

Milano Designer's Week

In the 5vie district, a new space focused on design is opening: **LAPALMA for Architects**



On the occasion of Milano Designer's Week (12-23 April 2021), a new Lapalma space dedicated to design will open in Via Gorani, Milan.

Lapalma for Architects, its name, is situated next to RIVIERA, a destination for the design community and the first location in Milan for the Veneto-based company, opened in June 2019.

Unlike RIVIERA, which, under the artistic direction of Simple Flair, is a venue that hosts events and activities, and a benchmark for the city's creative scene, *Lapalma for Architects* meets the company's need to dedicate time and space to architects and interior designers who want to customise their projects with Lapalma furniture.

"With RIVIERA we have embraced an innovative concept of a space that is connected and open to creativity, where our solutions are for people and meetings," explains **Romano Marcato**, founder and owner of Lapalma with his brother Dario - *"whereas with Lapalma for Architects, we make ourselves more specifically available to designers in order to tell them about the special features of our collections, our way of working, our production quality and our worlds of reference."*

The outcome is an environment designed by the brand's Artistic Director Francesco Rota, where the design opportunities offered by Lapalma systems and furniture can be explored and materials can be touched, providing inspiration with various combinations and possible versions of finishes.

*"I imagined this space not as a showroom, but rather as a sort of design lab," - says **Francesco Rota** - "An address in Milan to welcome architects, offering them not only ideas but also detailed solutions. It allows a close look at the Lapalma world."*

Alongside the brand's reference **Spaces** (Home & Lounge, Café and Light Office) - presented in a fluid environment, interrupted only by micro-perforated panels, where the warm tones of red and orange combined with sandy grey stand out – *Lapalma for Architects* also features a wall specifically designed to experience the heart of the project.

Here stand the **Material Lab**, a compact display of samples of materials - from metals to wood finishes, fabrics, samples of paints and lacquers - and of the various finishes offered by the company, and the **Tech Lab**. This one presents the manufacturing excellence of Lapalma, with several details that identify its sophistication: from the extruded aluminium frame and the die-cast joint, which are the distinctive features of the award-winning ADD System, to the coupling system or the refined assembly.

The backdrop to *Lapalma for Architects* hosts the impressive LAPALMA lightwall: a distinctive characteristic of the company's identity, intended to welcome Milan-based design studios or architects passing through the city.

LAPALMA for Architects

Via Gorani, 8 Milan

www.lapalma.it

For further information:

SHARE_Barbara Fazzi

bf@share-pr.it

Lapalma

For forty years, the company has been producing furniture for the home and for the contract segment, achieving prestigious national and international acclaim thanks to the consistent and constant pursuit of high-quality materials, workmanship and finishes. Over the years, using “bare” handcrafted materials and all-Italian production have guaranteed reliability, quality and customer care. These features, part of Lapalma's DNA, are the ones that the partnership with the designer Francesco Rota aims to maintain and implement.

The brand's new collections introduce softness and fabric upholstery, focusing on colour, warmth and handcrafted details while opening up –alongside important contract projects -to the contract-home projects, with products that can belong to both worlds, thus confirming its ability to satisfy more markets and needs.

The offer is complemented with the development of products that, while maintaining high formal and production quality, are positioned in a more attractive and competitive price band. Research is carried out into materials for upholstery (hide, leather and eco-leather) and into textiles, padding or foamed elements, included in new projects and in some ongoing projects.

For some time, Lapalma has been working with internationally renowned designers, establishing long-lasting valuable partnerships. In the future, the company intends, on the one hand, to provide continuity and loyalty to some of these partnerships and, on the other hand, to introduce new names that have shown a potential affinity with the brand in terms of sensitivity, professionalism and adaptability.