

## **FOR IMMEDIATE RELEASE**

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### **Lamberti Decor @ the FuoriSalone – Nhow Hotel Milan – April 7-13 2014**

Introducing the visually striking and revolutionary one-piece design that utilizes center split to allow unrestricted movement, the Unbroken chaise and new sculptural handcrafted Lamps and furniture.

NEW YORK CITY (March 10, 2014) – High-end handcrafted furniture manufacturer Lamberti Décor will be showing the new their newest cutting edge design, the Fluid Ribbon Chair by Michael D’Amato. Modern, minimalistic and innovative the Fluid Ribbon is on the verge of redefining the chair into an active extension of the human body. Offering an exclusive sitting experience by encouraging biomechanically accurate movements and better posture, the Fluid Ribbon chair can benefit anyone who is working, playing, studying or relaxing. In addition, artists and musicians are now able to explore their craft in new ways by exploiting the ability to position themselves and move in ways possible only with the Fluid Ribbon.

“People have evolved to move, to groove and to flow but static chairs resist this flow. Even the most ergonomic positions are still static and the body quickly fatigues from any one position no matter how perfect it is. Splitting the chair in half offers a new sitting experience” says designer Michael D’Amato. He goes on to describe how the body can benefit from the way “the lower back is supported and massaged simultaneously; while sitting will pump synovial fluid between the joints, the split seat will not put pressure on the perineum, prostate, coccyx or spine.”

In development for years, the Fluid Ribbon chair design took D’Amato quite some time to perfect and over a year for Lamberti Decor to research and develop the unique manufacturing process. Custom tooling and factory upgrades were necessary for production to begin.

Lamberti Decor founder and owner Maria Lamberti D’Elia recalls that “Right away I was attracted by the split and when I first sat on it I immediately thought it was comfortable because of the ergonomic shape and there was just the perfect amount feedback in the form of spring and bounce. I was caught so completely off guard by the possibility that I could shift and move my hips to the side that I ended up dropping my pen on the floor. As I reached down to pick up my pen my left hip was lowered while the right hip was elevated and the entire motion was natural and organic. The movement of the chair was what sparked my interest and at that moment I began to wonder if our maestros in Italy would be able to manufacture the chair.”

The Fluid Ribbon chair is available in brushed aluminum or white, black and red elastic paint finishes. They may be stacked and used indoors or outdoors. A leather or nautical fabric cushion is available.

Other new and successful products will be shown and will be available to test drive! The Unbroken chaises by Professor Roberto Monte. The Lampoda sculptural lamp by Marcello Pisani e Agostino Vitolo. The Star Collection by Award-winning Italian Architect and Designer Antonio Pio Saracino.

### **Award-Winning designer and architect**

#### **About Lamberti Decor**

Lamberti Decor’s collections focus on stimulating design and precision craftsmanship in metal. Lamberti Decor is your gateway to the Amalfi coast.

Manufactured in the city of Cava De’ Tirreni, the Lamberti family has been working with metal for almost four decades collaborating with architects, industrial designers and interior decorators.

The Lamberti tradition is now being enhanced by the next generation with an introduction of fresh and original designs to furnish and decorate a variety of indoor and outdoor spaces.

Forged from stainless steel, aluminum and CorTen we are proud to put our name behind these unique chairs, tables and vases.

Every piece is custom-made to order by our maestros and stamped with a production number. A mix of the latest technology, tradition and highly skilled labor creates a perfectly handcrafted Lamberti Decor piece.

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LAMBERTI DECOR