



Design Principles

PAOLA LENTI CEMENTS HER MIAMI PRESENCE WITH A NEW WYNWOOD SHOWROOM AND AN INTRIGUING COLLABORATION WITH THE CAMPANA BROTHERS THAT PUTS SUSTAINABILITY FIRST

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Part of the Metamorphosis collection, the Chromodoris, which can be positioned as desired, is free in movement like the sinuous body of the mollusk from which it takes its name.



ABOVE: "Metamorphosis is not only a design project," says designer Paola Lenti, shown above with collaborator Humberto Campana. "It is, above all, an expression of social responsibility."

A tastemaker for the modern world, Paola Lenti is a champion of ingenuity, imagination, and sustainability—a savvy mindset that has served her innovative company well since its debut in 1994. Those three attributes are very much at the core of her latest project, Metamorphosis, a new limited-edition collection of unconventional furniture developed in collaboration with the Campana brothers. The collectible pieces will be revealed at the opening of the new Paola Lenti showroom in Wynwood during this year's Art Week, a move that will further raise Lenti's profile as a trailblazer. We spoke to the design doyenne about the new line and its backstory, ecological responsibility, and what we can expect from her Miami showplace.

How did the Metamorphosis collaboration come about? The project really took shape during the lockdown. We reached out to the Campana brothers, who we didn't know personally at that time, to explain what we had in mind and see if they'd be interested to work with us. We sent them a box with production scraps to their studio in Brazil and Humberto instantly fell in love with the project. During our Skype meetings, we

BELOW: Reminiscent of a centipede, the Centopeia can be arranged in multiple configurations.



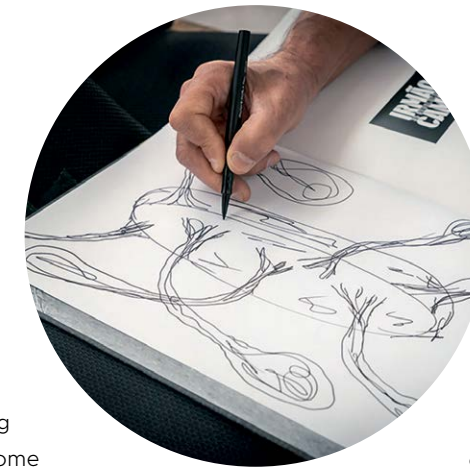
PHOTOS COURTESY OF PAOLA LENTI

RIGHT: The Alicia was inspired by a Mediterranean Sea creature that expands its size by several meters at night. BELOW: The Morpho is an indoor tapestry composed of rounded elements joined in a discontinuous surface.

quickly discovered our shared love for the materials and our affinity for color. **The idea of addressing sustainability in a collaboration was something you'd been thinking about for a while, wasn't it?** Yes. I've always been very concerned about reducing our ecological impact, and I had long imagined doing some kind of project with waste, with the idea that something unexpected, creative, and even a little crazy should come out with a little imagination. And who better to partner with than the Campana brothers, who have championed the idea of reuse as a hallmark of their brand?

How did the concept of using leftover fabrics from other Paola Lenti collections emerge? Going around our factory, I can't help myself from recovering fabric remnants from the scraps bin. We were collecting these remnants before we knew what we were going to do with them, so when we connected with the Campana brothers, we instantly connected on the idea of using them, and Metamorphosis was born.

What can you tell us about the collection itself and what it consists of? It's a balance of art and design. Each piece in the collection (five seating items and a tapestry) is named for a living organism, most from the invertebrate. The Chromodoris is a marine mollusk. The Alicia is for the Alicia Mirabilis, a species typical of the Mediterranean Sea that expands up to several meters in height at night. The Bruco reminds us of a caterpillar before it becomes a butterfly. And the Centopeia recalls one of the many positions that a centipede can assume. Every single piece in the collection is completely handmade and takes several weeks to finish. And like art, no two are the same because of the [different scraps used].



LEFT: The collection's pieces, including the Zoide, were all sketched by Humberto Campana.

What kind of environment do you envision them in? Given the striking nature of each piece, they would be equally well suited to certain residential and contract settings, introducing a focal point with a burst of color and character.

What was the role of CouLture Migrante in the creation of the collection and why was it so important to you? CouLture Migrante is a social tailoring organization in Como that works to provide opportunities for vulnerable men and women at risk of social exclusion. In our philosophy, beauty cannot be separated from ethics, and if I want to be truly sustainable I cannot ignore ethics, which extends beyond our physical environment. So why not commit to reducing inequality as well as consumption? That's why we involved CouLture Migrante.

Metamorphosis will be unveiled here in Miami at the opening of your new showroom in Wynwood during Art Week. What prompted your decision to open a Paola Lenti store in our city? It made sense to open our first few mono-brand stores in cities like Los Angeles and now Miami, which have temperate year-round climates that invite an open-air lifestyle. Miami's climate provides us with the ideal opportunity to showcase the unparalleled performance of our products.

Was there a reason in particular you chose Wynwood? Like all booming neighborhoods, Wynwood is characterized by its strong positive charge, fervent activity, and creative effervescence. We often chose unconventional areas for our flagship stores. That's the Paola Lenti style.

And what can you tell us about your plans for the showroom as we move into the new year and beyond? 2023 is a work in progress. Stay tuned. paolalenti.it

