

The world of design is getting together in *Vienna* for the *Wohnen&Interiuer Messe 2010* fair and Arketipo will be participating, for the sixth year in succession, with its best articles; true to its international vocation, this Tuscan firm plays a leading role at design events all over the world.

*From 13th to 21st March, at the Messezentrum Wien Neu*, the Arketipo stand, in a setting that is plain and elegant yet warm and friendly, will be showing upholstered furniture and accessories that are both delicate and striking. The Arketipo range includes chairs, sofas, tables and a wide range of accessories designed for a relaxing and restful

atmosphere, a cosy atmosphere created by simple things enhanced by special touches that make each piece unique and exceptional.

In the "*Designhalle*" *D, stand D035* Arketipo presents the sofas EGADI, CICLADI and MAREA by GORDON GUILLAUMIER, the sofa LOFT by ADRIANO PIAZZESI together with the armchairs JAVA, LOVE and KONO by CARLO BIMBI. To complete the living area, the small tables ISOLA and ARMONIA by GORDON GUILLAUMIER and the set of coffee tables MOYA by NENDO.

The two different sofas designed by Gordon Guillaumier are expressions of the melting pot of his Maltese origins: EGADI is very plain in style and has a movement that is perfect for relaxed, cozy rooms, while CICLADI interprets a retro style in an up-to-date mood, to suit elegant, formal rooms.

EGADI expresses all of Arketipo's experience and know-how: a series of upholstered furniture, all fitted with movements. The sofa that opens this series has a simple, plain appearance: strict shapes and a low back, generous depths and wide armrests; the look is compact and up-to-date but the sofa has two souls that express the composite philosophy of the designer. With EGADI, Guillaumier not only sought a type of movement not so far used – *the back folds open to double its size* – but he also chose this way of creating something looking completely different. When the sofa is closed it is perfectly symmetrical and gives no hint at all of its "second life": the surprise comes when it is opened, with a simple movement: the seat becomes deeper and the opened back – separately for each seat – increases the space and reveals a part with soft,

*pinch-quilted upholstery*, in either fabric or leather, to give maximum comfort and suddenly make the article look completely different. Thanks to Arketipo's great technical expertise with upholstery, the whole cover, as usual, is removable. The framework is in wood and metal; the padding is in non-deformable polyurethane, with feather cushions for the back and the feet are height adjustable.

The style of the CICLADI sofa is classic yet luxurious; it combines the proportions and depth of oriental seating, the capitonné work of Anglo-Saxon influence and the Italian skill at working with Italian materials. Its *outer quilted surface* not only gives it an attractive retro appearance but also shows how perfectly the work has been done: the way the capitonné is enhanced by using cross stitching instead of the usual buttons gives the article a very up-to-date look. Here, also, the sofa covers are completely removable, thanks to the technical skills of Arketipo. The frame is in metal, with non-deformable polyurethane padding and feather cushions for the back.

Natural materials and combinations of materials. Perhaps this is the outstanding feature of the MAREA collection, which not only includes a system of upholstered furniture but also the dining table QUIETE, the chairs CALMA and the lounge chair OZIO.

It is a big family group that gathers around the upholstered furniture, designed at different levels to facilitate extremely varied compositions as far as both size and function are concerned.

A characteristic of the MAREA couch is its solid ash base, grey or dark brown (according to taste and/or to suit the covering fabric chosen), which supports the upholstered part so as to give it an aerial, almost above-

the-ground, look and mark it as a distinctive, elegant feature that fits in easily with any room. The deep, rounded, soft seat is ergonomic and just the right height; there are plenty of cushions to give it character and, above all, comfort.

A collection with extremely well balanced colours and in which great attention has been paid to the finishes and details and to how they react with each other, to give a fresh, bright result in the best tradition of Italian design, to suit an international environment that can satisfy the tastes of people who want quality in their surroundings, in both design and materials.

*ARMONIA* is a series of small tables available in 3 different sizes and forms, with tops in light grey or dark brown ash and structure in brown micaceous metal. Armonia was designed by Gordon Guillaumier for the Milan 2008 "Salone del Mobile" but its versatile nature enables it to be easily matched with any Arketipo collection and placed in every surrounding.

The *ISOLA* series is made of small tables and consoles, which can serve front or sides for a couch and even as a couch back, creating multiple solutions. The base is in varnished metal; the tops are available either in tempered smoked glass or in water and oil repellent sandstone.

LOFT is an extremely innovative seating system, which offers a superior degree of comfort and enables the entire sofa concept to be experienced in an extremely personal manner.

By means of a simple movement, the mechanism permits two different seat depths: 75 cm for a traditional use and a more upright posture (120 cm) to obtain a chaise-longue. The sofa can be also supplied with split independently-adjustable back, which permits two different seat depths at the same time.

Another mechanism permits to adjust the back from

horizontal to vertical, through a number of middle positions.

The programme consists of sofas of different dimensions, lateral units, chaise-longues and corner poufs which can be combined in several ways to create personal arrangements.

In this way LOFT becomes more than a sofa, it turns into a real open space, a multipurpose platform for relaxation.

The "minimal" and rational design is enriched by soft back cushions, very easy to be moved to satisfy every request.

A series of comfortable and refined armchairs of contemporary design.

The harmony of curved lines designs the cosy and comfortable armchair **KONO**. The swivel base is varnished in aluminium colour and the frame padding in cold expanded polyurethane. It is ideal for a domestic setting and for contract.

Formal austerity combined with a contemporary re-reading of the proportions result in the classic armchair **JAVA** that is ideal for every surrounding.

A single keynote defines with continuity a sinuous contour of the cosy and comfortable armchair **LOVE**. The swivel base is in mat stainless steel.

The balance of the work as a whole and the attention to details, which makes every article unique has led Arketipo to work with the Nendo, who designed *a whole collection for an Italian firm* for the first time. The accessories are not meant to amaze or provoke but to concentrate on details and on how *a conventional object can be poetically transformed* into a piece of sculpture.

The research on which this new collection was based sprang from a desire to observe and to “savour” the object, to discover the details in order to

experience the reassuring feeling of *cosy and intimate everydayness* with the accent on beauty and relaxation: typical characteristics of the Mediterranean lifestyle, giving a hint of slow design, in both shapes and colours and fabrics of the living and dining décors that these products help to create.

MOYA is a series of small tables available in two dimensions made of hard polyurethane foam, with tops in extra-clear glass and an *optical illusion of infinity* achieved by the transparency of the top on a semi-spherical base.

# arketipo

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