



COLÉ
ITALIAN DESIGN LABEL

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FUORISALONE 2017

**Furnishing the narrative.
If chairs could talk... what tales they will tell!**

Highest expressive research and craftsmanship for designer's style

Colè Atelier,

Rossini Art & Design Hub
Via Gioacchino Rossini 3, Milano
3 April h.15.00-20.00
4-9 April h.10.00-20.00
6 April Cocktail h.18.00-22.00

Thanks to the passion of Matteo De Ponti and Laura Macagno and their happy meeting with "enlightened" designers, **Colé Italian Design Label** is from 2011 a brand of reference in the design arena, recognized with international awards. A strict selection of ideas, concepts, raw materials and artisanal manufacturing processes along a creative path inspired by the "furniture of memory", from the Bauhaus to Nordic design, from Italian '50s to writer's houses, from art to vanguards, have given rise to collections of chairs, tables and furnishing accessories, unique and unrepeatable. Often the result of ironic rereading of some archetypal forms of tradition and a careful study of color, each creation has in itself an evocative value that invites reflection. **Colé Italian Design Label** has to its credit a number of important contracts in the context of "niche" accommodation as "boutique hotels", restaurants or public places, with its refined atmosphere, obtained by careful and valuable research of selected pieces of design.

Colé Showroom has recently moved to **Via Rossini 3**, very close to Corso Venezia and Villa Necchi Campiglio, inside a context voted to art (the palace, built at the beginning of XIX century for Brera artists, welcomed over time Lucio Fontana, Medardo Rosso, Alessandro Mendini, Marcello Nizzoli). The small Atelier of single-brand design, also place of encounter and exchange, a "little white box" that, along with Pianoprino, Hands on Design and Urushi facing the same street, has created an **important new Milanese design district**.

Colé Italian Design Label presents at **Fuorisalone del Mobile in Milan** with three products, signed by **Martinelli Venezia** and **Bellavista&Piccini**.

For the **Libra** shelf, Martinelli Venezia combine a minimalist shape with a strong aesthetic. Made of beech oiled solid wood and supported by a wrought iron tape, **Libra** plays with the concept of balance, displacing the observer. "The metal support surrounds the convex base of the wood creating an illusion of matter: at first glance, the support looks like a leather belt. The image that inspired the project is the traditional walled port-books that used our grandparents, before the advent of the folders ". In fact, inside the wooden shelf, a metal flat bar fixed to the support structure is hidden, in order to increase stability.

Working on subtraction of the shape, designers duo Bellavista&Piccini have realized the **Bokken Chair**, an essential chair in the form yet precious in colors. "Tapered and elongated, the legs of the seat are inspired by the bokken, a wooden replica of the Japanese sword used in the training of the Japanese martial art of Aikido and Kendo." Bokken chair is characterized by the backrest in precious colours blue aquamarine, ruby red and gold, to match the structure of walnut dyed beech wood, and off-white and anthracite backrest when combined with the natural beech wood version that recalls the Nordic style. Bellavista&Piccini designed also **Badminton chair**, a plain metal structure dressed with hand knitted cord, simplicity as supreme excellence. This chairs are customizable like all the brand's products to meet the specific demands of the contract sector.

PRODUCTS DESCRIPTIONS

Bokken Chair, Bellavista&Piccini

Beech wood chair, in natural version or stained canaletto walnut and lacquered in colours gold, blue aquamarine, ruby red, off white and anthracite. The combination of color and natural light or dark wood makes Bokken Chair an excellent choice for the dining room as well as for restaurants and public places.

Badminton chair, Bellavista&Piccini

A plain harmonic lacquered metal structure in colours white and anthracite, with hand knitted cord backrest and seat. Suitable both for indoors and outdoors.

Libra, Martinelli Venezia

Wall shelf in beech oiled solid wood, suspended from a central belt of wrought iron appearing in perfect balance, supporting the balance of objects loaded at its end thanks to an inner hidden iron plate.

The high resolution images can be downloaded by clicking on the following link:

<https://pixtxt.box.com/v/Cole-ITDL>

ADP Comunicazione

Via Rossini 3

20121 Milano

Tel. +39 02 795005

Mobile: +39 349 1707946; +39 335256797

Email: adp@adpcomunicazione.com

Email: ADP@pixandtxt.com