

**PRESS RELEASE**  
**SALONE DEL MOBILE.MILANO 2019**  
**HALL 5 – STAND F07/G06**

DOMESTIC ATMOSPHERES EVOLVE IN THE VISION OF MISURAEEMME

*Pure and rigorous lines converge in an atmosphere of essential refinement*

An innovative approach and research on materials mark the new trends of contemporary living, interpreted by **MisuraEmme** in an exhibition space with a clean, fluid graphic image, bringing out the versatility of the offerings of the Como-based company. Rigor and purity, contemporary design and functional quality form the stylistic signature of the brand, capable of enhancing the traditional codes of home decor with original sartorial flair and an inimitable sense of balance.

The occasion is the 58th **Salone del Mobile.Milano**, an indispensable appointment for MisuraEmme, which is one of the few companies that has been a constant presence at this furniture fair over the years. From 9 to 14 April 2019, the booth at **Pavilion 5** – coordinated with the lucid graphic touch of **Mauro Lipparini** – displays the brand's new solutions in a space of over 500 square meters that avoids the classic formats of trade fairs, in a setting like a true contemporary villa featuring rational atmospheres based on elegant, sophisticated material details.

The objective is to update the brand's identity, getting away from trends and experimenting with new materials (grey Orobico marble), woods (Amara ebony) and metal finishes (antique brass, graphite and bronze), giving the collection unique, inimitable appeal.

"MisuraEmme wants to reinforce its key role on the international scene – emphasises **Ottaviano Borgonovo**, co-owner of MisuraEmme – making its productive know-how, design prowess and technological innovation available to the community of sector professionals, by opening various new spaces around the world, from Mexico City to St. Petersburg, by way of Suzhou, Nanjing and Jinan, and upcoming openings in Munich, Singapore and Bangkok."

# MisuraEmme®

- **The new offerings**

The installation – with its contemporary graphic approach – presents an elegant narrative through the new creations of MisuraEmme, flanked by the brand's iconic pieces based on long-term collaboration with internationally acclaimed designers: Carlo Marelli / Massimo Molteni, Ferruccio Laviani and Mauro Lipparini. The latter has designed **Virgin**, a seating system composed of a sofa and chairs, with or without armrests, with rational yet very light lines. The striking silhouettes enhanced by exceptional materials and sartorial details stand out for their vivid contemporary personality. The pieces contribute to the creation of convivial islands – intimate, cosy – in residential contexts, but also in hospitality spaces like lounges, waiting rooms and managerial offices.

Material contrasts underscore the forceful identity of the new **Stiletto** family of furnishing complements. Marble, metal and wood alternate in creations with precise geometric lines forming slender structures. The tables – in different heights and sizes for the tops – and the consoles rise from the floor in the midst of the brand's seating proposals, in an original game of contrasts with the soft silhouettes of the sofas and armchairs.

Clean geometric lines are also a feature of the **Gemini** collection, including two coffee tables with essential profiles. The materic character of wood interacts with glossy ebony lacquer to add value to the pieces, designed to furnish domestic spaces and other contexts with remarkable elegance.

For the event in Milan MisuraEmme introduces a new functional proposal to update wardrobe systems. The **Rex** door – available in wood or glass – enhances the offerings in the brand's catalogue, equipped with hinges that permit insertion of the door in the wooden and structural uprights, guaranteeing 180-degree opening.

The new **Palo Alto Free** system further develops the rational approach of Palo Alto I-box, from which it inherits an entire range of accessories and doors, ensuring perfect coordination. This project explores the evolution of the wardrobe cabin and proposes an original solution for the bedroom zone. The back and the sides disappear, while the structure – entirely supported by the floor-to-ceiling post – permits countless compositional possibilities. A

**MisuraEmme**<sup>®</sup> versatile project destined to evolve in the years to come, which will revolutionise the configuration of habitat spaces and, in particular, of the bedroom.

- **Product range extensions**

At Pavilion 5 visitors can also experience the new **range extensions** of the brand, which are three in number.

An unrivalled protagonist of the living area, the Argo sofa by the designer Mauro Lipparini becomes a system of tailor-made upholstered furnishings thanks to multiple configuration options, ready to create ideal solutions for any situation. The seating modules alternate with new storage elements of great appeal, in a reinterpretation of the living area.

The **Ala table** by **Ferruccio Laviani** takes on new, striking dimensions. The round top expands to a diameter of 2.4 meters and is enhanced by a new surface, available in grey Orobico marble, joining the transparent glass solutions and the wide range of types of marble offered in the catalogue. The top, featuring a border that visually disguises its thickness, seems to float in space, ready to take flight thanks to the slender, delicate legs, shaped like the wings of an aeroplane.

The ethereal and supple design of the iconic **Margareth** bed (created by Carlo Marelli & Massimo Molteni) is now available in a king-size version. The headboard in spring steel, covered with fabric enhanced by sartorial stitching, gives rise to seductive chiaroscuro effects. The solid wooden base, also wrapped in refined coordinated fabric, sets off the feet in solid wood, supporting the agile body with its slim arched design.

The innovative stylistic evolution of **MisuraEmme** continues, in a spirit of fine tailoring without limits that generates new design approaches and signatures. Six unprecedented metallised lacquer finishes (brass, graphite

**MisuraEmme**<sup>®</sup> and bronze, polished or antique-effect) and two sophisticated wood varieties – ebony and tobacco eucalyptus – envelop the atmospheres of contemporary living proposed by the brand and presented in the setting of the Salone del Mobile.Milano.