

# PRESS

Treviso, March 2015

## Arper at the Salone Internazionale del Mobile 2015.

**Arper** takes part in the Salone del Mobile 2015 where it will display its collections in two different exhibition areas: pavilion 16 (C29 D30), dedicated to the design and furnishing companies, where Arper will have a 880 sq.m. space, open on four sides, and pavilion 22 (D20 D22) this year hosting the exhibition by Michele De Lucchi, Workplace 3.0/SaloneUfficio, devoted to the office sector and taking place every two years. Here, the Arper booth covers an area of 200 sq.m., located in front of "La Passeggiata" by the architect.

The exhibition spaces were designed in partnership with Arper's longtime collaborators 2X4, Lievore Altherr Molina and the Studio Bakker and express the company approach to the evolution of spaces. Versatility, flexibility, interaction. An exhibition path that unwinds among the countless possibilities offered by the products, displayed in a variety of settings representing contemporary spaces. Spaces that are becoming ever more transversal and interconnected require flexible versatile products, in the unceasing dialogue between no longer specialized work fields, less definite roles and a streamlined dynamic organization.

The collections presented at Salone 2015 embody Arper's Soft Tech approach to design, an ever-present element in the design of every single product detail. Products conceived for contemporary work spaces, never disregarding the interaction with people. Products with a built-in technology, invisible, human, a mean and not an end, aiming to ensure the wellbeing of those who experience objects every day.

### News 2015

Among the 2015 new products, Arper will introduce an important novelty resulting from the creativeness of **Jean-Marie Massaud**. More details will be revealed at the opening of the Salone del Mobile. A collection perfectly fitting in the company design approach, willing to broaden its language. New communications codes that anticipate the trends of the reference markets, whilst highlighting the peculiar nature of this research in the industrial design sector.

**Parentesit** is a three-dimensional acoustic graphic panel to be placed on a wall. Designed by the Spanish studio Lievore Altherr Molina, Parentesit can be customized with the addition of a speaker or LED lights. The wide range of geometric shapes and colors ensures high levels of comfort, including visual comfort.

Arper will also introduce several additions to the existing range, as a result of its constant commitment in the research for all-round solutions that can be customized to meet the most diverse needs of global markets:

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The longtime collaboration with the Lievore Altherr Molina studio has led to Arper's first office chair, **Kinesit**. A minimalist light design seamlessly blends in with technological innovation, embodied by an invisible mechanism hidden in the seat and providing a synchronized movement; height adjustment built-in commands and an adjustable lumbar support guarantee maximum comfort. The chair, launched at Orgatec 2014, will be presented to the international public of Salone del Mobile with a new function: Arper booth at Workplace 3.0 will showcase the new Kinesit model fitted with a 2D movement adjustable armrest.

**Cross Table** will be displayed with brand new finishes featuring light and dark oak wood, keeping the functionality of this product unaltered. Cross is a sturdy, versatile, lightweight table equally suitable for boardrooms, residential spaces or collaborative work environments. Designed by Studio Fattorini+Rizzini+Partners, Cross is fitted with legs that can be placed at the center or flush to the top edge, central electrification ports with USB and Shucko outlets integrated in the top.

The **Catifa Sensit** is part of the Catifa family and embodies the evolution towards the Soft Contract approach. It offers the comfort of a traditional office task chair without the bulk of visible technology. An integrated mechanism in the back of the chair synchronizes movement, allowing it to seamlessly incline, relieving pressure on the lower back and offering full ergonomic support. The Catifa Sensit Chair is an enduring contemporary silhouette re-imagined for both home and work environments.

Evocative and contemporary, **Duna 02** is a design classic, ripe for reinvention again and again. Duna is now available in a new range of colors, and presents a thinner, sleeker profile, a more delicate curvature and more sumptuous surface. The several upholstery and base possibilities are complemented by the wooden legs option, giving this chair a softer sensibility for home and collaborative spaces.

Last but not least, **Aava**, designed by Antti Kotilainen, has expanded its line to include plastic as well. Available in new colors, with or without armrests; bases include wooden 4-leg and sled versions.

## Arper at Salone Internazionale del Mobile 2015

From 14th to 19th April  
Pavilion 16 Booth C29 D30

**Workplace3.0 / SaloneUfficio**  
Pavilion 22 Booth D20 D22

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