**New Ideas 2020: Pedrali presents the new collections**

*Products, family extensions and two new collaborations*

**Pedrali**, the 100% Made in Italy company that produces furniture for contract and residential, presents the **new collections** 2020. **Versatile products** that, in a year in which facing the Covid-19 emergency has become a necessity, aim to **wellness**, **comfort** and **sustainability** without giving up on that **aesthetics** and **high quality** which have always characterized them.

The new collections are presented through “**New Ideas 2020**”, the project in which products are enhanced with expressivity thanks to the interaction with the surroundings. Sets are characterized by clean design and a pastel palette that recall suspended and reassuring realities, able to convey the desire for beauty and dream. The attention to details and to materials is here enhanced, revealing the savoir faire and the passion that the company showcases every year also by taking advantage of the collaboration with Italian and international designers. In order to suggest real scenarios, in which these new collections find their place, a play of lights and shadows is used. An impactful effect is the result, able to convey the vibrant soul of these products.

The outdoor sets are enriched with greenery, where the fronds seem to blow in the wind outlining pleasant and relaxing dehors.

This year Pedrali introduces **two new collaborations**: with the German designer **Sebastian Herkner** and the Anglo-Italian **Robin Rizzini**.

The creative and design universe of Herkner, 2019 “*Designer of the Year”*, is guided by craftsmanship, quality and functionality. In line with Pedrali’s philosophy, this is a world where traditional artisan skills blend with new production technologies to create products based on high quality materials that age with time.

This artistic and design partnership gives rise to a new collection that draws inspiration from the concepts of elegance and sophistication: **Blume**.

Featured by a soft and rounded shape, both chair and lounge armchair owe their distinctive appearance to their **sophisticated flower-shaped profile in extruded aluminium**. An extremely comfortable collection, in which the slender frame and the soft, generous polyurethane foam are harmoniously combined. The steel structural element, placed under the seat to strengthen the chair and to secure the legs is removable: this way all product’s components can be disassembled and disposed of correctly at the end of their life cycle.

The collection is complemented by a **set of coffee tables** featuring the seating’s flower-shaped profile. Available in various heights and sizes, the Blume tables may be combined to create different compositions.

Rizzini’s work stems instead from his research into innovative materials and production processes. His designs centre on coherence and rationality, rejecting every design redundancy and the use of unnecessary materials, both in terms of quality and of quantity. The collaboration with the italian company gives life to a new functional and expressive product: **Toa**, a table that **combines a technical-industrial style with decorative allure**. Lightweight and minimalist, the Toa table is characterised by a solid die-cast aluminium frame in a **fluid geometric design**, suitable to support large sizes tops. Main features are its tapered bridge legs made of die-cast aluminium, which are thinner at the base and widen up towards the “T” element that supports the top. The use of geometry gives life to an iconic shape that blends the strength and lightness of a minimal design with details that enhance the expressiveness and the style of the materials used.

Thanks to its modularity, Toa table is available in a variety of widths and depths and in a wide range of finishes. It is the perfect choice for both living areas and workspaces, besides many other uses.

An high-quality comfort comes to life with **Ila armchair** designed by **Patrick Jouin**. A refined piece of furniture with a strong personality, expressing utmost comfort, softness and sensuality *“During the design phase, we wanted to include some ‘unexpected’ elements, capable of providing rhythm, yet surprising and able to interpret a space. Ila is in fact a small sculpture.”* – explains the designer.

The smooth, taut exterior in rigid polyurethane almost cocoons the user in its large volumes, allowing a moment of relaxation and escape from everyday life. This sense of protection is augmented by the inner side of the backrest and seat in flexible polyurethane foam, which adapts to the human body and envelops it just like a soft embrace. The version with a large headrest accentuates the sense of escaping from everyday life and adds character to the armchair.

Ila’s versatility lies in the possibility of choosing a geometric and swivelling central base in the shape of a cone section, whose inclined design evokes dynamism and lightness, or a four-legs steel tube frame available in different colours and finishes.

The desire for escape and the call of outdoors materialise in the new **outdoor products.**

The idea behind **Panarea**, the collection designed by **CMP Design** is rooted in the Mediterranean coastline, and in the colours and refreshing breeze of an outdoor dinner on a sea-facing terrace. An armchair and a lounge armchair featuring a traditional element hand-woven in Italy as a sign of respect for and dedication to Italian craftsmanship. The wide and curved backrest is woven in polypropylene cord which creates an original geometrical pattern and wraps around the tubular steel frame as far as the armrests.

This use of cord emphasises Panarea’s elegant appearance and optimises the weave, resulting in a double curvature that gives the seating a three-dimensional, graphic rigour, as well as making it transparent, easy to move.

The lounge armchair comes with a wide seat and a high backrest whose curvature traces virtually a circular space of relax and conviviality.

The successful Reva collection, designed by **Patrick Jouin**, characterized by soft lines and generous sizes, has been enriched with a new version: **Reva Twist**. An elegant three-seater sofa and lounge armchair feature four tapered legs in die-cast aluminium placed at the extremities of the perimeter frame in extruded aluminium. The steel backrest and armrests are **woven with a flat rope** in weather-resistant polypropylene, for a more natural appearance. Soft cushions rest on the frame for more comfort.

For relaxing moments on the terrace, in the garden or by the pool, Pedrali proposes the new **Rail** sun lounger, characterized by simple, modern lines. Its slim frame in powder coated aluminium has four angled legs in stainless steel featuring an oblique design. The seat and backrest are in textilene.

Upholstered in water-repellent, UV-resistant fabric, the comfortable cushion is padded in dry-feel foam.

The collaboration with the Catalan designer **Eugeni Quitllet** goes onwith **Remind chair**, which adds a new element to the collection first introduced in 2018 drawing on the soft, sinuous curves of the wooden chairs of the late 19th century, reinterpreted in an innovative key, this sensual and romantic design has a completely new feel about it.

Functional, versatile and relatively small, this chair is suitable for both outdoor and indoor use thanks to the combination of harmonious lines and a lightweight yet solid material.

**Babila XL** meets a growing demand for environmental sustainability, adding a new element to the family designed by **Odo Fioravanti**, that fits harmoniously within a collection poised between tradition and innovation. The inspiration behind Babila XL remains the alternating rational and straight lines with curves in order to create a link between the artificial world of industrial products and the natural, sinuous world of the human body. The Babila XL armchair with a polypropylene shell stands out for the large dimension of its seat and armrests. The aim is to offer greater seating comfort thanks to the removable lining that, recalling a woman’s dress, may be cleaned with ease.

In order to support the **environmental sustainability**, that is a focus of a company’s philosophy, Pedrali introduces new versions of products **made entirely from recycled material: 50% from plastic material post-consumer waste and 50% from plastic material industrial waste. Remind and Babila XL “recycled grey” are the first Pedrali products made from recycled polypropylene.**

Soul Soft, presented as preview at Maison & Objet 2020, is the new special version of the armchair with solid ash wood frame and polycarbonate shell, designed by Eugeni Quitllet in 2018. Soul Soft features a padded and upholstered shell in genuine leather. The new seating faithfully recalls the silhouette of the collection, which includes the outdoor version presented in 2019, subtly accentuating and enhancing its comfort.

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