



**NEW SMANIA FURNISHINGS ON SCENE
AT THE SALONE DEL MOBILE.MILANO MOSCOW 2019**

CROCUS EXPO | 9-11 OCTOBER 2019
HALL 08 - BOOTH B05 C04

*Design and luxury expressed with passion in proposals that speak about
Italian craftsmanship and know-how*

Smania returns to Moscow, in collaboration with its partner *Italmond*, to convey its philosophy through unconventional luxury, constantly experimenting **between a taste that is both classic and modern**.

The selection of new products, divided into three environments having a welcoming atmosphere, is a tribute to **artisanal culture** and attention to detail: every piece by Smania is distinguished by refined materials and the search for balance in proportions, which is an expression of the enviable Made in Italy know-how and excellence. Joining all these elements together is a great **passion**, that is vibrant and shared.

An exhibition dedicated to those who want to surround themselves with precious objects that are refined, highly customisable in materials and finishes, impeccably interpreting the tastes and needs of each of its customers.

DINING ROOM – Smania Nest Collection

The most dynamic vision of living that explores the relationship between man and nature: an entire collection in collaboration with **Giuseppe Viganò/Studio Viganò**, an eclectic and fascinating design aligned with the brand's values.

The name *nest* is inspired by the attitudes of the collection, designed to convey, through its warm and enveloping atmospheres, the idea of a luxurious refuge. A cosy and comfortable nest, an elegant corner of peace in which one can abandon oneself, accompanied by the pleasant feeling of immersion in nature.

The new collection delineates, with its products and moods, a brand new osmotic balance between the indoors and the outdoors, between the desire for freedom and the security of a comfortable shelter.

From the lighting to the rugs, so that it can be configured as a total look. Each product is studied and made with sculptural expertise and with a special attention to materials, able to once again highlight the precious cognitive baggage of Smania.

Wood is confirmed once again as the protagonist with sinuous lines and soft finishes, in perfect harmony with other noble materials, such as leathers, metals, fabrics and glass with surprising textures. Refined combinations, sophisticated solutions, inspired by classic techniques, such as Viennese straw, which has

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entered into the history of design, and today is reinterpreted in a modern key through a new weave in leather, with a unique design. Characterising the entire collection is design with a strong personality, defined by clean lines, essential volumes, high-quality construction details and exotic decorative motifs.

On display at the Crocus of Moscow is the dining area composed of the **FLINT** dining table, at centre stage, in the rectangular version in solid stained ash with woven leather details, decorated bronze tempered glass top; the padded seats, **ANTILLIA**, in various finishes, the display case **MERA**, exquisitely refined in its combination of materials; the **KILLIAN** sofa and arm chair, for the relaxation area, paired with the **ZAREN** coffee table and its glass painted with tropically-inspired decoration. Completing the environment is the **SAMSARA** wall lamp, original backlit palm leaves in brushed steel and the **PALM** rug in the beige colour variant.

The catalogue also includes the bedroom with the **ATLANTIS** bed, the **KIDA** nightstands and dresser, in addition to further complements. All the pieces of the **Smania Nest** collection are available with finishing in honey or dark brown tones, or customised in lacquered grey, silk grey, beige, blue, green and burgundy, the same colours that can be found in the rugs and in the patterns of the fabrics.

LIVING ROOM

Protagonist of the living room is the **CHARLOTTE** sofa, fruit of the collaboration with **Ferruccio Laviani**, who interprets the Smania spirit in a proposal that hides its structure within a beautiful cushion arrangement featuring abundant and elongated volumes. An external border that charmingly highlights the stitching, while the feet stand out for their leather covering and steel detailing.

There is meticulous attention to detail that is reflected in all the pieces that furnish the living area: the **ELLEN** sofa, with its sophisticated leather weaving that laterally embraces the entire seat; the **MOON** series of tables by **Rune Ricciardelli**, the **SAVOY** coffee table designed by **Massimo Iosa Ghini** and the **NOVA** lamp, designed by **Alessandro La Spada**.

Collaborating with affirmed and talented designers remains a winning formula for Smania, which allows it to express its philosophy with its own voice, through new eyes and a great variety of languages.

BEDROOM

The **KLIZIA** bedroom, which has seen enormous success at the last Salone del Mobile di Milano, is composed of a bed and swivel armchair, both connotated by the particular helical, enveloping shape of the backrest, made entirely by the hands of skilled upholsterers. Completing it are the **ARGO** nightstands and the **MAILA** chandeliers.

The vanity corner is made up of the **ERMETE** desk, equipped with mirror, and **AFFÉ** the soft pouf. The **ADEL** series of tables, the **BLANCO** carpet and **BASTET** lamp complete the setting with a refined taste.



Smania presents itself at the Crocus with an inimitable creative proposal, furnishing solutions aimed at the Russian market, which is increasingly attentive to quality, refinement and exclusivity.

A not-to-be-missed appointment for the operators of the sector, not only Russian, but coming from the Regions, from the countries of the former Soviet Republics and the Baltic countries.

Indeed, Russia remains the principal market for Smania, with a stable total turnover of 20%. An area where major investments in business strategies, resources and projects continue: soon to see the opening of two showrooms, in Moscow and Ekaterinburg.

Smania: the most modern among the classics, the most classic among the moderns

Since 1967 Smania has been designing, cutting and sewing; creating furniture and accessories that contain our creative DNA, with sculptural taste and the intense energy of passion, ingredients at the base of an audacious beauty to be found at the centre of every creation. This is the expression of luxury furnishing, exclusive and unconventional, painstakingly realised in all those details that define the total look of the Smania space. Every piece, expression of a quality that is conscious and deeply rooted, is fruit of the pleasure of creating. A flexibility born of craftsmanship dedicated to personal satisfaction and to the perfection of every single detail.