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THE "2017 COLLECTION" IN WALLPAPER*

As part of its ad campaign launching the 2017 Collection, coordinated by Rodolfo Dordoni and introduced this year at the Salone Internazionale del Mobile in Milan, the company partnered in a special initiative with "Wallpaper*", the distinguished design and lifestyle magazine widely acknowledged by the international design community for its authoritative voice.

The October issue of "Wallpaper*" will be a special edition featuring extremely engaging editorial content, thanks to the exceptional contributions of 21 Top Guest Editors of international fame. Each of them will chronicle a brand new project.

A 14-page feature will showcase the settings and the products that best represent the 2017 Collection, starting with Lawrence: a seating system with a classic-modern spirit, built upon the alternation of generously-sized and formal shapes that boldly express their dramatic personality. Lawrence conveys the true quintessence of custom design. Its extremely versatile nature lends a more dynamic and informal interpretation to living spaces.

Among the most highly-praised innovations, in addition to the Lawrence seating system, is the Jacques collection – composed of sofas, armchairs and ottomans in various sizes. It expresses a sophisticated aesthetic language that is revealed in soft shapes, compact proportions and visually spectacular details capable of showcasing its finely-crafted tailoring and the company's indisputable quest for perfection and elegance.

Completing the feature is an eloquent image of the Outdoor Collection, displaying a restrained and contemporary design aesthetic, informed by a sophisticated blend of unexpected shapes, materials and colors, perfect for creating comfortable, entertainment-ready outdoor rooms.

The Florida seating system is perfectly at home alongside the enveloping yet streamlined shapes of the Colette "Outdoor" and Halley "Outdoor" armchairs, whose comfortable proportions, sinuous lines and amazing variety of elements can be clustered to form many configurations -- a natural invitation to socializing, conversation and relaxation.

