

## LONDON DESIGN FESTIVAL

LONDON, 14-22 SEPTEMBER 2019

On the occasion of the 2019 London Design Festival, Molteni&C|Dada will showcase its new 2019 collections – presented for the first time in the UK – at the new Molteni&C|Dada Flagship Store on Brompton Road.

Positioned in the heart of the vibrant Brompton Design District, the Molteni&C|Dada Flagship Store will be transformed by the award-winning Belgian architect Vincent Van Duysen, the company's Creative Director and Corporate Image Curator.

The Flagship will be styled with the new living collections from Molteni&C's portfolio of designers. Vincent Van Duysen's new designs include the commanding Gregor sofa, showcased in a stunning dove grey fabric by Sahco, the sophisticated Hubert coffee table in eucalyptus and leather, and the Modernist-inspired Gillis armchair. Showcasing its inaugural collection with Molteni&C, Yabu Pushelberg's new curvaceous Surf collection will be on display including a sofa in a tactile leather and elegant accompanying table. To celebrate the Flagship's location, new pieces by Rodolfo Dordoni's London-inspired collection will also be showcased, including the Bergère-style Kensington armchair and sculptural Kew coffee table. Lastly, the Flagship's dining area will also be refreshed with the addition of the new Ava table, designed by Foster + Partners, inspired by the lightweight forms of aircraft wings and bridges. True to practice's policy of designing eco-friendly buildings and furnishings, the Ava table is constructed entirely from timber, resulting in a sustainable piece of modular furniture that is suited to both domestic and commercial settings.

As a cultural nod to the Brompton Design District's 2019 theme of 'Nature / Nurture', the Flagship will also feature styled vignettes of veneers, natural fibres and materials, curated by Nicola Gallizia.

## I-MADE Italian Manufacture, Art and Design Exhibition

SAATCHI GALLERY, 19-22 SEPTEMBER

To cement its status as Italian design brand, The Molteni Group will participate in the inaugural edition of I-MADE (Italian Manufacture, Art and Design Exhibition) at the Saatchi Gallery, London's first exhibition solely dedicated to Italian design and manufacture. The Molteni Group will loan two of its iconic pieces: the Parigi chair by Aldo Rossi for UniFor and the D.153.1 armchair by Gio Ponti, whose re-edition was produced by Molteni&C based on the original drawings from the Ponti archive. Giulia Molteni, Molteni&C|Dada Head of Marketing and Communication, will also personally participate during a panel discussion on Friday 20th September.

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**Press Breakfast:**

Thursday 19th September  
9am - 11am

**Open House:**

Saturday 14th – Sunday 22nd September  
10am - 6pm  
Thursday 19th September  
11am - 6pm

Molteni&C|Dada Flagship Store  
245-249 Brompton Road  
London SW3 2EP

**I-MADE Italian Manufacturer, Art and Design Exhibition:**

Thursday 19th - Sunday 22nd September  
Inauguration and Exhibition

Panel discussion with the participation of Giulia Molteni  
Friday 20th September  
10am - 11am

Saatchi Gallery  
Duke of York's HQ  
King's Road  
London SW3 4RY

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Official hashtag  
#MolteniGroup  
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**GREGOR design Vincent Van Duysen**

Vincent van Duysen continues his research into the world of contemporary living by designing this Gregor modular system for Molteni&C. It includes various straight, corner or peninsular units that can be mixed and matched together to give multiple combinations for a living space destined for conversation, reading and entertainment, with all the media devices readily available. The multiple features distinguishing this range underline the overall lightness of the design.

The steel base, in a new zinc finish, supported by small feet that recall VVD's most recent furniture designs, such as the Quinten sideboards or the Jan small tables, is covered in leather, as are the winged armrests suitable for supporting soft cushions while at the same time acting as a useful surface. The backrest takes up the Belgian designer's classic approach to sofas: large with raised stitching, but featuring an innovative solution for the corner, which in this design is rounded so as to give continuity to the form. As an alternative to the winged armrest, there is a trapezoidal, padded, slightly flared version, that offers a more comfortable sit.

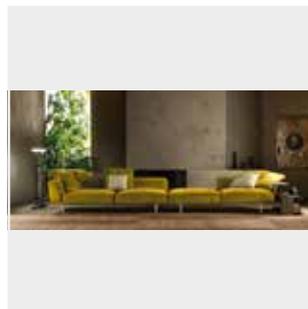
Gregor comes complete with differentiated polyurethane foam-filled seat cushions, as well as soft cushions, resting against slim backrests ensuring maximum comfort. Along with the Gregor sofa, Vincent Van Duysen has designed Hubert, a set of small rounded tables hide leather covered, which perfectly match the modular sofa design.

*"Gregor is a sofa collection playing subtlety with low proportions, thicknesses and a mix of refined materials. A harmonious, contemporary language created by the contrast of soft, comfortable and generous cushions and the strong, precise and linear metal basement. The horizontal part of the basement is covered with crafted leather, perfectly stitched along the perimeter. Extending the covering leather into a lean side element creates an optional armrest which can be also used as a little side table. Modular, it can be used in a wide range of compositions or as single units, from the typical 2- or 3-seater sofa to an elegant daybed."*

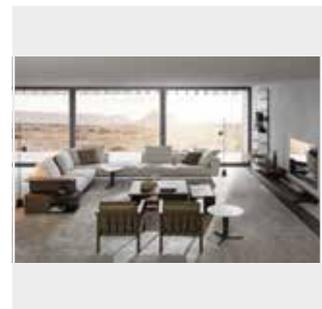
Vincent Van Duysen



Gregor design Vincent Van Duysen 01



Gregor design Vincent Van Duysen 02



Gregor design Vincent Van Duysen 03

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**GILLIS design Vincent Van Duysen**

A small, low armchair, designed mainly for the hospitality sector, in hotel lobbies, bedrooms, lounges and bars, but also in the home as an occasional armchair set alongside impressive sofas. Classic frame made entirely of wood, where the backrest also acts as an armrest. The structural seat and backrest function is performed by hide leather straps that guarantee perfect comfort by adapting ergonomically to the body. Seat and backrest are complete with comfortable cushions covered in textiles or leather chosen from the wide range of the Molteni&C collections.

*"Gillis has a very strong modernist language. Perfectly crafted timber joinery details, characteristic leather straps at the back of the backrest, the armrest padded with leather made of one single piece gently turning around the backrest make the distinctive design traits of this compact yet very comfortable armchair".*  
 Vincent Van Duysen

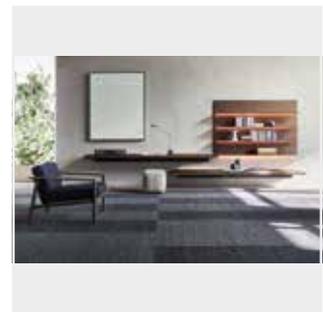
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Gillis design Vincent Van Duysen 01



Gillis design Vincent Van Duysen 02



Gillis design Vincent Van Duysen 03

**HUBERT design Vincent Van Duysen**

Set of small tables specifically designed by Vincent Van Duysen to go with the Gregor sofa. They echo the rounded angles of the sofa to create a harmonious whole. Square or rectangular, these are occasional tables each with two wooden horizontal tops, supported by curved hide leather-covered vertical elements, which form a partially closed compartment between the top and the shelf below, designed to hold various handy objects for those sitting on the sofa.

*"Two refined materials, leather and timber, creating a subtle yet contemporary language by the contrast of their respective thicknesses. Simple shapes rhythmmed through open and closed parts, the coffee tables are a nice addition to the Gregor Sofa collection."* Vincent Van Duysen

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Hubert design Vincent Van Duysen 01



Hubert design Vincent Van Duysen 02

**AVA TABLE design Foster + Partners**

Foster + Partners and Molteni have had a long and fruitful relationship that began with the design of the Still sofa in 2006. The practice also designed a range of office furniture called 'Elements' for Unifor, Molteni's sister company. Ava follows a natural progression from the earlier design of the Unifor Elements metal conference table to create a timber dining table. The new design explores the warmth and tactility of timber and economy of material to create a sustainable piece of modular furniture that is suited to both domestic and commercial settings.

Mike Holland, Head of Industrial Design at Foster + Partners said:  
*"The 'Elements' range for Unifor demonstrated the efficiency of modular furniture. We wanted to explore the same spirit of flexibility and exactness of detail through a different material altogether that was more suited to a domestic setting."*

True to their policy of designing eco-friendly buildings and furnishings, Foster + Partners have come up with a set of tables for contemporary settings. Made entirely of wood, the natural material par excellence, the Ava Table responds to the ever-increasing need for designer furniture to meet the demand for ecosustainability without forgoing the need to represent the space that every piece of furniture deserves.

Inspired by the lightweight forms of aircraft wings and bridges, it consists of two basic segments – a middle section and a cantilevered end – that can be combined to create a single table of any length. The table's bridge-like structure is a highly sculptural object with minimal detailing and a high-quality finish. The joints between the two sections are accentuated by a shadow gap that references architectural traditions.

The geometry allows the end sections to cantilever up to one metre out on either side, while remaining stable and rigid. The entire table is made from timber, save the fixing elements, and the sculpted legs taper from a wider section at the top for support to a thin line towards the floor. The table is available in walnut and eucalyptus finishes and off-the-shelf versions come in three standard sizes – 2.9, 3.4 and 3.8 metres.

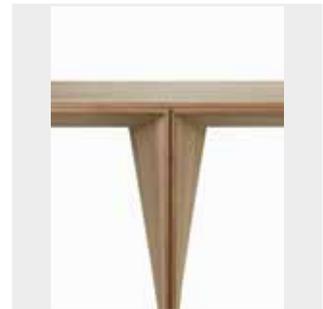
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Ava Table design Foster + Partners 01



Ava Table design Foster + Partners 02



Ava Table design Foster + Partners 03



Ava Table design Foster + Partners 04

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**SURF design Yabu Pushelberg**

Canadians George Yabu and Glenn Pushelberg, all-round players in the world of architecture, design and graphics since 1980, have just designed Surf, a modular sofa system, for Molteni&C, after making their debut with Dada, in 2006, with the futuristic Lisola design. Thanks to their experience in the hospitality field and in exploring the nature of organic forms well beyond any traditional approach, Yabu Pushelberg design seating, unfettered by the constrictions of excessive modularity and rich in unexpected details. Ideal for residential or hospitality projects, such as hotels or offices.

Seats all-one with the base, with rounded forms supporting snug, slightly protruding backrests, are the features that make Surf a design that is not only ergonomically perfect but also visually appealing. This excellent result is due to the use of differentiated polyurethane foam technology. Artfully designed rectilinear, chaise longue, corner and terminal elements, partially devoid of backrests, give rise to multiple compositions suitable for situations of all kinds, maintaining in each the freshness and originality of the design.

A wide choice of textiles and leathers, chosen from the Molteni&C collection, further enhance Surf's uniqueness. Surf is also an elegant little "dumb waiter" table, from the marble base and the wooden top complete with a small handle for moving it easily, it is perfect for keeping anything within easy reach when ensconced in a comfy sofa.

*"Our work always has a balance between emotional and rational qualities; it's never frivolous, but it still has a point of view. With Surf, we were sat in a beach house looking at the waves, and then we started to sketch them. The final design has that kind of fluidity and undulation to it. It's important that a design has a clarity of view, but it's also important that it has its own voice."* Yabu Pushelberg

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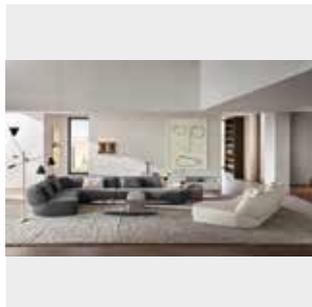
Surf design Yabu Pushelberg 01



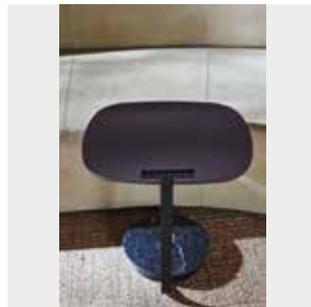
Surf design Yabu Pushelberg 02



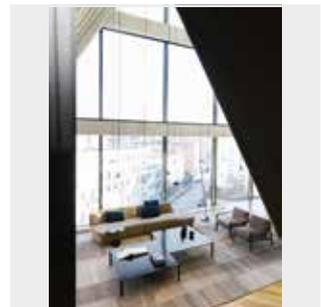
Surf design Yabu Pushelberg 03



Surf design Yabu Pushelberg 04



Surf design Yabu Pushelberg 05



Surf design Yabu Pushelberg 06

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**KENSINGTON design Rodolfo Dordoni**

Kensington, the line of armchairs designed by Rodolfo Dordoni, successfully presented at the 2018 Salone del Mobile, now includes an additional element: a Bergère armchair in which to relax, meditate or simply chill out. The four-ray central metal base on which the structural hot-moulded polyurethane frame rests, is again covered in leather. All-in-one seat and backrest, in this version complete with side headrests, offering maximum comfort.

The high degree of personalization given by the use of leathers and textiles that can be used singly or combined makes it an ergonomically perfect and wonderfully comfortable chair.



Kensington design Rodolfo Dordoni 01



Kensington design Rodolfo Dordoni 02



Kensington design Rodolfo Dordoni 03

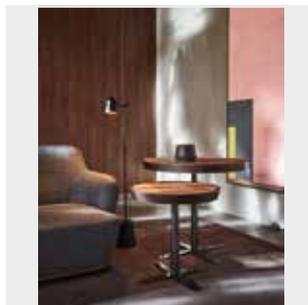
**KEW design Rodolfo Dordoni**

A set of small round tables in which the presence of metal combined with other materials recalls the large metal greenhouses of the Victorian age present in the Kew Botanical Gardens. The apparently simple metal frame conceals small structural refinements such as the slightly inclined four-ray base that conceals the built-in feet. The central plinth, into which the top is inserted, is cone-shaped. The table top is thick and consists of two different materials.

The surface can be made of marble or wood while the slightly flared side rim is always made of leather. The tables come in two sizes: 50 and 70 cm for the diameter, and in different heights, 50 cm and 63 cm, so that they can be partially superimposed. Kew is the perfect companion for the Kensington series but it can also be combined with any upholstered chair or sofa.



Kew design Rodolfo Dordoni 01



Kew design Rodolfo Dordoni 02

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Molteni&C D.153.1 by  
Gio Ponti



UniFor Parigi Armchair by  
Aldo Rossi ph Mario Carrieri

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