June 2020

**Adrenalina launches LEO, a new series of sofas and armchairs, the result of a collaboration with Russian designer Daria Zinovatnaya**

**Adrenalina**, the brand known for its willingness to explore and innovate the design of upholstered furniture in all its forms and possibilities, is resuming full activity and, between June 15 and June 21, will be launching some of the new series scheduled for 2020 on Fuorisalone.it .

LEO is the first of the featured series. Composed of a sofa and an armchair, **LEO** was designed by **Daria Zinovatnaya**, the young designer from S. Petersburg who started a fruitful partnership with Adrenalina in 2019. Adrenalina “discovered” Daria last year and asked her to design Mercury and Roche, two of the series presented at Milan Salone del Mobile 2019.

After twenty years of success on the international market, with the LEO series Adrenalina plots a new course and introduces an approach to design which is definitely more bare and essential than the one sported by the previous collections. The elements that define the look of these two new items are sharp and assertive, just like the metal frame – the “soul” – which is visible and not hidden inside the padding

LEO sofa and armchair sport a classic shape and a personality that will blend into any space, be it residential or public. As Daria Zinovatnaya’s stylistic signature focuses on the relationship between color and geometry, the contrast between the tubular metal frame and the assertive yet soft leather upholstered volumes of both armchair and sofa is also chromatically enhanced. The details with which the seats, backrests and armrests hook to the metal frame characterize the series’ elegant and balanced physiognomy. Finishes and details show impeccable workmanship, the hallmark of the whole Adrenalina production.

Adrenalina will also be introducing the new series by Italian designers **De Bona & De Meo** shortly.

**LEO Series technical data**

**Name:** Leo

**Designer:** Daria Zinovatnaya

**Items:** sofa+armchair

**Upholstery:** leather

**Materials:** Tubular metal frame; polyurethane padding

**Dimensions**

Armchair: L 108 D 84 H 80 Hs39

Sofa: L 246 108 D 84 H 80 Hs39

**Designer’s short biography**

Daria Zinovatnaya was born in Simferopol, Crimea, in 1992, and has cultivated her passion for design since early childhood. She attended the Art School, then the Academy of Architecture and immediately afterwards she began to express her creativity through her projects.

The basis of her work are color and geometry, a combination of color schemes. Renown for her iconic postmodern furniture, accessories and interiors, she devotes herself to furniture and interior design, and is a popular Instagram influencer.

**ADRENALINA**

Adrenalina is freedom of expression, of dreaming aloud, and of coloring the imagination, through bold and innovative upholstered seating collections.

Care for technical details, great attention to comfort and softness and a look at the latest fashion trends shape Adrenalina philosophy. Adrenalina upholstered collections break the mold conferring uniqueness to the place that hosts them without compromising on comfort.

Adrenalina draws on the experience and wisdom of traditional craftsmanship combined with a constant search for innovative materials and the development of modern production techniques, while maintaining all the features of an atelier where the desires of those who love to surround themselves with bold original statement-like design can be fully satisfied.

Adrenalina is a haven for visionary creativity, a space where diversity is a value to be protected

A brand of Domingo Salotti srl, Adrenalina was born in 1999 out of the the desire to conceive eclectic and innovative designs for upholstered furniture for commercial and residential use, reinterpreting armchairs, sofas and modular padded seating furniture as iconic and sculptural elements that, although stunning, are always extremely comfortable.

Numerous Italian and foreign designers work in partnership with Adrenalina.

 June 11, 2020

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