

**PAOLA
LENTI**

Milano Design Week 2023

Press release

MILANO DESIGN WEEK 2023

Shaping a new landscape: Paola Lenti presents the new collection and their space in the city

Milan, April 16, 2023



Paola Lenti considers 2023 to be a pivotal year: on the one hand, it represents the most opportune moment for careful verification of what has been accomplished in the past, and on the other, it reveals the starting point for a new, strong creative impulse towards the future. The word “evolution,” which has always accompanied Paola Lenti’s design thinking, now returns to its original meaning of continuous and incessant “change,” and translates once more into a new life that grows and modifies itself in the sign of tradition, preserving and cherishing the experience gained along the years.

Strong of this experience, of the successes obtained with uncommon constancy, and of the errors recognized with courage, Paola Lenti continues to combine instinct and intellect to give authentic and tangible answers that take into account all those aspects of contemporary life — cultural, social, economic, ecological, human — which it is no longer possible to ignore.

Evolution drives the company to seek increasingly eco-friendly solutions, such as a **new selection of river woods recovered by hand after a thousand-year stay in the water, between gravel, sand, and clay**: unique pieces with high structural and decorative potential that allow to rediscover and enhance natural resources that would otherwise be dispersed and to avoid cutting down any trees for production needs.

Likewise, the **new textile proposals for the outdoors** — soft and inviting as the most classic fabrics in fine yarns for the interior, yet with superior resistance and certified recyclability — through which the ideal of domestic comfort reaches full completion even outdoors and that give the company yet another record in the industry.

And it is always the evolution that today leads Paola Lenti to touch, in addition to the more formal aspects related to sustainable development, even the less usual ones, for which conservation is not an end but a means to regenerate the common heritage. **With the project for its new space in Milan, the company invests primarily in the redevelopment and reconstruction of an abandoned urban space to create a center for innovation that is open to dialogue with the city.**

Paola Lenti's future is thus complex but exciting, with nothing wasted from the nearly 30 years of thought, achievement, and translation into reality. It will live on alongside what imagination and curiosity bring to life, in a mutual enrichment of past and present, as a distinguishing mark of a company still made of people, unblemished collaborations, and positive thoughts.

Project by

Paola Lenti, Bestetti Associati

Styling

cristinavastudio

Soundtrack curated by:

Maurizio Natta

Paola Lenti Milano. A non-conventional flagship store, which blend architecture, art, hospitality, design and food culture

*"I wish for the new location to be a lively place where people feel good.
A positive oasis also for Milan". Paola Lenti*

Paola Lenti present the new indoor and outdoor collections during the 2023 edition of Milan Design Week, within what will become their flagship store in Milan, with the official inauguration set for the end of the year.

The concept of **Paola Lenti Milano** conveys the identity of a strong brand, which is reflected in a wide-ranging project in which architecture, art, food, and hospitality meet with design, offering an experience that transcends the typical furniture store.

The new venue is housed in a **former industrial complex that spans over 4,000 square meters** in the Maciachini district, a vibrant and multi-ethnic neighborhood that has seen significant redevelopment since the 2000s. Located in the northern part of Milan, the area is far removed from the traditional paths of design: a courageous choice also dictated by the company's desire to promote an out-of-the-ordinary "destination".





Along with the exhibition areas for both indoor and outdoor collections, the project includes a restaurant, a small Hotel de Charme with a spa, a landscape architect's office, and an art gallery that will host public events. The numerous **internal gardens** remain at the heart of the project, pivotal in presenting the outdoor collections and maintaining the vital link with the greenery that is a source of inspiration and well-being for Paola Lenti.

The renovation project of the architectural complex developed between the mid-1800s and the 1960s **recovers and returns an entire urban area to the district, perfectly integrating it for style and colours, architecture, and Milanese history.**

The project has been designed **to have the least amount of environmental impact** possible. The technologies employed, ranging from insulation coating to reflecting glasses to the most recent generation of air conditioning and heating systems, are consistent with a philosophy that has made sustainability one of the company's guiding principles. **Green roofs**, which act as natural insulation for buildings, contribute to a healthier and more enjoyable living environment. The gardens, planted with numerous fruit trees and ornamental species such as maple and Cornus, attest to the particular attention paid to the choice of native plants capable of absorbing carbon dioxide and pollutants.

The opening of Paola Lenti Milano is an important step in the strategic process of qualifying Paola Lenti's retail presence, which is now distributed in 60 countries worldwide via 9 mono-brand stores and a strong network of retailers. The May opening of Paola Lenti Wien, a new store in the heart of the Austrian capital's fashion district, is also significant.

During 2023, the company is also carrying out **a major expansion project at the Meda headquarters** aimed at doubling its size through the unification of new units with the aim of creating a state-of-the-art production hub and making processes more effective and efficient, without ever forgetting respect for the environment.

Paola Lenti Milano

Location: Milan - via Bovio, 28

Client: Paola Lenti srl

Architectural design: Bestetti Associati

Start of construction: September 2022

End of construction: December 2023

Surface: 4,000sqm

Preopening: Milano Design Week, from April 18 to 23, 2023

Grand opening: at the end of construction, due in December 2023

Services: indoor and outdoor showroom, restaurant, art gallery, hotel de charme, materials library, landscape design office.



Paola Lenti and Francesco Rota: a creative understanding that continues for 25 years, from indoor to outdoor



Paola Lenti is celebrating 25 years of collaboration with Francesco Rota, the designer with whom the company began its journey into the furniture world with the first indoor seating pieces in 1998. Five years later, at Fuorisalone 2003, the company officially entered the outdoor world, again with Francesco Rota.

Paola Lenti today recalls these important milestones of her entrepreneurial career with the re-edition of two of her most iconic seating pieces penned by the Milanese designer: **Linea**, the first chaise longue for indoors, and **Wave**, its twin for outdoor use and part of Aqua, the collection that this year **celebrates its 20th anniversary**.

Paola Lenti and Francesco Rota met in the late 1990s through mutual friends. The company was still small at the time, but it already demonstrated a strong proclivity to experiment with materials and conduct research on yarns and fabrics to create new forms and colour combinations. Paola Lenti wished **to give three dimensions to felt**, the solid and dense fabric the Company still uses to make her rugs. She found the ideal intellectual kinship in Rota, as well as the ability to shape the material and a shared approach to the project that is open, inquisitive, and devoid of superstructures.

It was in Paris, during **the 1998 edition of Maison & Objet**, that the company **presented its first seating pieces**: the Atollo sofa and the Linea chaise longue, felt-covered products for indoor use that achieved unexpected success, so much so that in 2001, Linea was awarded the Honourable Mention of the Compasso d'Oro.

Thus, a collaboration was officially born that, over the years, gave life to a collection of furniture and accessories that are highly recognizable. A new approach to the furniture world, capable of generating and encouraging a continuous dialogue between indoor and outdoor spaces through fluid environments in harmony with nature and its regenerating power.

“Francesco and I have always had a positive working relationship that puts the design component above business logic. We both take a similar approach to creativity and quality. We followed our intuitions, not the trends. I’ve always focused on textile research and processing. To him, the challenge was giving shape to the material. I must say that until today we have worked in great harmony.” Paola Lenti

In those same years, Paola Lenti was looking for an innovative textile material for outdoor use and found great potential in polypropylene, a lightweight and waterproof fiber. After completing the research with the assistance of the Chemistry Department of the University of Turin, the company launched **Rope** in 2002, **the exclusive synthetic yarn that is 100% recyclable, naturally water repellent, and resistant to mould and bacteria, from which the company has developed increasingly performing materials over the years.**

Paola Lenti is ready to launch her first textile collection for the outdoors. **2003 is the year of the great wager:** Francesco Rota interprets this new material by giving a different upholstery to Linea, which wore a new dress and changed name: Wave became the first chaise longue with a textile character suitable for outdoor living.

“Paola and I like to sit on the floor, even when we work; we have an idea of “decomposed” comfort. We conceived these low-seat pieces — the Linea chaise longue, the Atollo sofa, and the poufs — and they were actually more suitable for spaces around the pool or a lawn rather than a living room. At the time, the outdoor market was still being invented”. Francesco Rota

INDOOR AND OUTDOOR COLLECTIONS DESIGN FRANCESCO ROTA

Atollo



Linea - Mention of Honor of the COMPASSO D'ORO award in 2001



Frame



Ami



Wabi



Abri



Adagio



2003

2007

2009

2011

2013

1998

2005

2008

2010

2012

Island - Honorable Mention of the COMPASSO D'ORO 2004



Cove



Sabi



Bala



Otto



Wave



Float



Sunset



Giro



Smile - MIAW, Muuz International Design Awards as one of the most innovative product in 2013





Millenary woods recovered from river beds and woods treated with natural finishes to live en plein air

Paola Lenti continues in her design and production process with an ethical choice that uses submerged fossil woods recovered from the river bed and wood subjected to completely natural processing, transforming them into inviting products that are pleasant to the touch and to the eye.

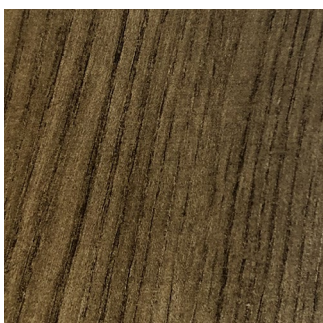
Abonos™ is a wood recovered from the riverbed and buried for thousands of years by layers of gravel and sand that have facilitated the process of fossilization. Its potential in the industry of outdoor furniture has only recently come to light. Abonos™ can actually withstand moisture in a tangible way, which allows it to sustain its structural integrity over time even in harsh climatic conditions.

Abonos™ heart and root woods carry the memory of a bygone era, which, in the case of the oldest woods, can even date back to the time of the great glaciations. Its veins reflect the materials that have shielded it for so long: orange colours indicate the presence of more or fewer clay soils, while cooler colours indicate gravelly environments. These colours with a strong visual impact are also affected by the age of the wood, becoming more or less dark as it ages, making each piece unique and unrepeatable.

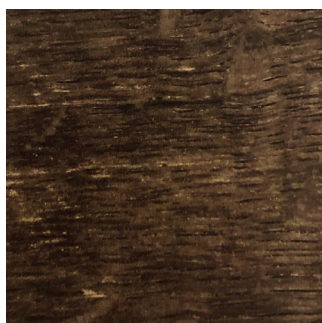
For the outdoors, Paola Lenti also offers ash and oak heartwood Aurea Optima that, thanks to a completely sustainable and ecological heat treatment, guarantee superior performance compared to traditional woods in terms of durability and dimensional stability, are less susceptible to mould, fungi, insects, and moisture, making them one of the most suitable materials for outdoor use.

Aurea Optima wood further testifies to the company's attention to the environment: the reduced steam temperatures during processing guarantee a sharp decrease in energy consumption compared to an identical result in terms of product resistance. The particular wood treatment is unique in the world and ensures a textural beauty that is associated with a significant increase in the product's durability. In fact, tests on nine different wood species revealed that it is possible to extend their life from 5 to 35 years.

The products made with Abonos™ and Aurea Optima have been designed with the advice of Carlo and Filippo Tuzzi, innovators in materials research and proponents of sustainable manufacturing, using the work of skilled craftsmen and ensuring scrupulous respect for the ecosystem. Equally important in developing and refining the various processes chosen was the participation of the companies Wevolution and Xilowood, technical partners whose experience in wood processing allowed all products to have precise characteristics and a strong identity.



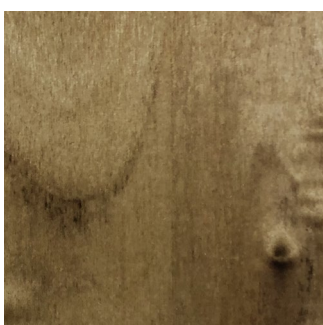
Abonos™ Elm



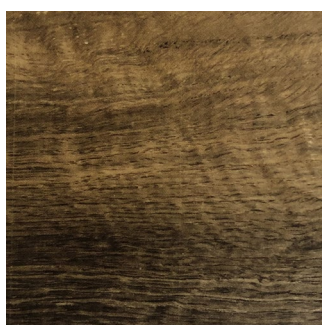
Abonos™ Oak Frisé



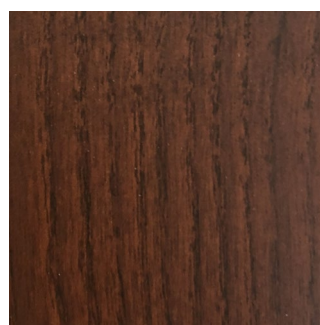
Abonos™ Poplar Bilegno



Abonos™ Rotary cut poplar



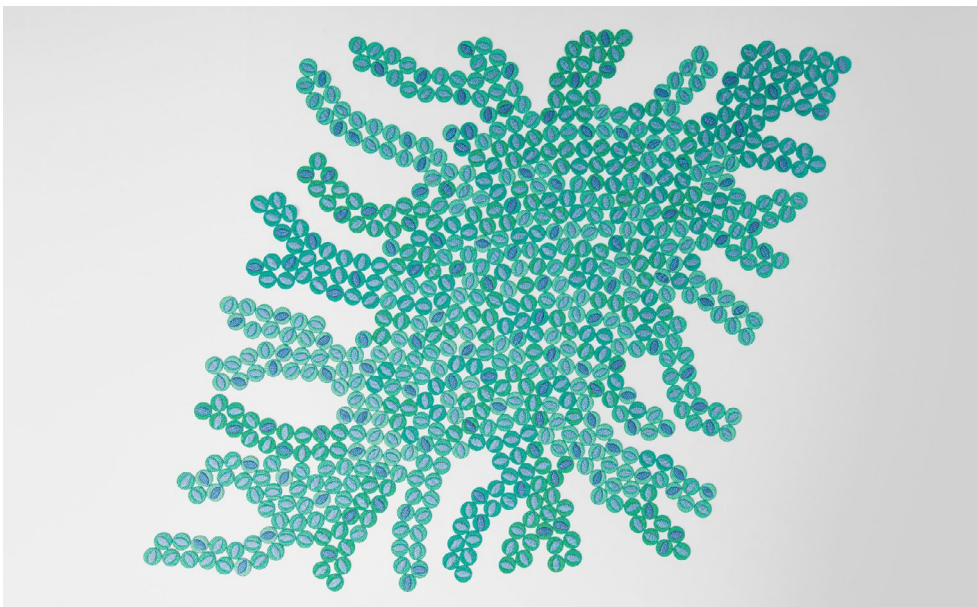
Abonos™ Oak Sfumato



Aurea Optima ash

PAOLA LENTI ELSEWHERE IN TOWN

Paola Lenti at La Triennale Milano



On the occasion of the 2023 edition of Milano Design Week, Triennale Milano opens the **Text exhibition**, a journey through art, craftsmanship and fashion to discover the relationship between publishing, the textile industry and furniture.

Among the works on display, both historical and contemporary, **the Morpho tapestry tells a story of sustainable and courageous choices, in which creativity manages to give new life to scraps of fabric that would otherwise remain unused.**

Morpho is one of the unique pieces of the **Metamorfosi** collection, created by the famous Brazilian designers Fernando and Humberto Campana and inspired by the changes of the natural world. A sustainable collection, which reflects a corporate philosophy aimed at reducing waste and a more conscious use of raw materials.

The elements of Morpho are composed of an upper layer of fabric and a lower layer of synthetic felt, made with fibers derived from the recycling of PET bottles from separate collection. Felt is also 100% recyclable again.

The exhibition Text, conceived by Marco Sammiceli — Director of the Museo del Design Italiano and curator for the design, fashion and craft sector of Triennale Milano, will be open to the public from April 15 to September 17, 2023.

INDOOR LIVING

Agio

design Francesco Rota



Agio is a modular seating system for the interior consisting of large elements that can form both large islands, where the elements are oriented in different directions, and more traditional linear sofas. Thanks to a hidden mechanism in the padding, the Agio backrests are adjustable and can take different positions. For the Milano Design Week 2023, Agio wears Lambusa, a soft velvet made contemporary by a multicolor design. The series is completed by a side table with a structure covered in fabric and a wooden top finished Mano Opaca in coordinated colours.

Linea

design Francesco Rota



Linea is one of the first projects resulting from the collaboration between the designer Francesco Rota and Paola Lenti and one of the products that made the company famous around the world, receiving an Honourable Mention of the Compasso d'Oro in 2001 for its sinuous and innovative shapes. It is a component of the original nucleus that has evolved over time to become a comprehensive collection of furniture and accessories for the interior that is highly personalized and instantly recognizable. Linea is featured with a steel structure, padded with polyurethane foam, and available in all of the fabrics of the collection. Paola Lenti reintroduces it this year with a unique felt upholstery from its 1990s collections, printed with large stylized flowers.

Noah

design CRS



Noah is a large indoor seat characterized by a single independent cylindrical backrest. The padding consists of a mixture of recyclable polyethylene foam and recycled polyester fiber Aerelle® blue, and is made even more comfortable by an upper layer of recyclable polyester. The padding of the back is also made of recyclable expanded polyester mixed with polyester fiber Aerelle® blue. The seat and backrest upholstery is removable and available in Flanders linen. Cushions in the new collection fabrics collection can customize Noah in thousands of different ways.

Shibusa

design Francesco Rota



Shibusa is an indoor series composed of a lounge chair and a chaise longue. The structure in bamboo heartwood support a seating area in igusa, a natural material capable of filtering and purifying the air, retaining harmful substances in the environment, absorbing and releasing humidity to create a constant microclimate. Igusa, cultivated since ever in Japan, is traditionally used to produce tatami. Paola Lenti proposes a decidedly contemporary version this year, characterized by a delicate multicolored pattern.

Metamorfosi | Bruco

design Campana

Mottainai



Interior seat with symmetrical side backrests, inspired by the round and elongated shape of the caterpillar waiting to turn into a butterfly. The padding consists of a mixture of recyclable polyethylene foam and recycled polyester fiber Aerelle® blue. The new upholstery cover is removable and is made with cut-outs of Paola Lenti felt stitched together in Punto Zigzag stitch and then decorated with machine embroidery. The embroidery follows a predetermined pattern, which varies slightly from time to time according to the movements imposed on the machine by the operator. Bruco is available in two sizes.

ZEBRÙ

design CRS

Mottainai



Zebrù is a pouf characterized by a very particular covering. The internal structure, in polypropylene microspheres, is upholstered with a covering hand made on a loom with yarns and fabrics of the collection that remained unused from previous processing. The combinations of colors, which are different every time, follow on the one hand an aesthetic criterion — that enhances every single piece — and on the other a conceptual criterion, which takes up the philosophy of “no waste” and makes these poufs an integral part of the Mottainai collection.

OUTDOOR LIVING

Baia

design Francesco Rota



Stackable lounge chair with a matt-varnished stainless steel structure in avorio or grafite colour or gloss-varnished. The structural covering is available in Maris fabric and from this year also in new hand weaves inspired by the intricate knots of the Japanese tradition. The weave is made of Twitape, a variation of Twiggy, the latest and best performing Paola Lenti's signature high tech yarn, which is waterproof, particularly resistant against dirt, abrasion and UV rays, available in dozens of bright mélange colours.

Elio

design CRS



Outdoor side table with base in gloss varnished stainless steel rod in the colours in the collection and round top in multilayer wood available in Aurea Optima heat-treated oak, Abonos™ elm, Abonos™ ash or Abonos™ poplar wood. The particular processing of the top's multilayer wood, which involves inserting a linen cloth between the wooden parts, allows obtaining particularly thin surfaces that guarantee the same resistance and stability as traditional tops. The warm tones of the selected woods make Elio an ideal complement also in interior environments.

Hat

design Studio Fabio Fantolino



Hat side tables are available in different dimensions and feature both the base and the top in Abonos™ elm heartwood treated to be water and oil-repellent with a water-based finish.

Kiori

design Francesco Rota



Kiori series is composed of an armchair and two and three-seater sofas. The structure in sassafras heartwood is covered with a hand-weave in Conwood, a material consisting of strips in Abonos™ elm heartwood coupled with a cork support that makes them elastic and enduring at the same time. Seat and backrest cushions, in polyester fiber with an expanded polyurethane support, are independent and with removable cover available in all of the exclusive outdoor fabrics in the collection.

Kiori

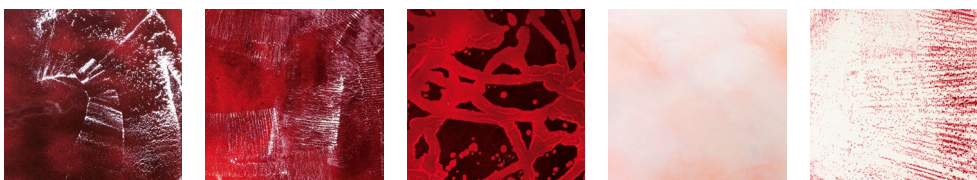
design Francesco Rota



Curved screen available high or low. The structure in sassafras heartwood has a fixed covering hand-woven in Conwood, a material consisting of strips of Abonos™ elm heart wood coupled with a cork support that makes them elastic and at the same time enduring. By combining several elements, the desired configuration can be achieved without the need for connections. In combination with the seats of the same collection, it is also possible to create inviting and intimate outdoor spaces, in coordinated colours and finishes.

Strap

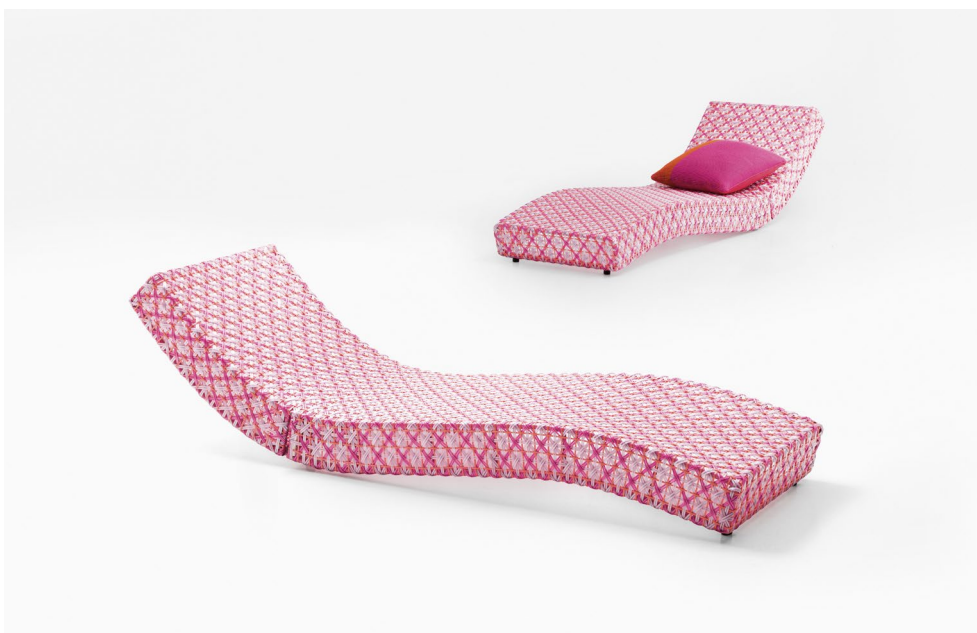
design Victor Carrasco



Strap side tables are made of aluminium and can be both matt and gloss varnished in the many colours in the collection. The version with aluminium base and top in Esmal copper, which was introduced in 2022, is enhanced this year with new shades and patterns, inspired to the forms and colours of the nature. They are all individually handmade and represent a modern interpretation of the ancient Grand Feu enamelling technique, an artistic technique that imparts precious nuances and deep chiaroscuro that vary with each piece.

Wave

design Francesco Rota



Wave is an outdoor chaise longue formed by a stainless steel structure which is woven by hand with a cord. To celebrate the 20th anniversary of the company's entry into the outdoor realm — which took place in 2003 with Wave — Paola Lenti proposes new weaves, made as always by hand and inspired by the complex knots of Japanese tradition. For this new version, Paola Lenti decided to use Twitape, a variation of Twiggy, the latest and best performing Paola Lenti's signature high tech yarn, which is waterproof, particularly resistant against dirt, abrasion and UV rays, available in dozens of bright mélange colours.

PAOLA LENTI MILANO

1



Resort

design Metrica by Bruno Fattorini, Robin Rizzini

The modular shading structure is enhanced with new shelves in Aurea Optima, an ash heartwood processed through an entirely sustainable and eco-friendly heat-treatment. The shelves are fixed to the Resort matt or gloss varnished aluminum uprights at the chosen height and quantity to create true outdoor bookshelves.

Sciara

design Marella Ferrera

The versions in the collection are joined by unique pieces, always different in shape, tone and size, created to enhance elements recovered from previous processes.

Cove

design Francesco Rota

This collection of sectional seating is proposed upholstered with Whim, a new exclusive outdoor bouclé fabric penned by Paola Lenti.

Orlando seating and backrest, **Shell** pouf, **Ensemble** side table and **Ray** rug.

2



Pod

design CRS

Lounge chair with stainless steel structure and padding in expanded polyethylene and polyester fiber. The removable cover in two-colour Costa Inglese knit is a new Paola Lenti outdoor exclusivity.

Vespucci

design Francesco Rota

Three seater sofa introduced with a new upholstery in Aquatech fabric for the structure and Rope T Mélangé for the cushions.

Elio

design CRS

New side table with gloss varnished stainless steel base and top in Aurea Optima oak multilayer wood or in Abonos™ elm, ash or poplar wood. A specific processing of the multilayer wood allows for the creation of particularly thin tops that guarantee the same endurance and stability of traditional thicker tops.

Sciara

design Marella Ferrera

The versions in the collection are joined by unique pieces, always different in shape, tone and size, created to enhance elements recovered from previous processes.

Sika

design CRS

The new baskets in the Sika collection are unique pieces, produced by mixing cords in different colours according to an aesthetic criteria that enhances each single chromatic combination.

Strap side table, **Navajo** rug.

3



Harbour

design Francesco Rota

Harbour sofas have a base in sassafrass wood and a structure in stainless steel covered with Maris fabric; seat and back cushions are upholstered in Paola Lenti's signature Moss, a new soft mélange fabric for the outdoors.

Scicli

design CRS

New modular rug for interior and exterior environments created by joining flat mélange braids in Twitape, sewn lengthwise with Punto Zigzag stitch. The perimeter features the same braid used to produce the rug's surface.

Resort shading structure, **Shito** armchair, **Tobit** pouf, **Giro**, **Strap** and **Tajine** side tables.

4



Taol

design Francesco Rota

Dining table for interior environments. Base in gloss varnished stainless steel, new square top in poplar bilegno Abonos™ multilayer. A particular processing that implies the insertion of a linen cloth between the wood layers, allows for the production of an extraordinarily thin top.

Elsie

design Francesco Rota

Chair with armrests. Legs in ash heartwood finished Mano Opaca or Mano Lucida, padding in cold injected stress-resistant polyurethane, removable cover in Byron, one of the 2023 new indoor fabrics.

Kiori

design Francesco Rota

Screen in Sassafra heartwood woven by hand with strips of Abonos™ elm coupled with a cork support that makes them supple and yet resistant. The Kiori series, a 2023 novelty equally perfect indoor and outdoor, includes an armchair, two and three-seater sofas made with the same materials and completed with seat and back cushions available in the several exclusive fabrics in the collection.

Giorgio

design CRS

A new 2023 piece, Giorgio is a side table/cart with double top. The structure in gloss varnished stainless steel is provided with wheel and supports two parallel tops with the same size, consisting of a wood fiber surface gloss varnished in the same colour of the structure and a frame in peer wood treated to be and oil repellent with a water-base finish.

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