



FERRUCCIO LAVIANI

Ferruccio Laviani is an Italian designer born in 1960. After completing a degree in architecture at the Polytechnic of Milan in 1986, he worked at the Studio De Lucchi where he undertook projects for a diverse range of well-respected brands including Abet Laminati, Memphis and Polaroid. Since 1991, **Laviani** has worked closely with Kartell and now designs exclusively for them, alongside some other world renowned designers including Antonio Citterio, Patricia Urquiola" and Phillippe Starck.

Some of his earliest designs he produced for Kartell such as the iconic Fly Pendant Light and the Bourgie Table Lamp are still best selling items worldwide, showing the timeless appeal and quality of this designer's work.



MYYOUR

A laboratory of ideas where design thinking is transformed into products that are a perfect blend between craftsmanship and innovation, **MyYour** offers furnishings for both home and office. Creation that triggers the imagination of architects, interior designers, or just you and me, these solutions can be found in a variety of functionalities from lighting to decoration.

Take for instance the liberty stool. A fresh and lively design for a series of stools and tables whose technical concepts are so innovating, mainly as for its functional features and capacity to perfectly furnish any space. Perfectly stackable, separately or in combination (stool+table), they allow to cut storage, transportation space, even when no longer used, while offering a consisting design appeal, when stacked too. The dual latest moulding technology provides for a very nice double colour, highly resistant when being painted too. The wide holes in the stools, aesthetically nice to see, are ergonomically useful as footrests, to provide for the ideal seat to people of different heights. The table top, in different materials, is fitted with a rapid connection system. The informal and light design perfectly matches many furnishing requirements, from contract to home kitchen, thanks also to the many colour variants available. And what is more they are made in Polyeasy, the material exclusively used by Myyour, providing for consistent wash-ability and wear-proof performances.



ITALIAN DIFFERENT CONCEPT



MAGIS

Magis is the brand that has given a novel twist to domestic design, building its identity on incorporating leading edge technology into mass production.

Founded in 1976 in the bustling north eastern corner of Italy by a newcomer to the furniture business, Eugenio Perazza, **Magis** is today a giant international design laboratory that constantly puts itself to the test, seeking technological sophistication and employing a highly diversified workforce.

Magis seizes the day. It embraces the creativity of leading global designers (Richard Sapper, Jasper Morrison, Stefano Giovannoni, Marc Newson, Konstantin Grcic, Ron Arad, the Bouroullecs, Robin Day, Pierre Paulin, Jerszy Seymour, Naoto Fukasawa, Thomas Heatherwick and many others) and channels it towards objects perched on the cutting edge.



KARTELL

Battery by Ferruccio Laviani - **Kartell**

Battery is an iconic compact lampshade. It is made from transparent PMMA and truly embodies innovation, being 100% rechargeable when plugged in and with a battery life of up to 8 hours. This allows it to be moved around extremely easily: perfect for use in outdoor restaurants and cafés. **Battery** features a crystal-coloured shade with a prismatic surface that throws out enchanting patterns of light, and a structure made from three different sophisticated metallic colours.



DESIGNERSGUILD

Established in 1970 by Tricia Guild, **Designers Guild** designs and wholesales furnishing fabrics, wallcoverings, upholstery and bed and bath collections worldwide.

The company is headed and owned by brother and sister, Tricia Guild, Founder and Creative Director, and Simon Jeffreys, Group Chief Executive. The **Designers Guild** business philosophy is to combine creativity and innovation with the highest levels of quality: quality of design, product, service and people. The house of **Christian Lacroix** is creatively led by Sacha Walkhoff, Mr Lacroix's second in command for over seventeen years. Under his direction, the house now shows Menswear and accessories, womens accessories, eye wear, a line of stationery, fragrance and of course furnishing fabrics under worldwide license with **Designers Guild**.

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