's and 80's general audiences were not visiting these places. Today, under the direction of their daughter, Andrea Holbrook, the company continues to work in natural and educational travel. In addition to serving many niches such as bird-watching, garden clubs and nature photography, Holbrook also offers study abroad opportunities to teachers and their students.

In the mid-80's, Giovanna also became a part of conserving the natural world in a literal sense by founding Selva Verde Lodge & Private Reserve in Costa Rica. In 1985 she discovered a large tract of land that was about to be sold and, in all likelihood, would have been clear-cut for agricultural purposes. Instead, Selva Verde Lodge came into being, offering an excellent arena for travelers to enjoy one of the most beautiful habitats on earth - the tropical rainforest. Selva Verde is composed of roughly 500 acres of old growth forest and 70 acres of new growth forest and is the home or resting spot for over 300 species of birds, 330 species of trees, 120 species of mammals (including 60 species of bats) and countless other plant and insect species.

In addition to their nature conservation efforts, Juan and Giovanna Holbrook also engaged in historic preservation in Gainesville, Florida by restoring several old Victorian homes built in the late 18th and early 19th centuries. Their daughter, Cornelia Holbrook, went on to establish a historic bed & breakfast called the Sweetwater



LIVING

ADDRESS BOOK



To learn more about Selva Verde Lodge, Holbrook Travel,
and Sweetwater Branch Inn please contact:
www.holbrooktravel.com - www.selvaverde.com
and www.sweetwaterinn.com

Branch Inn that today encompasses 2 historic mansions and several cottages in downtown Gainesville.

Their son, David Holbrook, currently resides in St. Augustine with his family. David is an owner of the Seagle Building, also located in downtown Gainesville. The eleven-story building, constructed in the 1930's and listed in the National Registry of Historic Places, is the tallest in the Gainesville area and has tremendous historic value.



design

PORTRAIT



CONSTANCE GUISSET

Constance Guisset Studio has been founded in 2009. Specialized in design, interior architecture and scenography, it brings together around Constance Guisset a team of designers and architects. The studio focuses on creating objects ergonomic and lightweight, animated and Welcoming, emanating from a desire movement, delicacy and surprise.

**PETITE
FRITURE**
ÉDITEUR DE DESIGNS



When and how did you feel the interest, the vocation, the attraction for the world of design in general, have you always had it? It has matured little by little over time? What was the episode that triggered your passion for design?

Making things with my hands has always pleased me, since small. I had a workbench and I dreamed of practicing both intellectual and manual, surgeon or artist for example. His activities continued to occupy me growing up, including carpentry and calligraphy during my studies. I have studied different fields and I have devoted myself to different professions before coming to the obvious: it is at the heart of creation that I wanted to be. I then joined the ENSCI and founded my studio once graduated.

There is one or more products designed by you that you particularly like, for a special reason? Have there been exhibitions, events, episodes during your course at school or during your work experience that have particularly affected you or whose results have fully satisfied you?

I like all my projects, it's hard to choose one. The Vertigo is no doubt necessary because it is an object that the public has appropriated, it does not belong to me any more. The story of his creation tells so much about the object itself: I imagined it at school, during a duty on the theme of the hut. I imagined this enveloping lamp, which delimits a space of intimacy without enclosing, by dint of numerous tests with ribbons.

From your home town do you all advise a local restaurant or bar, or do you consider it special in any way? What is a monument, a place, a must-see village that you feel to advise a visitor in your area?

Paris has wonderful places, but my favorite is undoubtedly the Jardin des Plantes, especially for the greenhouses and the zoo. For a little less known but unavoidable place, I recommend the Musée Bourdelle.



project

FOCUS ON

A PETITE FRITURE BRILLIANT REALIZATION IN ZAGREB

AVEDA - Modus' project

The Aveda Hair Stylist project in Zagreb, coordinated by the Modus Zagabria team led by Nina Fiolic, stands out for the net shapes, the graphic language and fresh colors, in which the sleek style of Petite Friture adapts beautifully, and in which the entire range of products, from chairs to complement to wallpaper, has been cleverly declined.

nina fiolic
modus design shop
tkalčićeva 48, zagreb - croatia
www.modusdesignshop.hr



good NIGHT



CIRCLING wallpaper
WALL&DECÒ



BUBBLE GOLD
pendant lamps
MISSONI HOME

KEUR pouf
MISSONI HOME



ADAR bed · MISSONI HOME

CLUB coffe table
regenerated
leather finish
VERZELLONI



TRINA plaid · MISSONI HOME



SAVILE ROW wallpaper · COLONY



MARBLE wallpaper · COLONY

CHANPEN
pendant lamp
FORESTIER

PENACHE mirrors
PETITE FRITURE

MARGOT armchair
ALIVAR

SCREENHIGH bed
MISSONI HOME

BRUSH carpet · WARLI

TED bed sheets
MISSONI HOME

JOKER plaid · MISSONI HOME

LIGHTLINE table lamp
BROKIS



VOLUTES wallpaper
PETITE FRITURE



BOMBAY guardrobe
by ALIVAR



MANTA armchair
IBRIDE



BALI bed
ALIVAR

TIMOR bed sheets
MISSONI HOME



FUNNY plaid
MISSONI HOME



good NIGHT



ARCA bed · ALIVAR

mont

RAMAGE wallpaper
WALL&DECÒ



home

SWEET HOME



ESSENTIAL wallpaper · WALL&DECÒ



ZIP carpet · WARLI



BLOW table lamp
FORESTIER

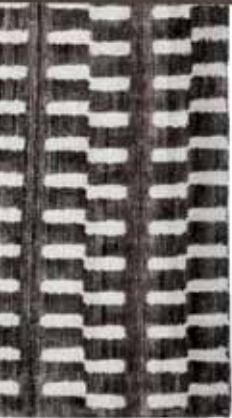
JOE sofa · VERZELLONI



IRVING sofa · VERZELLONI



KASHMIR carpet · WARLI



ELLIOT sofa · VERZELLONI

1 SWEET HOME

KSAR pouf · MISSONI HOME



CORDONETTO
and MOHAIR
pendant lamp
MISSONI HOME



GRAVITÀ sofa · MISSONI HOME





NAP sofa · MISSONI HOME



TADDEO plaid · MISSONI HOME



BUBBLE table lamp
MISSONI HOME



TIZIANO plaid
MISSONI HOME



LEEDSTOWN carpet
MISSONI HOME



GRAVITÀ sofa · MISSONI HOME



DIESYS library
ALIVAR



**SANGALLO wallpaper
WALL&DECÒ**

**SHADOWS
pendant lamp
BROKIS**

SWING sofa · ALIVAR



SWING sofa + SIRIO coffee table
ALIVAR



PORTOFINO sofa and chiasse longue
+ SHANGHAI library
ALIVAR

et home



ESSENTIAL wallpaper
WALL&DECÒ

showUP



**PRAGUE
SQUAT iD23
Pařížská**

SQUAT iD23



**INGRID
VURM LERMEN**

Founder of SQUAT Id23 project

SQUAT iD23: A unique project in Prague that lets you occupy luxurious flats

A Czech online platform for interior design called INSIDECOR has introduced a unique project in Prague. The company invited five different ateliers and designers to design five different spaces in a historical building. SQUAT iD23 is situated on the capital's most luxurious street, Pařížská.

Visitors can occupy the spaces for a while, and that is also the reason why insidecor chose the name "SQUAT". The flats were designed by well-known Czech architects as well as upcoming young talents. The ateliers cooperated with both high-quality Czech and foreign furniture and accessories suppliers, who are all partners of insidecor.

The goal of the project is to introduce the work of professionals to the public and let the visitors enjoy the spaces with all their senses: smell the candles, enjoy a coffee, touch and try everything. This principle can rarely be fulfilled at average design fairs and showrooms.

The visitors (or squatters) can occupy the building in many different ways. They can join some of the guided tours or rent the space and organize their own event. Many companies have also decided to organize Christmas parties for employees, taking advantage of these astonishing spaces.

Insidecor came up with fictional families who are supposed to be owners of the flats, so that architects could have a better imagination of who could be living in such apartments. On the first floor, there is a flat of a four-member expat family, the second floor hosts a model and a businessman, the flat on the third floor is a home designed for a father and his two children. Furthermore, the flat on the fourth floor is owned by a gay couple. On the fifth floor, a designer and an architect with their little son enjoy their eclectic home.



The design of the flats varies greatly.

Designer Ivanka Kowalski proposed a very elegant as well as gentle solution. She combined marble with other traditional materials such as wood and concrete. She also played with light and details. For example there is a hidden shelf in the bed, and wardrobes in the children's room were inspired by old houses in the city center.

The OOOOX atelier created a modern flat full of historical details such as golden accessories and geometrical shapes. Their love for Scandinavian design and concrete is visible throughout the space. The main architect Radka Valová chose a huge concrete kitchen table and united the flat into four colors: gray, white, black and gold.

Atelier SAD introduced a flat full of hobbies. The apartment is full of bikes, old LPs and collections designed by the architects themselves too. Instead of normal bar stools, the visitors can sit on a bar saddle. There are many other playful ideas introduced by Atelier SAD.

Studio I.D.Arch decided to go for a simple and conservative solution. The architects chose wooden floors as well as made-to-measure furniture. Some extravagant details are to be found though, such as the mirror installation in the living room or many distinctive pieces of art.

On the top floor, there is a flat designed by Lenka Míková, a talented young architect. She used many design pieces that tell the history of Czech design, historical as well contemporary. The flat includes a terrace with a fireplace and a beautiful view.

Visitors can enter until December 22nd. After the conclusion of the exhibition, the flats will be offered for rent by the Prague Real Estate Company (PSN), the current owner of the building. Next year, INSIDECOR would like to find another empty building and create SQUAT again, cooperating with different architects, but always keeping the highest quality possible.





arts and CRAFTS

MADE A MANO

Madeamano has always been distinguished for the processing and transformation of the clay and lava stone of Etna, unique and exclusive sources of all the productions of lava stone products. Natural or mahogany stone is lava stone: decors are made by hand, applied by brush, mask or screen printing, and every tile or artifact that comes out of Madeamano labs is a focus of "research and emotions." Much of the production is based on the lava rock of the Etna volcano, with which they are able to create a variety of refined products such as tiles, kitchen tops, table tops, washbasins, pools, spa centers or simple bathtubs and furnishings. For inside outdoors. The terracotta artifacts, made from volcanic clay, hand-worked and molded, have been the foundations for its farms, managed today with the help of their family and are appreciated and recognized also by using them in projects of international importance. <http://www.architettiroma.it/tecnoteca/aziende/>





BROKIS

Brokis is the brainchild of successful Czech entrepreneur and engineer Jan Rabell. In 2006, he founded the brand Brokis as a platform to enliven and elevate Bohemian glassmaking to new heights and preserve generations of knowledge and craftsmanship. Nearly ten years prior, in 1997, he acquired the ailing Janštejn Glassworks, founded at the start of the 19th century approximately 140 kilometres southeast of Prague. Demand for traditional products had declined significantly, many of the glassmakers were growing old and leaving, and time-honoured technologies and techniques were at risk of being lost. Mr. Rabell's vision was to restore the factory to its former prestige and ensure that the ages-old Bohemian glassmaking tradition endured into the 21st century. Today, Brokis and Janštejn Glassworks employ a total of 100 people and enjoy a unique symbiosis that has allowed Brokis to launch sales operations in 70 countries and showcase its renowned lighting collections at the world's top design exhibitions.

For more than 200 years, Janštejn Glassworks, situated in Bohemia's picturesque Vysočina Region, has upheld a glassblowing tradition that dates to the end of the 17th century. Founded in 1809 near the village of Horní Dubenky, the factory and generations of tenacious craftspeople employed by it have enjoyed periods of prosperity, yet have also endured much hardship, with three devastating fires, two world wars, and nationalization among the greatest challenges. Today, Janštejn Glassworks is the largest producer of specialty lighting glass in the Czech Republic."





project

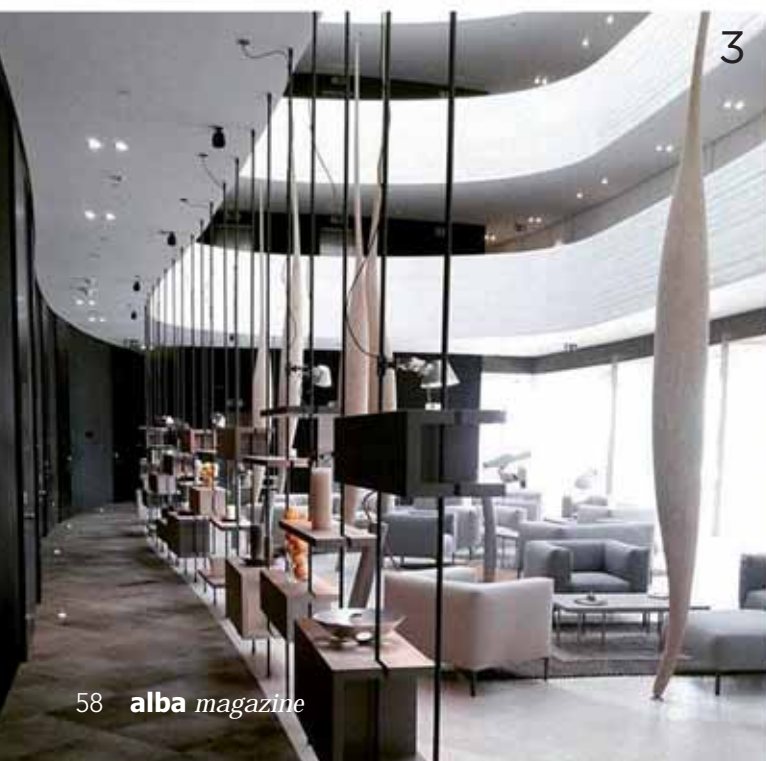
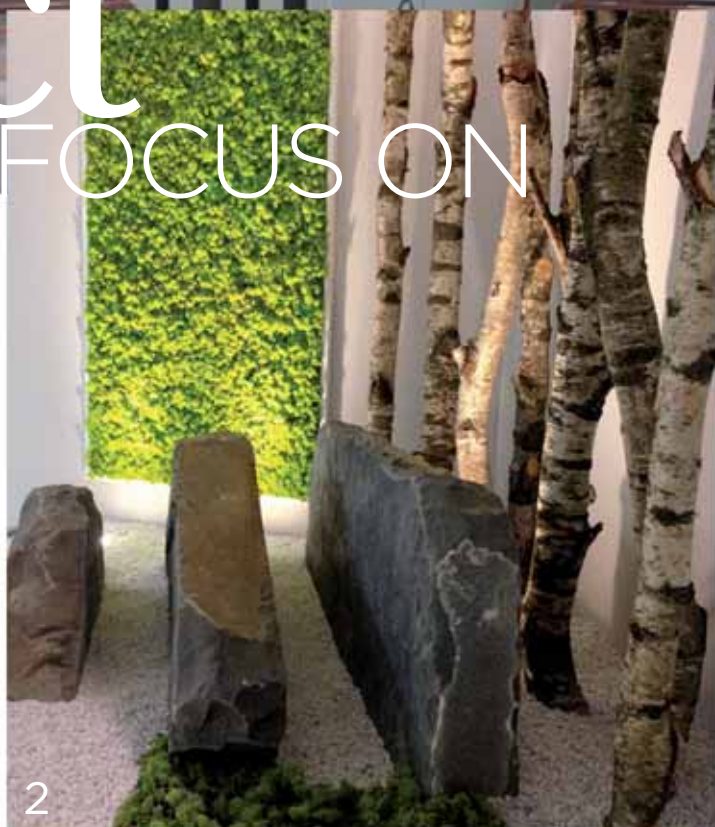
FOCUS ON

BENETTI MOSS

1. DUBAI UAE, Al Mina Hotel
Project: Drawlink Group
2. FuoriForma: Scandicci Firenze, Italy
Maison d'alta moda (Luxury fashion)
Designer: Valeria Santoro, Project: Fuoriforma

VERZELLONI

3. D Resort in Šibenik
Investor: Dogus group
Architect: Nikola Basic
Interior designer: Marko Murtic
4. Verzelloni Fold lounge armchairs



verve

COLOURS

ORIENTE ITALIANO
candle
RICHARD GINORI

CAPSULA
pendant lamp
BROKIS

ZOE sofa
VERZELLONI

ONDINE fabric
COLONY

SUCRE carpet
MISSONI HOME

WEEKEND
table and chair
PETITE FRITURE

LA PERRUCHÉ
SOUFFRÉ
wall plate
RICHARD GINORI

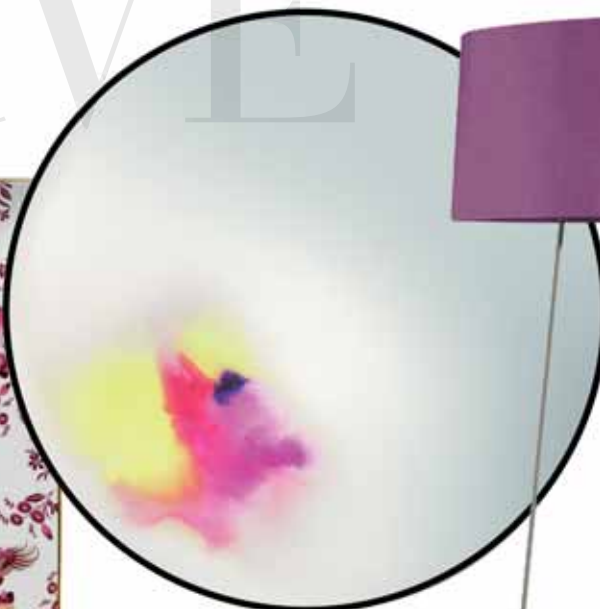
ZOE armchair
VERZELLONI



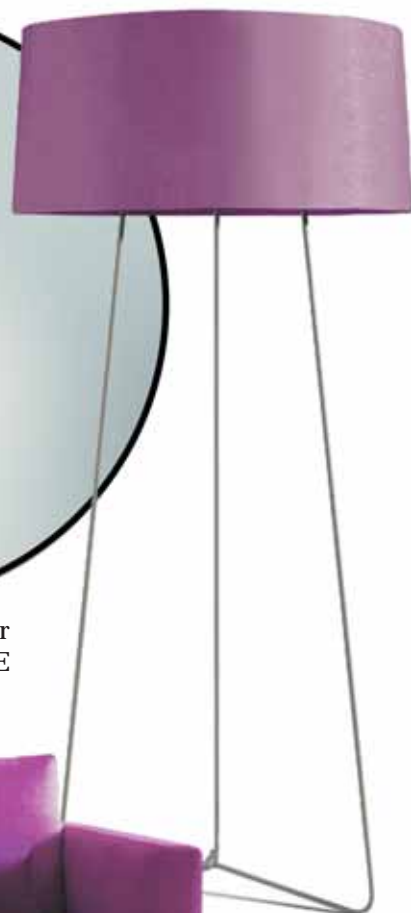
VERVE



SVUOTATASCHE · RICHARD GINORI



FRANCIS mirror
PETITE FRITURE



SOPHIE floor lamp
MISSONI HOME



HAMPTON sofa · VERZELLONI



KELLY chair
VERZELLONI



CRISTALLI tile
MADE A MANO



GOMITOLO candle
MISSONI HOME

PROFUMO wallpaper · WALL&DECÒ

PLEINS FARES
pendant lamp
FORESTIER

BOTANICA carpet
MISSONI HOME

GRILLO wall lamp
PETITE FRITURE

PETAL outdoor bed
MISSONI HOME

TRATTURO fabric · COLONY

CUBICA armchair · VERZELLONI

ORIENTE ITALIANO plate
RICHARD GINORI

revenue



MEMORY
pendant lamp
BROKIS

PATTY armchair
VERZELLONI

CUNEI tile
MADE A MANO



JAZEL beach towel · MISSONI



GRETEL bed sheets
MISSONI HOME

LUMINESCENT tile
MADE A MANO



ORIENTE ITALIANO
vase
RICHARD GINORI



BUBBLE coat pegs
PETITE FRITURE



project

FOCUS ON

A VERY HIGH CLASS RESIDENCE IN THE CZECH REPUBLIC

The progressive recovery of the splendid historical and architectural heritage, in place in several countries of Eastern Europe, finds its immediate and clear correspondence in the execution and implementation of exquisite interior design projects.

Project management
Jiří Hejátko
Habitat CZ



design

PORTRAIT



LUCIE KOLDOVA



In France in 2010, Lucie set out on her successful path with the distinguished glass lighting collections Muffins and Balloons, which she created for Brokis, a traditional Czech manufacturer. She spent several years in Paris, where she transformed and honed the influences, inspiration, and motives arising from the city's diverse cultures into her charismatic, elegant style and sensual formal language.

Currently based in Prague, she continues working for international clients creating furniture pieces, glass sculptures, and timeless lights, objects of desire - chic and purified. Her work encompasses daily products, poetic gallery objects, and limited series. Her creative interest mainly focuses on glass and lighting design, involving ever more novel and exciting themes as well as technological and formal solutions in the field. In 2014, Lucie was appointed art director of Brokis and has since produced a range of successful designs for the company.

Lucie uses classic craftsmanship and cutting-edge technologies with primary focus on the pure beauty of materials such as wood and glass. Her emotive style is based on the breathtaking use of colours, unusual proportions, and vibrant formal contrasts, and her objects often overcome limits of the possible, which is made immediately clear in viewing her work, such as Capsula or the stylish imposing lights Whistle and Mona with dimmable tubular LED light sources developed by Brokis.

When did you become interested in the world of design? Did you always feel an attraction to it?

My personal background is not connected to craftsmanship; however, one of my ancestors was a painter. I began attending an art school at the age of five. When I was older, I realised I could combine all art and craft skills into one discipline. Design seemed like the ideal vehicle by which to consolidate my imagination, detailed drawing, and modelling skills.

I soon learned that it takes a lot of rational thinking and a clear vision to make a new product. In the beginning, my curiosity also attracted me to design.

Has it been maturing progressively over time? What was the episode that triggered the Brokis phenomenon?

We marketed the first collection, Muffins, and immediately it was a resounding success.

This was the beginning of the era of large-volume glass lights; it was a new trend, and we had set it. We've been setting trends from the very start. To this day, Muffins and Balloons, the company's second collection, are still bestsellers. It takes time to develop a good, timeless product and bring it to perfection. Brokis started out with a high level of lighting design and with each new collection has continued to reaffirm its position as an industry leader.

Which collection in the Brokis catalogue are you particularly fond of? Have there been fairs, exhibitions, or other events that particularly impressed you or whose outcome you were particularly pleased with?

I particularly like Balloons and the new Macaron collections for their formal simplicity and very smart concepts. They embody all I wanted to say with a lighting object. On the other hand,

Capsula is one of the most advanced lights we have created thus far. For me, it's very much an object of art. The lights can be arranged in many ways and offer an endless array of unconventional compositions.

Brokis enjoyed extraordinary success at the last two EuroLuce fairs. I was very pleased with the outcome and feedback from new clients as well as from the various professionals in attendance. Despite being a relatively young company, Brokis stands out among the top producers. At fairs, we also discover new markets, such as Valenzia or Belgrade, which are refreshing and open the door to exciting opportunities for Brokis.

Would you like to recommend a restaurant or other place in your country that you consider special in some way? Is there a monument, village, or some other location that is a must-see for visitors?

As for restaurants, I'd certainly recommend Field and Portfolio, both of which are located in Prague. The interior of the former features Brokis Whistle lights; the latter Muffins. Then there's the restaurant Baroque in the village of Kuks, which is situated about an hour and a half north-east of Prague. Here, too, guests dine to a special ambience created in part by Brokis Muffins lights. The village is also home to a beautiful baroque spa building with famous sculptures by Matthias Braun.

The Sedlec Ossuary near Kutná Hora, known informally as the bone church, is one of the most unusual yet amazing chapels you will ever see. As you enter, you soon realise why - the interior spaces are artistically decorated with the skeletal remains of some 40,000 to 70,000 people, most of whom fell victim to the Black Death in the mid 14th century or the Hussite Wars a half century later.



MACARONS table lamps
by Brokis





showUP



REFLECTIONS COPENHAGEN

The company Reflections Copenhagen is only 3 1/2 years old, but before this we individually have been working with design and fashion in different ways.

Andrea has a design background. Andrea's journey from interior design to being one of the two creative partners of Reflections Copenhagen did, fittingly, go via her passion for wallpaper. Her initial interest was sparked from coming across a number of collections of vintage wallpaper while travelling through Europe, visiting London, Milano, Paris and Amsterdam. Initially, she used the wallpaper for her interior design work, but also to make decorative handmade storage boxes, this in turn inspired her to create her own "vintage" wallpaper, uniquely decorative and with the same energy and flair as the original.

Julie has a past in fashion design. Julie left her initial obsession to pursue a vision of making necklaces from parts commonly found in plumbing supply stores. With time she made the transition to silver and semi precious stones and from her new materials of choice created exclusive collections of jewellery from which she quickly grew a following. Some of the spirit of those collections can be seen in her current work where the mirror and crystal pieces at times bears strong resemblance to her jewellery designs.

For Julie, who also has a passion for interior and decor, the first impulse was to create something more substantial, items with more impact, while still working from the perspective of creating shiny, delicate items. This time, as it turned out, the pieces are created to be hanging on the wall. In a way she has simply changed the format of her jewellery.

Julie and Andrea is both inspired by the graphic expression of Art Deco, the vast contrasts of the 1980's and the opportunity to explore the delicate materials that the mirrors are made of, combined their visions and the start of Reflections was a fact.

The collections sum up their liberating perspective of how to provide new expressions through strength and form, the mirrors are designed with a strong visual structure to create a contrast of light and reflections through non-traditional mirror images. A concept built on Julie's flair for design and production together with Andrea's eye for interior and colours and their shared vision of creating a product that unites art and decor.

With the vision firmly in focus, Julie and Andrea have designed a unique collection of handcrafted mirrors and crystal table wear.



INTERVIEWING REFLECTIONS

COPENHAGEN

WALK IN COPENHAGEN

Are there one or more products in Reflections catalog you are particularly fond of, for some particular reason?

Right now we are both very fond of the "Eye of the Tiger". We think this represents different aspects of what we love in the products, Its artistic, it has a meaning and it shows what the material can do. Its modern, yet a flashback to the times of Art Deco and art nouveau.

Have there been fairs, events, occasions that have particularly impressed you or whose outcome you have been particularly pleased with?

We have just been in Milan , exhibiting for the first time. To be a part of a design week in Milan that represent so many different aspects of design is so inspiring and a true joy to participate in.

Would you like to recommend a restaurant or a bar or a place in your locality birth that you consider special in some way?

Copenhagen is an amazing city that contains many different aspects. It has a spectacular and interesting history and architecture and at the same time its modern and always a head of time. We have a great culture , lots of art, music and design icons. We represent a typically scandinavian style. Copenhagen has a lot of amazing restaurants and food. We both love to go to an amazing cocktail bar in the City called Helium. The interior and the atmosphere is amazing. The Restaurant called Geist , with a view to Hotel Dángleterre is really fantastic. The chef is Danish and the interior delicately matched with the food. <http://www.heliumcph.dk/> <http://restaurantgeist.dk/> What defines Copenhagen really is also the areas around the center. IN Copenhagen North west , where our showroom is, is an upcoming area with Galleries, Small new restaurants and a lot of young people. You can also go and enjoy a great view by the channels and eat what ever you want at Papirøen where there are different booths with food of all kinds. <http://copenhagenstreetfood.dk/>

What is a monument, a place, a must-see village anything unforgettable for a visitor to your region?

Amalienborg where the queen lives is quite amazing. And during weekends there are packed with people eating ice-cream, drinking coffee at one of the many bars. This is Copenhagen at its best and very classic.

Just around the corner there is the Odd fellow palæ - a beautiful peace of architecture too. <http://www.kongernessamling.dk/amalienborg/> <http://www.oddfellow.dk/>



inside OUT



SECRET candle holder
FORESTIER



GARDEN LOUNGER
RÖSHULTS

OUTDOOR SOFA
MISSONI HOME



MEDUSA
coffee table
IBRIDE



TABATA
beach towel
MISSONI HOME



MANHATTAN
low cabinet
RÖSHULTS



GARDEN DINNER
armchair and table
RÖSHULTS



TLEVANTE carpet · WARLI

**FLO wallpaper
WALL&DECÒ**



IN&OUT suspension
FORESTIER



PLANTER CARL · RÖSHULTS



CORDULA table
MISSONI HOME

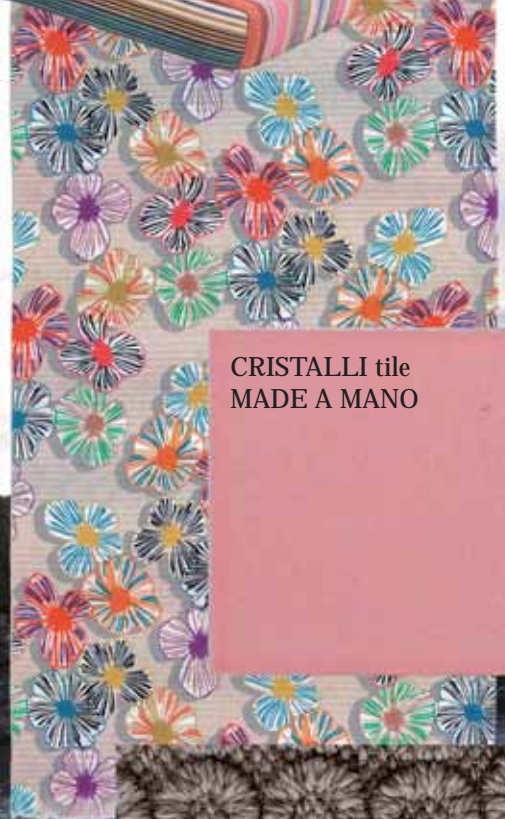


JALAMAR chaise longue
MISSONI HOME



GARDEN shower
RÖSHULTS

TOSCA
beach towel
MISSONI
HOME



CRISTALLI tile
MADE A MANO



ARLES
outdoor carpet
WARLI



DIECUT wallpaper
WALL&DECÒ





JAR CIOTOLA vases
MISSONI HOME



WEEKEND table and chair
PETITE FRITURE



VIRGOLA outdoor sofa
MISSONI HOME



LOG holder
RÖSHULTS



NEW DECORATION tile · MADE A MANO



OUTDOOR KITCHEN ISLAND · RÖSHULTS

ORIGINAL firebasket
RÖSHULTS



FEDERICO plaid
MISSONI HOME



IN&OUT suspension
FORESTIER



EASY SOFA
RÖSHULTS

ARLES outdoor carpet
WARLI

TABLE · MADE A MANO



TRAME chair
PETITE
FRITURE

GRANDISSANT
candle
PETITE FRITURE



INSIDE OUT

ADDRESS BOOK



EXCELSIOR TERME · ISCHIA



CONTINENTAL MARE · ISCHIA



CONTINENTAL MARE · ISCHIA

ISCHIA

Over the centuries thousands of illustrious voices have been witness to the seduction, the incomparable atmosphere and the exciting views that Ischia has to offer. We hope that you too want to enjoy this island and we are happy to welcome you to our hotels for an unforgettable stay.

With its white beaches alternating with high volcanic rocks diving into the sea, with its hills either covered by shady pinewoods and fresh chestnut woods or cultivated with highly esteemed vineyards and fragrant citrus groves, with its thermal water springs, which have been delivering wellness for centuries, Ischia still preserves the charm of when in the past century the french writer Lamartine wrote: "Seeing this island for the first time, it seemed to me as though it were swimming in light, rising from the sea, losing itself in the blue sky, born from the dream of a poet in the light sleep of a summer night." Due to its position at the crossroads of the Mediterranean, a rich history has left impressive marks going from the Greek-Roman remains to the monumental Aragonese Castle, from the magnificent churches to the fascinating towers which stand out against the typical fishing and peasant villages with their pastel colours. Deeply rooted traditions charmingly mark everyday life.



**Pain and stress magically disappear
in the thermal water**



pink



COMBINATION LIGHT
table lamp
FORESTIER



TRIPTIQUE
portrait
IBRIDE



BODYLESS
pendant lamp
FORESTIER

UOVO PAESAGGIO QUARZO
RICHARD GINORI

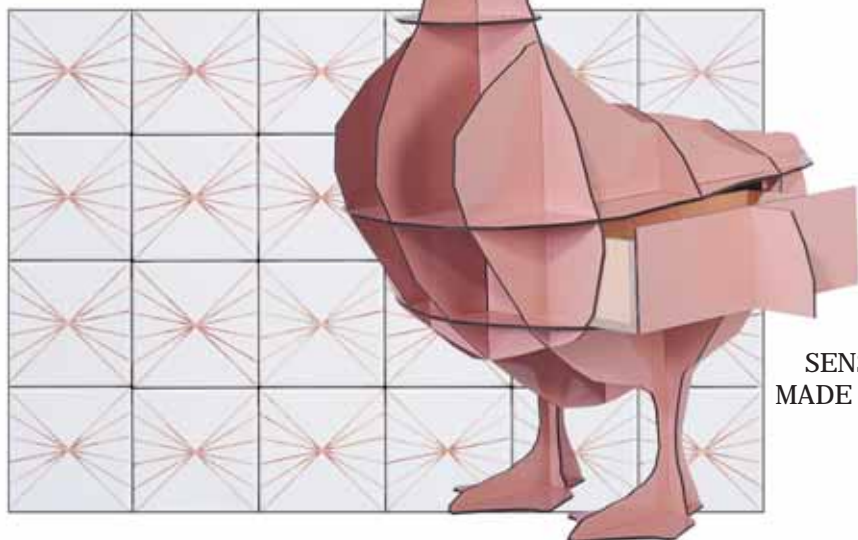


DIVANITAS sofa · VERZELLONI

JUNON sidetable+light
IBRIDE



PUNTASPILLONE pouf
MISSONI HOME



SENSU tile
MADE A MANO



SOLOGNE PRIMAVERA
wallpaper · COLONY

geometric

STYLE

VOLUPTE and ELEGANCE
pendant lamp · FORESTIER

MAMMA MIA wallpaper · WALL&DECÒ

FOLD velvet sofa · VERZELLONI

PANORAMA tile · MADE A MANO

HALO RADIANT
candle holder
FORESTIER

SENSU tile
MADE A MANO

CORDULA CUOIO
sidetable
MISSONI HOME

PERSEO plaid
MISSONI HOME







SENSU tile · MADE A MANO



GEOMETRIE tile · MADE A MANO

RHOMBOID
pendant lamp
FORESTIER



SAVILE ROW wallpaper
COLONY



GRID sofa · PETITE FRITURE

LUNA cabinet
COEDITION



JAR BAJADERE vase
MISSONI HOME



NEW DECORATION tile
MADE A MANO

SOHO coffee table
COEDITION



CAST pendant lamp
PETITE FRITURE

MASK mirror
PETITE FRITURE

NEW DECORATION tile
MADE A MANO

NUBILO sofa
PETITE FRITURE

CORDULA CUIOIO
armchair + footrest
MISSONI HOME

NARCISO vase
PETITE FRITURE

MOSAICO · BENETTI

CATENE
black candle
RICHARD
GINORI

MALABAR carpet · WARLI



CHERRY pendant lamps
PETITE FRITURE

GOLDEN HOOK wallpaper
WALL&DECÒ

SIGMUND plaid and cushion · MISSONI HOME

DIVANITAS sofa · VERZELLONI

BETOP coffeee table
COEDITION

CUNEI tile
MADE A MANO



showUP



**ANNA
WOJCZYŃSKA**



Origins • After my father, I chose to study architecture. My design studio Vis-a-Vis was founded in 1991. It grew in the time of communism when the international state-of-the-art design was completely unknown. There were no beautiful objects to be found in shops and manufacturing of luxuries was practically non-existent.

A Pioneer • From the very beginning I did projects representing a pinnacle of international design. I introduced aesthetics that never existed before in Poland. I inspired my clients and was in an avant-garde of Polish interior design. I always persuaded my customers that the aesthetics of an 18-century nobleman's manor is not the only proper inspiration for the modern interiors. My designs incorporated products of the best foreign and domestic companies, I promoted contemporary artists and established standards for other interior designers to follow. I was a co-founder of ZOOM, a famous gallery of Polish and international contemporary design. I was the first Polish designer to report on events from global design fairs: Design Fair Mediolan, Maison & Objet in Paris or Miami Art Basel in Florida. I was the first to introduce the work of Ingo Maurer to Polish press. ZOOM was the first to promote famous design companies like B&B Italia, Giorgetti, J. Tresserra, Bulthaup, MOOOI, Tom Dixon or Rimadesio in Poland.

Philosophy • A true creator is a physician and a cook at the same time. Like a physician, I heal interiors - analyze scale, rhythms, function, proportion, views, and logic of layout. When I see that my plan is pure and elegant, I begin to cook. I choose flavors - style, details, materials, textures, colors, illumination. I decide upon the richness of furniture, carpets, and decoration. I compose interiors of various styles but coherent aesthetics. My designs are widely admired, thanks to the skillful realization of both declared and hidden needs and dreams of my clients. Comfort and functionality harmonize with elegance and glamorous character, never becoming their victim.

My work • I am professional and I value professional cooperation. My studio services both private and corporate customers. Our projects range from commercial and residential interiors to furniture design. In our work, we often design and manufacture unique objects to better fulfill needs of our clients. For years, we have built an outstanding cooperation with various manufacturers - from big companies to traditional artisans whose experience and professionalism earned our trust.



INTERVIEWING ANNA

WALK IN WARSAW

What and where would you recommend to dine in Warsaw?

Hala Koszyki (www.koszyki.com) is very trendy and fashionable place to be - it is a mix of modern architecture with the mood of hipster trends. You can find there a lot of different and good restaurants. I also recommend Qchnia artystyczna (www.qchnia.pl): it is a very good place for a late dinner at the open air, far away from big city life and speed, Flaming & Co (www.flaming-co.com/), a place where you will meet financial elites of Warsaw, Warszawa Wschodnia (www.mateuszgessler.com.pl/restauracje/warszawa-wschodnia).

Where would you recommend to overnight in Warsaw?

In reference to the fact that I am very busy person, mostly I avoid night life and clubs. Personally I like to take a long walks at the shore of Vistula river. At the both sides you can find a lot of attractions - open air concerts. I also recommend to see just opened Museum at Vistula river (<http://artmuseum.pl/pl/muzeum>), a very attractive space for all the cultural events, situated at the river shore. In the evening is good to visit Charlotte (www.bistrocharlotte.pl), especially during the summer : this is a place to be for all the people who like to live a night life and would like to see the style of people who live here in Warsaw. Another curiosity is a niche place called Nocny Market (Kolejowa 8/10A, Warsaw). It's a meetings place for people who live in Warsaw - located at the closed platforms of old railway station similar to Asian night markets including street food.

What cannot be missed in Warsaw? (Event, monument, festival etc.)

It is worth to be up-to-date in terms of concert plans in Warsaw, also those in small clubs. Poland is a popular destination for many artists for the moment. Tickets for those concerts are much cheaper than in other western countries, which bring here to Poland audience also from abroad. From the big festivals I would certainly recommend: Orange Warsaw Festival. For those who appreciate calmness - it's nice to took a tour by flat-bottomed boat at Vistula river.



lighting

lighting

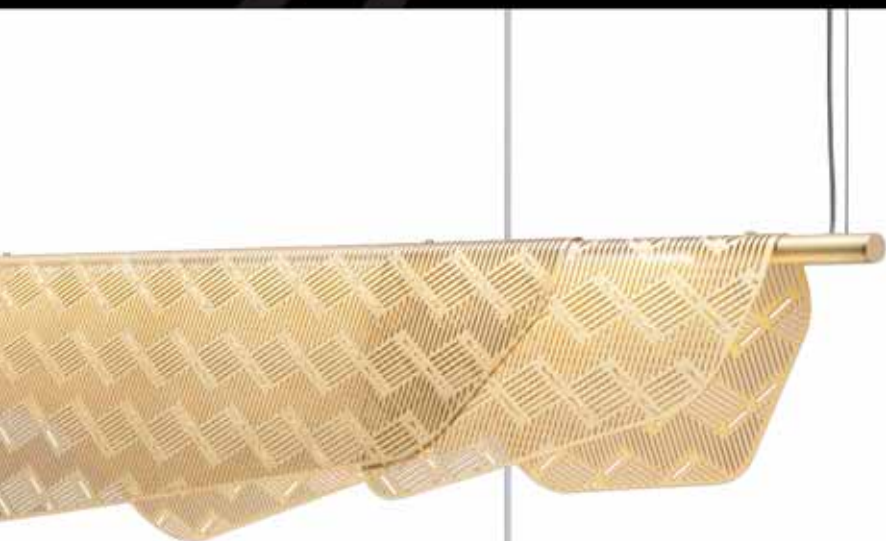
lighting



CHAINS pendant lamps
PETITE FRITURE



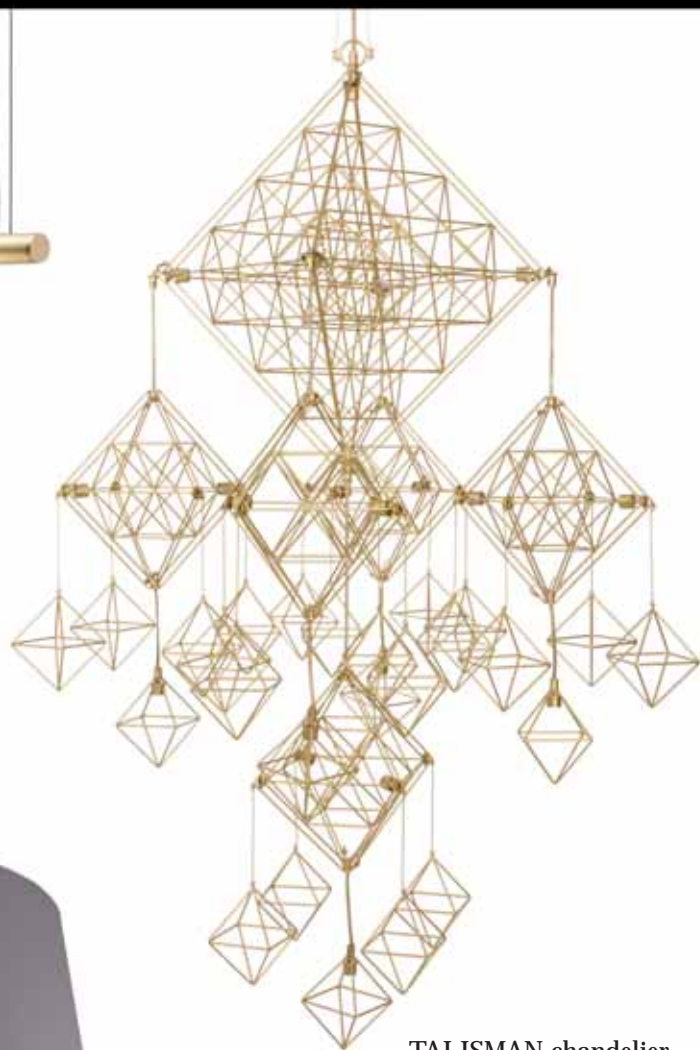
KNOT pendant lamp by BROKIS



**MEDITERRANEA pendant lamp
PETITE FRITURE**



LANTERNA pendant lamp · PETITE FRITURE



**TALISMAN chandelier
FORESTIER**



IPAZIA pendant lamp
MADE A MANO

FLUTES pendant lamp
BROKIS

MESH CUBIC
pendant lamp
FORESTIER

MONA table lamp · BROKIS

BALLOONS table lamp
BROKIS

CIRCUS pendant lamp · FORESTIER



BIRDY table lamp
FORESTIER



CAPSULA
pendant lamp
BROKIS



ANTENNA table lamp
FORESTIER



NIGHT BIRDS
BROKIS

LIGHTING

CORDULA pendant lamp
MISSONI HOME

DIVA LUCIA · IBRIDE

PONTI LABIRINTO NERO
table lamp · RICHARD GINORI

KLING pendant lamp
FORESTIER



VERTIGO pendant lamp
PETITE FRITURE



WHISTLE
pendant lamp
BROKIS



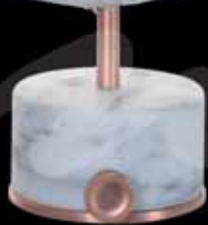
AURA pendant lamp
PETITE FRITURE

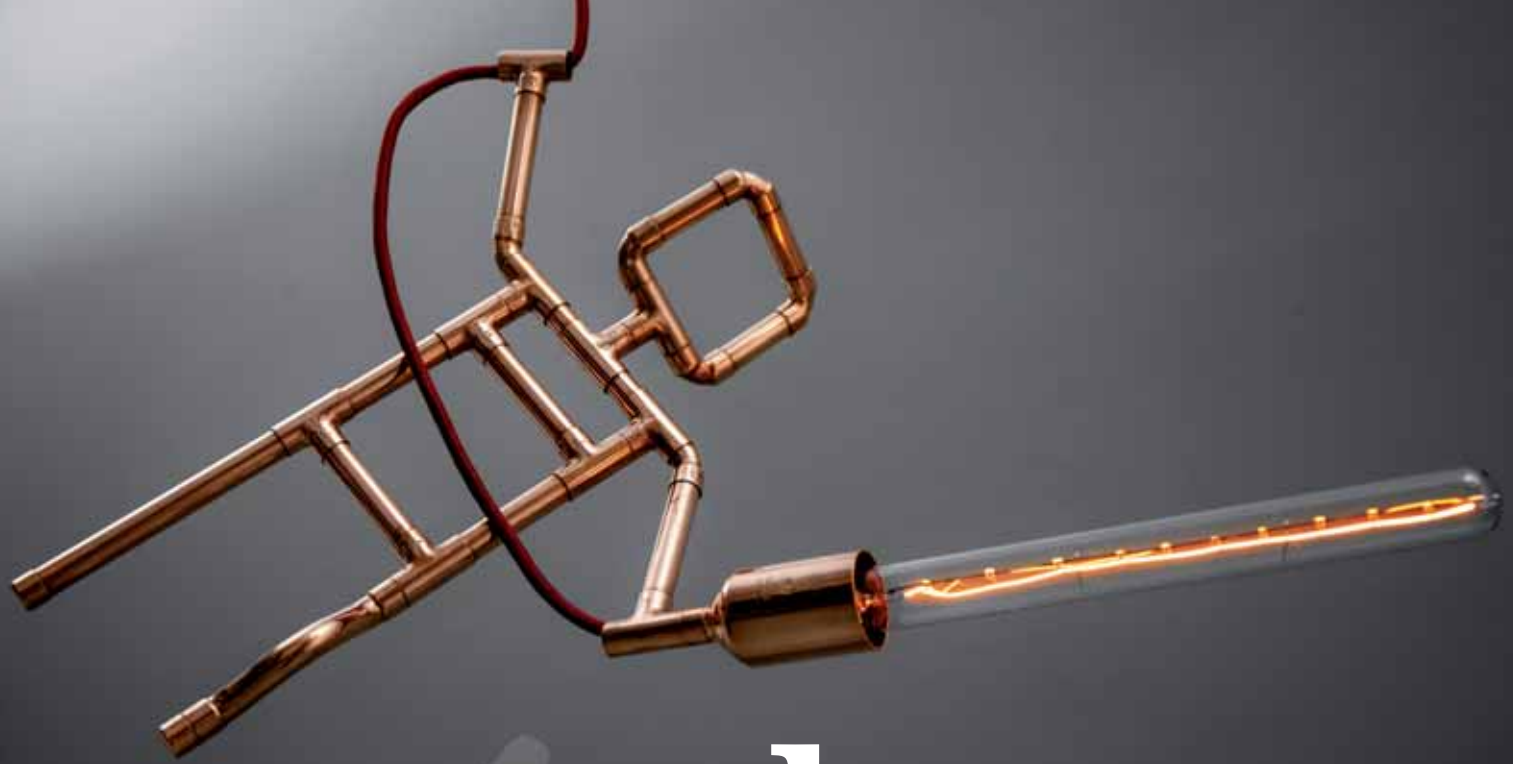


BUBBLE suspension
MISSONI HOME



CHANPEN table lamp
FORESTIER





showUP



Zapalco was founded in 2013 by three since-highschool friends - Tomasz Kudelski, Maciej Papinski and Andrzej Ruszkowski. Design has always attracted us, but it wasn't until 2013 that our paths crossed again and our vision focused on one simple thing - to start a designer studio.

The decision was easy and fast due to our different, yet complementary past work experience. Andrzej was fluent in computer graphics with true passion and experience in photography. Maciej, Warsaw School of Economics graduate, has been ever since interested in art, especially in modern design. But it was Tomasz that had previously done some major interior projects, including custom made furniture and lighting.

For the past 15 years, persistently and thoroughly, Tomasz has been renovating, rebuilding, redesigning and reconstructing an eclectic styled castle in the beautiful suburbs just outside Warsaw. Every interior represents different style and aesthetics, from cold medieval inspired fireplace room to luxury mahogany Art Deco living room. Each one has its distinguishable character, but they all have one thing in common - they are completed in every detail. Completed in the sense of a whole view - every detail fits as if it was born to be exactly in that one place, no other. To accomplish this level of detailing, Tomasz had over the years found, selected and worked with many contractors. In the end, only the best, most reliable and skillful craftsmen stayed. Now they use their abilities and professionalism to create and construct designs of Zapalco. Those artisans with traditional skills represent values that are so important to all three of us - high attention to quality, high attention to detail, respect for pure, raw materials and love for unconventional designs.

Zapalco now offers a wide range of industrial objects - table lamps, floor lamps, sconces, ceiling lamps, chandeliers, furniture and accessories. All our projects have something in common, yet they are all uncommon. When we design things, we like them to balance evenly between being fairly functional and safely unconventional. We don't like established standards, hollow embellishments and untruthful materials. That's why our products are made of raw copper, solid wood, ceramics, steel, pure aluminum, natural fabrics. When we colorize copper, we do not use paint - all colors are obtained in natural oxidation process called patination. When we make shades, we use linen and jute. When we make wooden furniture, we choose only best solid timber - White European Oak and American Walnut.

Our future projects, because we believe our current collection is only a beginning, would probably represent the same principles as now. They may only be more bold, unprecedented, unmatched, explicit, more joyful and fun.





INTERVIEWING



ZAPALGO

WALK IN WARSAW

Where would you recommend to dine in Warsaw?

Nadwiślański Świt (<https://www.facebook.com/nadwislanskiswit>) - one of our favourite lunch places in Warsaw. On the banks of Vistula River, in Powisle - the most fashionable district of Warsaw, with great fusion kitchen and affordable prices. We particularly recommend black tagliatelle with shrimps, best in Warsaw for sure!

Where would you recommend to overnight in Warsaw?

Aparthotel Stalowa 52 (<http://stalowa52.pl>) - it's got that industrial, old-factory style and feel that we like. Plus, it's situated near our workshop, in the most old-fashioned of Warsaw districts - Praga Polnoc. Detailed interiors, professional service, average prices, good commute options. Outside mainstream, but worth visiting.

What cannot be missed in Warsaw?

Warsaw Design Week (<http://wawadesign.eu>) - if you're into design, and you probably are, this event cannot be missed. Novelties from polish rising design scene, with a special exhibition with manufacturers strictly from Warsaw area - called Projekt Warszawiak. We proudly represent industrial side every year and will be there this year as well. Come and meet us there!



M. Dąb

Choleśki

Łukowski



showUP



PETITE FRITURE. Le design s'amuse.

PETITE FRITURE is an Éditeur de Design, founded in 2009 and run by Amélie du Passage. Through its original collaborations with designers from various fields, *Petite Friture* thrives on the need to give new life to products, places and moments. All of this is tempered with the same spirit and created with the same demanding levels of results. At *Petite Friture* we have a taste for emerging and audacious creation that bypasses frontiers and arouses emotion. And a conviction: CREATION HAS NO WORTH UNLESS IT IS SHARED.

At *Petite Friture*, we endorse design that is challenging and cheerful. Our inspirations are manifold and vast, from product design, graphic art, architecture and any other creative field. Furthermore, we believe that this creativity is of no value unless it is shared. With the strength of this vision, we breathe a spirit into all of our projects, in which our clients find the promise of ambitious and quality design, nourished by our interdisciplinary inspirations; but also design that raises a smile, told with distinctive expression and is ever evolving. Each project becomes a unique story that is surprising, led with the same coherence from initial design to communication. This coherence, paired with boundless creativity, is the foundation of our approach, and gives our projects meaning.



floor AND WALL

TULSI carpet
WARLI



KAMON TATOO tile
MADE A MANO



GEOMETRIE tile
MADE A MANO



MOSAICO
BENETTI

KHADI carpet · WARLI



PORTO carpet
MISSONI HOME



BISANZIO carpet · WARLI

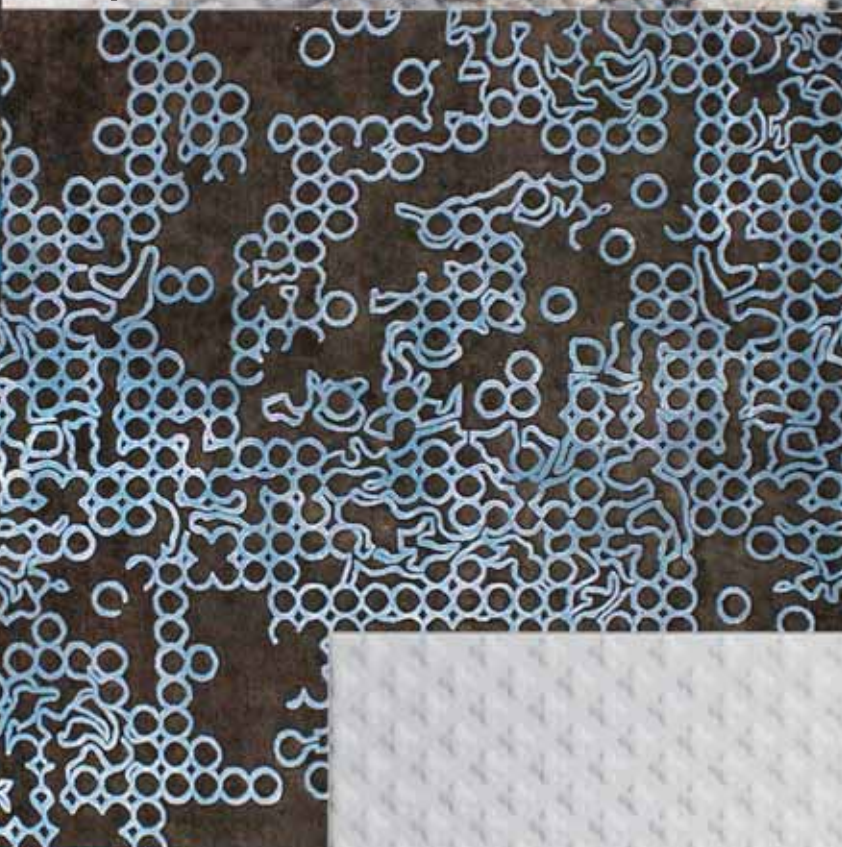


KAMON tile
MADE A MANO

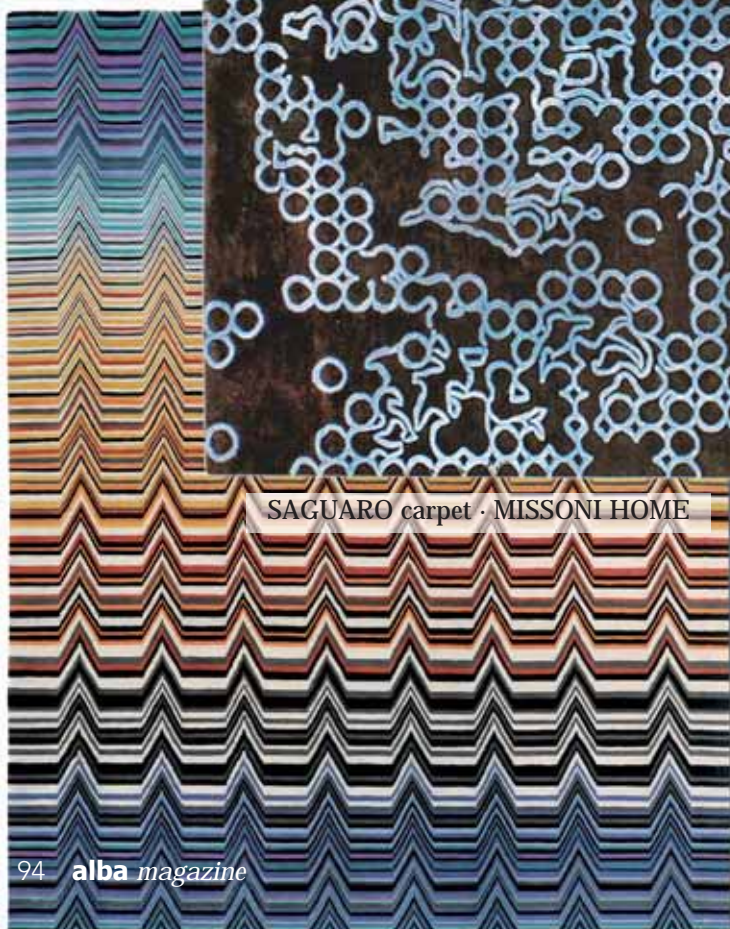
GEOMETRIE tile
MADE A MANO



GAP carpet · WARLI



SAGUARO carpet · MISSONI HOME



LUMINISCENT tile · MADE A MANO



TANGANYIKA carpet
WARLI

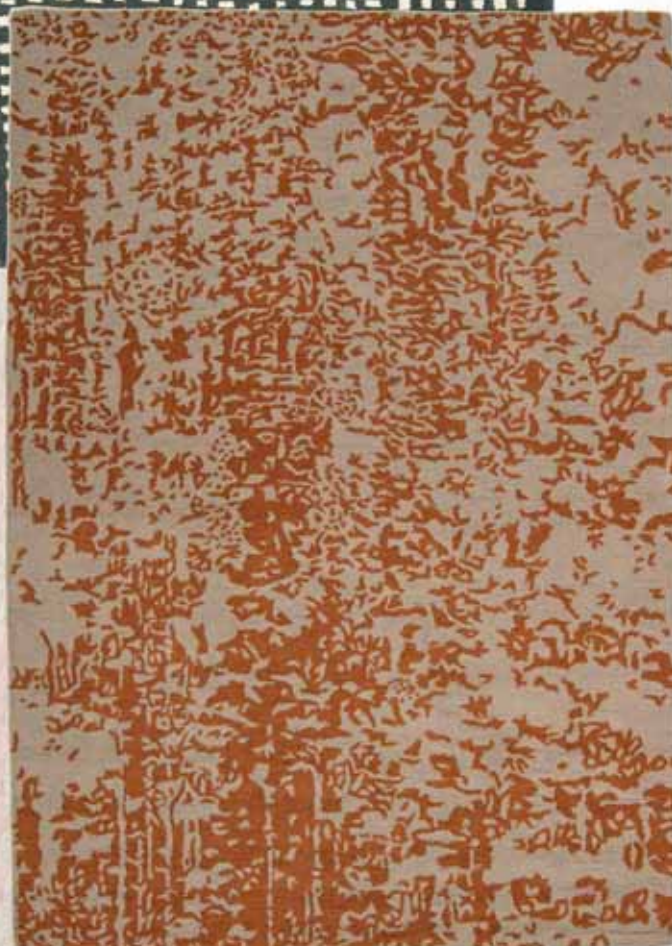
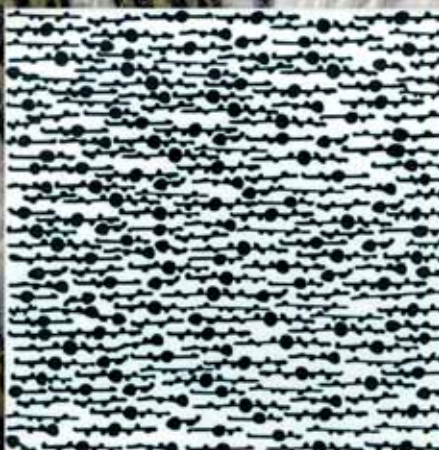
SATURNIA carpet
MISSONI HOME

BRICKS carpet · WARLI



NOVECENTO tile
MADE A MANO

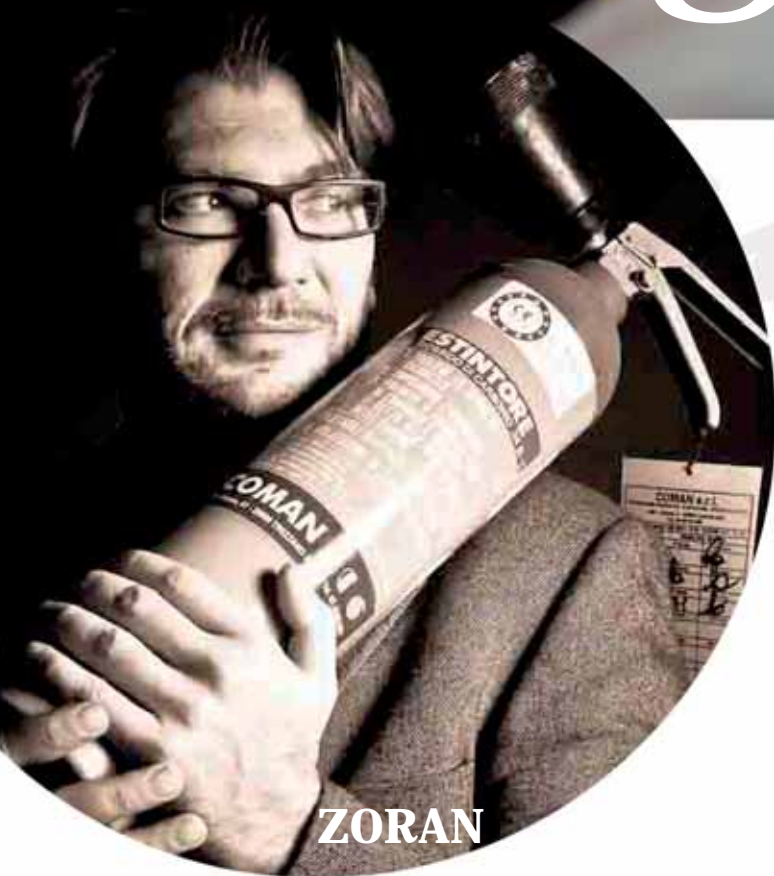
NEW DECORATION tile
MADE A MANO



MATRIX carpet · WARLI



unforgettable



ZORAN

JEDREJCIC

BELGRADE FURNITURE FAIR



Croatian, born in Split, designer. He has studied architecture and industrial design at the University of Zagreb, Croatia; ISIA of Florence, Italy and Hochschule der Bildenden Künste Saar of Saarbrücken, Germany.

After seven years of fruitful cooperation with Ettore Sottsass he opened his own design studio in Milan and recently one in Belgrade.

He has designed for many world brands, like 3M, Artisan, BRF Colors, Dada Cucine, Fratelli Guzzini, Hookl und Stool, Molteni&C, Mondum, Mosso, Nambe', Segis, and others.

Besides industrial design, he is active in Art direction in various design industry and organisations, such, Distribucija, Mondum, Mosso, Extraform and Belgrade Furniture Fair, and he is also visiting professor in various International Design University, such NABA Milano, IAAD Torino, ISIA of Florence and ALU Belgrade.

He has won several Red Dot and IF Design Awards, and his works have been exhibited in famous museums like MAK Wien, ICA Boston, MoMA NY, Ozone Centre Tokyo, etc.



Belgrade Furniture Fair

The Belgrade Furniture Fair (UFI member) is ranked among the highest profile fair events of its kind in the furniture and interior decoration field in the Southeast Europe Region.

Parallel to the Furniture Fair you can see and follow the latest related industry of Production Materials and Woodworking Machines for the furniture industry.

The Belgrade Furniture Fair is the definitive opportunity to get in touch with latest Furniture Trends and Design Oriented Companies.

You can find the best furniture - indoor / outdoor products for your further projects, deal directly with your future partners in the efficient and comfortable setting of a modern business oriented Trade Show.

The Belgrade Furniture Fair will HOST major leading Regional - Serbia / Slovenia / Croatia / BiH / and Worldwide - USA / Austria / Czech / Dutch / France / Germany / Italy / Poland / Turkey Furniture Producers and Editors.

walk

WITH US

 agape

ALIVAR

BENETTI ⁹MOSS
stone philosophy

 BROKIS

COEDITION
PARIS

COLONY
ROMA

 forestier
PARIS


Richard
Ginori
1735

ibride

made a mano[®]
Roberto Passarella

MISSONI HOME

PETITE
FRITURE
ÉDITEUR DE DESIGN

 RÖSHULTS

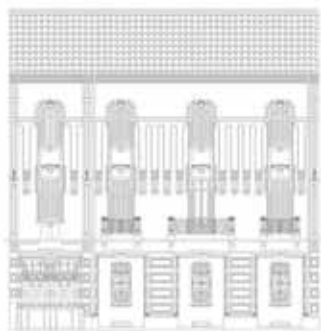

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