



**TRICIA PAOLUCCIO X JWANA HAMDAN - The new Capsule Collection by Jwana Hamdan, previewed during Milan Design Week, is a contemporary dialogue between floral art and lyrical gardens.**

JWANA HAMDAN, the outdoor design brand founded by the Italo-Lebanese entrepreneur of the same name, unveils its new Capsule Collection **TRICIA PAOLUCCIO X JWANA HAMDAN**, born from the collaboration with the Californian artist expert in the art of pressed flowers and the creation of floral patterns with a strong visual impact.

Tricia Paoluccio, who counts among her experiences a collaboration with a prestigious fashion house, brings her expertise and artistic flair to the creation of two exclusive floral designs, specifically conceived for the outdoor brand. The designs, reinterpreted through the vision of Jwana Hamdan, give life to an unprecedented textile project, characterized by weaving techniques of high complexity and detail.

The inspiration for the collection stems from Jwana Hamdan's desire to express through design the beauty and essence of nature, evoking a cultural heritage distinguished by a rich poetic and literary tradition. The lush gardens, often referenced in Middle Eastern poetry, are powerful metaphors to represent human emotions, social interactions, and the ceaseless movement of life, weaving a fabric that intertwines spiritual depth with sensory exploration.

On the occasion of Milan Design Week, the brand will set up the evocative terrace of TED Suite Milano, the historic villa at Via Giovanni Randaccio 5, attributed to architect Giò Ponti, transforming it into a romantic corner of poetry. Among the novelties, an unprecedented dining proposal signed by Lorenza Bozzoli: the ALÌ table, with its sinuous aluminum structure supports an elegant lava stone top, demonstrating the perfect union between aesthetics and materiality, along with the ALIYA chairs elegantly dressed in the new capsule's floral-themed fabrics.

The preview of the collection is part of the event Blooming Visions, curated by interior designer Ilaria Ferraro. A project that aims to envelop visitors in a universe of floral visions and design conceptions, offering an immersive experience in the dynamic interplay between nature and human creativity.

**LOCATION:** TED Suite Milano, Via Giovanni Randaccio 5

**PRESS DAY** – April 8<sup>th</sup> from 10:00 to 16:00

**OPEN TO THE PUBLIC** – From April 15<sup>th</sup> to April 21<sup>st</sup>, from 10:00 to 18:00.

**CONTACTS:**

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**BOOK YOUR VISIT:** [events@jwanahamdan.com](mailto:events@jwanahamdan.com)

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***JWANA HAMDAN** - Fondata da Jwana Hamdan, imprenditrice italiana di origini libanesi, l'omonimo brand si propone come il primo marchio di arredamento outdoor dove il know-how progettuale italiano incontra un patrimonio culturale cosmopolita di ispirazione mediorientale. Il mondo JH è nomadico, costantemente in viaggio ma radicato, combina ispirazioni oniriche, legami con la poesia e la musica con una forte volontà di originalità e unicità. JH crea ambienti inediti e di grande personalità, che diventano luoghi dove vivere e coltivare una nuova forma di convivialità ritrovando nell'ospitalità, nella qualità dei rapporti e degli oggetti durevoli il vero lusso.*

***TRICIA PAOLUCCIO** - Tricia Paoluccio is a multifaceted artist whose childhood was spent amidst the vibrant colors and delicate shapes of pressed flowers on her family's farm in California. Her style blends modernity with classicism, innovating traditional floral art. Known for her contribution to*



*the Ready To Wear FW21 line of Oscar de la Renta, Paoluccio has seen her works worn by icons such as Anna Wintour and Taylor Swift. Her exhibition "I'll Meet You There" in Chelsea has been lauded by Time Out Magazine, and her collaboration with Steinway has resulted in a piano adorned with pressed flowers, celebrated by renowned artists. As the founder of Modern Pressed Flower (<https://www.modernpressedflower.com>), she has fostered an international community of flower lovers devoted to this craft. Her key vision is to celebrate the beauty and resilience of wildflowers and to elevate this centuries-old art form.*

## **JWANA HAMDAN PRODUCTS NOVELTIES 2024**

### **CAPSULE TRICIA PAOLUCCIO X JWANA HAMDAN**

Two exclusive textile creations, "Red Roses" and "Pink Peonies", are the result of an innovative collaboration with artist Tricia Paoluccio, known for her captivating pressed flower compositions. Jwana Hamdan has transformed these works into outdoor fabrics, using advanced weaving techniques reminiscent of the sophistication of brocade. "Red Roses" evokes nostalgia for the Damask rose, a symbol deeply rooted in Middle Eastern culture, while "Pink Peonies" represents a modern reinterpretation of classic floral-themed tapestries, rich in details and laden with childhood memories of Jwana Hamdan. The capsule is completed by a unique coffee table with a floral print and a hand-applied material effect.

### **ALIYA DINING CHAIR By Lorenza Bozzoli – NEW PRODUCT 2024**

Aliya, meaning "high, elevated" in Arabic, is a stackable dining chair for outdoor use. The painted aluminum frame features sinuous curves and details in champagne or bronze colors. The seat and back cushion inserts are made from the latest generation of indeformable polyurethane with vegetable-origin polyols. The back cushion is available in two shapes, rectangular or round, while the frame comes in 6 colors: Cream, Red, Green, Light Blue, Beige, and Black.

Dimensions: 58.5x55xH67 cm

Seat Height: 46 cm

Stackability: 5 chairs

### **DINING TABLE ALÌ By Lorenza Bozzoli – NEW PRODUCT 2024**

Alì, the outdoor dining table, stands out for its refined aluminum structure, which echoes the elegance and sinuous curves of the Aliya chair, creating a harmonious and coherent set. The lava stone top, available in various colors, adds a unique touch and materiality, extremely practical for outdoor use due to its weather resistance and ease of maintenance. Available in three sizes, Alì can adapt to different spaces, from more intimate environments to larger settings, perfect for family dinners as well as outdoor hospitality areas. Alì is configurable in multiple colors and finishes.

Dimensions:

90x90xH74 cm for 4 guests

160x90xH74 cm for 6 guests

160x160xH74 cm for 8 guests

### **LOW TABLES AMAR&SHAMS – NEW TOP COLOUR PINK and FLORAL PRINT**



Amar (Moon) and Shams (Sun) are two low tables with a basic shape and a solid appearance, with four iroko wood legs supporting a round marine-grade Okoumè plywood top with a textured, material surface, coated in Oleomalta® by Oltremateria® in seven color variants obtained from different processing techniques and from the recycled materials used. All surfaces are certified, non-toxic, free of epoxy resins, cement, lime, and gypsum, resistant to UVA rays, and suitable for food contact. The coating is hand-applied by highly specialized artisans in artistic and decorative work, creating unique products.

Dimensions:

Shams: height 35 cm, top diameter 80 cm

Amar: height 45 cm, top diameter 60 cm