

## Salone del Mobile 2010

### The new offer from Arketipo

Easy-going taste and settings designed for **the intimacy of home and relaxing**: these are Arketipo's 2010 offer. The Tuscan company continues its path towards total living made to accommodate **time for rest** and the pleasures of life.

Luxury intended in a modern sense, made of **extended time** that almost stops and allows daily life to be lived without worries and freed from frenzy.

This concept is reflected in pieces with **linear design** - precise but comfortable furnishings that leave the role of communicating an **unpretentious** and **delicately luxurious atmosphere** to the design brand. A close attention to lines is ensured by the **details** and **materials**: refined fabrics in warm and reassuring tones that blend the pleasure of comfort with aesthetic pleasure, passing from touch to sight.

The **COAST** sofa by Francesco Rota is the perfect example of the Arketipo style: staked on the curved line of the backrest, it communicates a sense of comfort that is **informal and elegant** at the same time. United into a single surface, the backrest and armrests encompass the seat, encouraging conviviality and relaxation.

Gordon Guillaumier continues his successful collaboration with Arketipo with the **MALTA** sofa - a timeless complex of upholstered items with classic taste, and a hint of Anglo-Saxon inspiration revised in a contemporary way. Designed for a warm and relaxing environment, a maniacal attention to finishing and materials make the product a sought-after piece, as does its linearity.

The Nendo studio, which designed an entire collection for the company last year, presents two accessories with strong graphic design: the **DENT** coffee table and the **CUBE** magazine rack.

**DENT** is a linear coffee table adorned with a **multifunctional geometric hollow** that makes it contemporary and fanciful, and suitable for any Arketipo setting. **CUBE** is a monochromatic cube supported by a vertex; thanks to the side openings, it collects magazines and newspapers neatly and elegantly.

The **GEO** pouf by Calvi and Brambilla enriches the accessories section of the 2010 catalogue; a wooden structure covered with upholstered rings in different colors, it gives a lively and sunny touch to the room, while maintaining the simplicity that characterizes the Arketipo style.