

N°3
MAY
JUNE
2015

B&B
ITALIA

THANKS FOR VISITING B&B ITALIA

The **MILAN DESIGN WEEK 2015** came to a highly successful end, thanks to all those that visited our store and shared with us this important moment.

- > **VIRTUAL TOUR 360° / NEW PROJECTS**
- > **DESIGNERS' INTERVIEWS**



THE
PLACE
TO
BE.

> FIRST OF ALL

Among the protagonists of the Milan Design Week at the B&B Italia Store in Via Durini, two new versions of the **Michel** seating system by Antonio Citterio: **Michel Club** and **Michel Effe**.

Unveiled to great acclaim in 2012, **Michel** immediately stood out for its light and airy design, the result of the height of the foot, the volumes of the seat and its clean and elegant linear profile.

The new 2015 versions, **Michel Club** and **Michel Effe**, show how a successful product can evolve over time to offer new formal solutions.

More traditional yet nonetheless contemporary, **Michel Club** offers a new take on the relationship between the structure and the cushions.

The underseat is higher and corresponds to the lowering of the base supports for a more lounge-style seat.

Michel Effe, meanwhile, maintains an airy feel thanks to the height of the foot, but has a greater formal minimalism due to the simplification of the seat, which has a single cushion. Cleaner, yet no less comfortable, it eliminates all that is superfluous.

A wide variety of elements characterise the three versions to allow a great deal of flexibility when organising the living space, offering different compositional and functional possibilities, from formal to social, relaxation to conversation, whilst always guaranteeing the utmost comfort and elegance.



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> **FIRST
OF ALL**

Michel
2012



Michel Club
2015



Michel Effe
2015



> FOCUS
ON

B&B ITALIA HOME 11

Now in its eleventh year, B&B Italia Home confirms its standing as an unmissable yearly appointment, a statement of style, the expression of research into contemporary living, planning and design. A collector's volume that illustrates the international lifestyle of B&B Italia in three different living contexts, each with its own special features, where the products become the stars of evocative settings in which the emphasis is very much on contemporary sophistication and timeless elegance.

> [VIEW THE CATALOGUE](#)

> [WATCH THE VIDEO](#)

**FEELING
BLACK**



**LIVING
HISTORY**



**CHIC
SIMPLE**



IN THE WORLD

UPCOMING EVENTS

LONDON, 6 MAY

OPEN THE DOOR, IT'S TIME TO GO OUTSIDE

B&B Italia Store London presented the new B&B Italia Outdoor collection at the Open House Evening held on 6 May by Brompton Design District. The undisputed stars of the event, in partnership with Oikos, were the new products of the Mirto series by Antonio Citterio and the new Butterfly and Fat-Sofa Outdoor seating systems by Patricia Urquiola.

B&B Italia London, 250 Brompton Road



IN THE WORLD

UPCOMING EVENTS

MILAN, 7 MAY
DESIGN MEETS FOOD,
MILAN MEETS THE WORLD

B&B Italia Store Milan hosted on 7 May the event “Design meets Food, Milan meets the World”. A talk on the theme of creativity with the designer Patricia Urquiola and the award-winning chef Andrea Berton. The event is part of a thematic project organised in Milan by Interni magazine, which sees the flagship stores of “Made in Italy” design transformed into venues for meetings, performances and events dedicated to design and culinary initiatives.

B&B Italia Store, Via Durini 14



IN THE WORLD

UPCOMING EVENTS

MILAN, 1-31 MAY D_SEGNO ITALIANO

To mark Expo 2015, Officina della Scala, Permanente and ADI (Association for the Industrial Design) will be proposing the best of "Made in Italy" in an exhibition that covers 7 decades of Italian history.

With original films dating back to the post-war period, everyday objects, true masterpieces and everything that has represented Italian excellence in the world, a genuine trip back in time telling the stories of the Compasso d'Oro (the most prestigious award in the field of Italian industrial design) and the Italian companies that have written the history of "Made in Italy". The products on display include **Le Bambole** sofa by B&B Italia, designed by Mario Bellini and Compasso d'Oro winner in 1979.

Museo della Permanente, Via Filippo Turati 34
10 a.m. to 7 p.m., free entry



Le Bambole - designed by Mario Bellini

> IN THE WORLD

UPCOMING EVENTS

MILAN, 21 MAY-31 OCTOBER

PANORAMA

B&B Italia debuts in Panorama, an artistic video-installation that stemmed from a collaboration between the main bodies representing the Italian cultural and creative industries - the Altagamma Foundation, The National Chamber for Italian Fashion and Salone del Mobile Milan - along with other institutions.

Panorama is a 350 m2 immersive space with 5-metre high circular walls on which a 15-minute film is projected to celebrate and illustrate the Italian uniqueness, creativity and excellence. From natural to artistic beauty, from know-how to successful enterprise, a story in images that involves the visitor in an extraordinary multisensory experience.

Panorama, Piazza Gae Aulenti

Free entry



IN THE WORLD

UPCOMING EVENTS

NEW YORK, 16-19 MAY 2015

ICFF

During ICFF, the two New York-based B&B Italia stores present a preview of the new 2015 products, including the seating systems Michel Club by B&B Italia and the Solatium by Maxalto, both designed by Antonio Citterio. ICFF is also the occasion to meet the designers Nipa Doshi and Jonathan Levien and to see their Almora armchair.

B&B Italia Store, 138 Greene Street
Cocktail 16 May, 6 - 8 p.m.

B&B Italia Store, 150 East 58th Street
Cocktail 18 May, 5 - 8 p.m.



B&B Italia Store, 138 Greene Street



B&B Italia Store, 150 East 58th Street

> IN THE WORLD

UPCOMING EVENTS

PARIS, 1-7 JUNE 2015

**D'DAYS 2015 - EXPERIENCE, GREEN LINE
BY ALEXIS TRICOIRE POUR B&B ITALIA**

The B&B Italia Store Paris presents a preview of the new outdoor 2015 collection through a striking installation by French nature-inspired designer Alexis Tricoire. A polyethylene fibre cocoon, grassy surfaces and fragrant plants embrace and present the new B&B Italia outdoor products, offering the visitor a multisensory experience. Design, elegance and comfort... Alexis Tricoire proposes a new dimension that emphasises the qualities of B&B Italia Outdoor products.

B&B Italia Paris Silvera, 35 rue du Bac
Press Preview 2 June, 10 a.m. to 6 p.m.
Cocktail 2 June, 7 p.m.



Green Line by Alexis Tricoire