

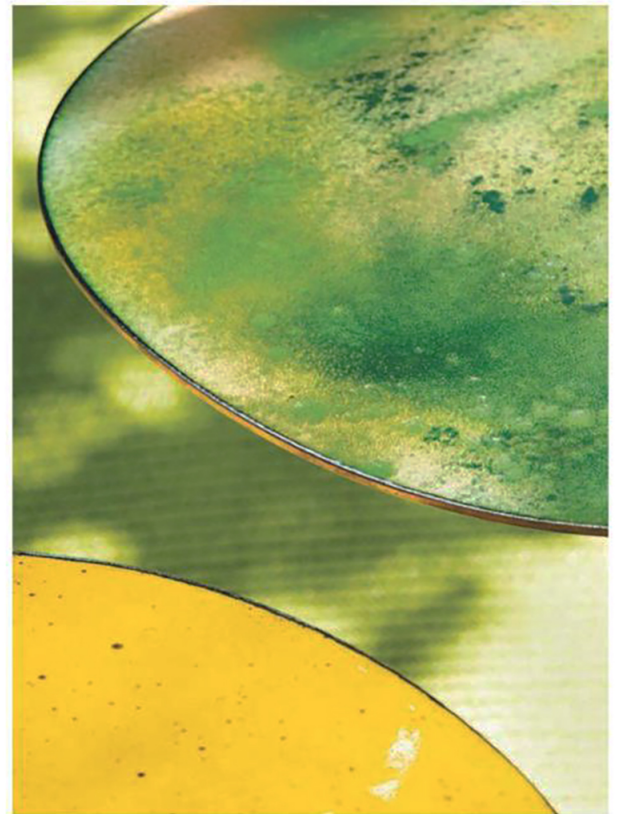
MATERIAL WORLD

Paola Lenti's opening of its new indoor-outdoor Miami showroom explores artistry and materiality just in time for Art Basel Miami Beach.

By Jesse Bratter

Italian furniture brand Paola Lenti's (paolalenti.it) ethos and holistic approach to design are center stage in its new 11,000-square-foot Miami showroom including 4,000 square feet of tropical gardens. Serving as the Paola Lenti flagship store, the showroom presents the full breadth of the brand's repertoire—from rugs to indoor and outdoor furnishings and its signature color palettes—all available for designers and design enthusiasts to interact with. "Because we offer both indoor and outdoor collections, in addition to our architectural components, we are providing a fully coherent and harmonious thread that connects the spaces to each other, and also to the individual landscape," says Paola Lenti, founder of the eponymous brand she shares with sister, and CEO, Anna Lenti.

Through a detailed lens of furnishings, accessories and clever architectural elements, the showroom hosts a collection of intimate design moments—each



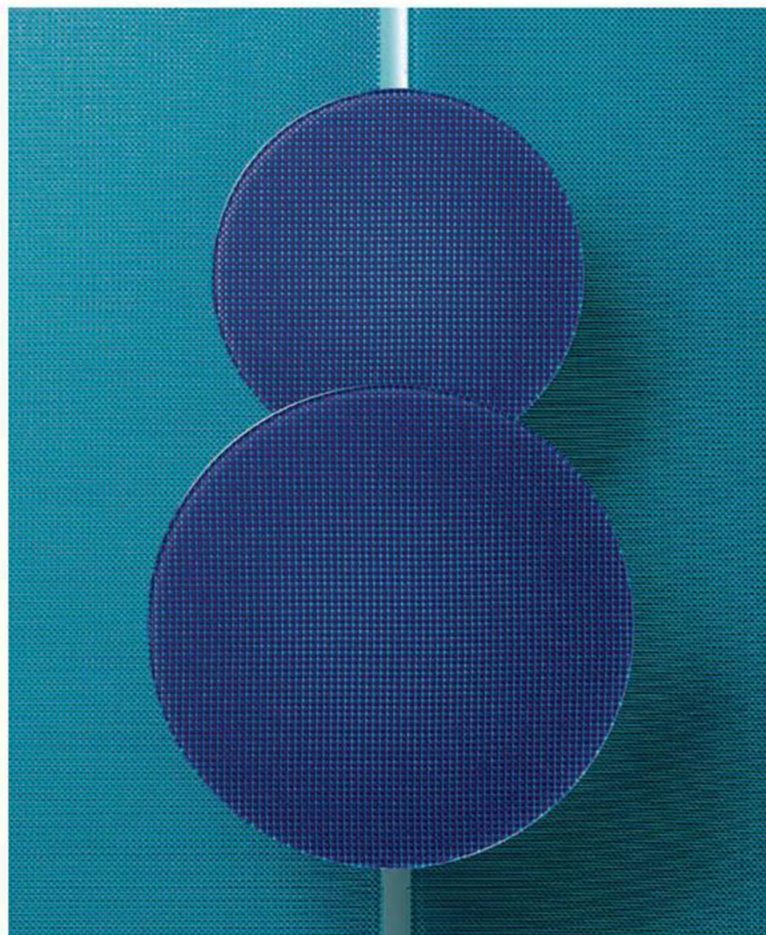
From top: Paola Lenti's Sabi sofa is made with rope cord. Together with the Giro occasional tables, they're an example of the brand's commitment to quality craftsmanship rendered in a modern yet timeless aesthetic; a detail of Paola Lenti's Strap tables topped with Esmal, handcrafted enamel copper.

with its own distinct essence yet cohesively integrating with the entire space and transitioning seamlessly between indoors and out. “For outdoors, flexible and modular architectural products—Resort and Cabanne—can protect from the elements with a light visual touch,” Anna Lenti says. “Indoors, architectural components from the Scenery collection—Tubini, Mandala, Bambou and Lucente—offer a wealth of opportunities to define spaces creatively.” Paola Lenti’s indoor and outdoor rug collections—many made from the brand’s advanced and proprietary high-tech yarns—further connect the spaces.

Coinciding with Art Basel Miami Beach, the showroom will officially open during this year’s Miami Art Week, featuring a temporary exhibition of *Metamorfosi*, a handmade furniture collaboration with Fernando and Humberto Campana that gives new life to Paola Lenti’s production remnants that would otherwise end up in landfills. “It will be the first time that these pieces will be shown in the United States, and our hope is to continue the spirit of the collection with a charitable component,” Anna Lenti says.

Additional collections that explore materiality include Giro and Altopiano, both of which implement a new textured glass tabletop called Cristal, which sees a layer of the brand’s Brio fabric laminated between two sheets of transparent glass. The Lias tabletop material mixes limestone, clay and ceramic fragments; stoneware tops blend together fragments of colored glass; and Esmal is a copper-finished surface hand decorated with enamels in Paola Lenti’s exclusive colors. “Each of these surfaces are one of a kind, celebrating the singular beauty of these handmade designs and the artistry of the craftsmen who created them,” Paola Lenti says.

Another bonus for the new mono-brand showroom: Florida’s climate allows the performance of Paola Lenti’s products to shine, and the new presence in Miami also allows the brand to focus on its growing popularity in the yachting sector, thanks to the ability of its exclusive materials to withstand the elements. “Because our materials are beautiful, colorfast, durable and sustainable,” Paola Lenti says, “they don’t force us to choose between creating a beautiful space and protecting our planet.” ■



From top: The Bistrò parasol with Tamil fabric offers shade from the Florida sun. The Sciarra table features a lava stone-and-glass top made by hand and can be used indoors or out. And the Ami chairs are crafted using Paola Lenti signature and proprietary materials; a detail of the Altopiano dining table, which boasts the brand’s new Cristal surface with Brio fabric.

PAOLA LENTI MIAMI

The Italian brand Paola Lenti, manufacturer of outdoor and indoor furniture, strengthens its presence in the United States with a new flagship store in Miami. Spread over an area of about 1000 square meters, the store is a bright environment of sophisticated elegance. A wide garden showcases the new outdoor collection surrounded by the superb native vegetation. *3026 N Miami Ave., Miami, FL 33127, 786.631.4835 or info@casualfurnituregroup.com*

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2 PAOLA LENTI NEW SHOWROOM IN MIAMI

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