

DESIGN CULTURE, PROCESS, INSPIRATION & PRACTICE

identity

ISSUE 001 | 2014



Designing the Future

The Psychology of Innovations / Design Theory / Brand Design



Things to Covet

identity selects warm-toned furniture pieces and *objets* that align with Pantone's colour of the year

WORDS – ANEESHA RAI

La Grande Muraglia Outdoor armchair by NEUTRA

The two-seater sofa from La Grande Muraglia Outdoor collection has been designed by Mario Bellini and features a frame made of silver travertine, a natural marble with unique veining, processed with an open-pore brushed finish to enhance beauty and ensure durability. The uprights and frame evoke monumental architecture, while the wide seat offers enveloping comfort thanks to removable cushions with covers made of durable, waterproof materials and covered in recyclable polypropylene fabric. Elegant and sculptural, combining solidity and softness, the sofa is ideal for enriching any outdoor setting with style.

Distortion rug by Illulian
Designed by Marco Piva for Illulian, this rug features sinuous patterns and neutral colours and will add warmth to a space while instilling a sense of serenity. Shades of cocoa, chocolate and coffee are superimposed but never collide, being defined by contrasting silvery lines. The rug is crafted from pure silk and Himalayan wool, dyed exclusively with vegetable-based colours.



Zoe pendant lamp by Venini

Designed by Doriana and Massimiliano Fuksas, the Zoe pendant lamp is inspired by the soft, flowing forms of the traditional Chinese lantern. Made of handcrafted opaline and coloured glass, it recalls the link between Venice and the Orient. The golden metal structure adds elegance, transforming light into a unique sensory experience.

Helene by Minotti

With an extremely decorative and scenic appeal, the Helene coffee table designed by Hannes Peer design for Minotti features a frame created by interlocking the cylindrical or cubic polished stainless steel base with the wooden top. The base serves not only as a supporting element, but also as a functional storage tray in the centre of the top, making it ideal for accompanying moments of relaxation and conviviality. Either square or round, available in one height, Helene fits seamlessly into any environment, meeting different styles and needs.



