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2010
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Newsletter n. 4

The section **First of All** in B&B Italia's Newsletter No. 4 offers a preview of the September event centered on the latest Outdoor pieces. **Focus On** showcases the Bend-Sofa by Patricia Urquiola. The most recent projects in the Contract segment as well as B&B Italia events

are the topics of **In the World**. **Visual Movement** is dedicated to the US stores. A selection of the best articles published for Italian and international press are featured in **On Air**. Enjoy your reading!

FIRST OF ALL

Outdoor News 2010

Antonio Citterio's design makes its debut in B&B Italia's Outdoor collection.

Once again B&B Italia has chosen the autumn edition of the Parisian Trade Show Maison&Objet to present its new 2010 pieces. **Antonio Citterio's** name now joins those of **Patricia Urquiola**, **Jean-Marie Massaud**, **Naoto Fukasawa**, **Atelier Oï** and **Richard Schultz**. Three years after its debut, the Outdoor collection has achieved a prestigious position in the outdoor furnishings market.

Maison&Objet Paris

Hall: 8A

Stand:D1-E2

www.maison-objet.com





ON FOCUS



Bend Sofa, which was presented during the Milan design week, is **B&B Italia's 1,000th project**. Patricia Urquiola describes it as a seat with a primary, monolithic shape that gives the impression of having been manually moulded. It is an **“object that was initially meant to be a bench, a highly simplified sofa, partly handmade and partly 3D.”** It is a product that has been designed for both domestic and contract use, a sofa characterized by an excellent quality-price ratio. It is born of an internal polyurethane frame that “has done away with matter and is also energy saving.”



It was created from a study of 3D models and digital research, and effectively expresses the idea of motion by alternating full and empty spaces. Contrasting seams add an additional design motif on the surface, characterised by the irregular back and curved seat elements. Bend Sofa is “emotional, reassuring, tactile and soft”, like all projects launched by the Spanish designer. It is a flexible composition solution, including small linear versions, corner units or double-sided seating arrangements. It becomes the center of attention with its iconic presence.

Additional sketches, photos and renderings are available.



Maxalto Store Tokyo

IN THE WORLD

MAXALTO STORE TOKYO

The first Japanese Maxalto flagship store opened in Minato-ku Tokyo on April 29. The new space, which stretches over 140 m², is situated on the ground floor of the same building in which B&B Italia's store has been based since 2005. It showcases Maxalto collections and the company's "modern classic" furnishings.

Maxalto Store
6-4-6, Minami Aoyama,
Minato-ku, Tokyo 1070062
Tel. 03-5778-3540

DESIGNER' S DAYS - Paris, 9-14 June

The Parisian stores of B&B Italia and Maxalto have creatively interpreted **the theme of the event "Dis moi dix"** for the 10th anniversary of Designer's Day.

The B&B Italia Store, which opened last April, was carefully fitted out by architect, stage designer and designer **Philippe Boisselier**. The theme of the number 10 has been interpreted through 10 highly suggestive scenes that evoke five days and five nights in an ephemeral B&B Italia hotel. The settings draw out the remarkable versatile nature of B&B Italia furnishings that seamlessly merge into both domestic and contract frameworks.

The Maxalto Store fittings, which were created by the designer and stage designer **Marie Christine Dorner**, were a retrospective of the past 10 years of Maxalto creations. The display was organized around 10 scenes - one per year from 2001 to 2010 - with 10 interiors from the Maxalto collection chosen to represent a significant event of the year.



B&B Italia Contract Division

B&B Italia's Contract Division knows no limits, in both the geographical sense - given the international features of its projects, and in terms of operating areas - ranging from residential complexes to cruise ships and from head offices to hotels and resorts. Please see the following examples.

The Romanos - The Westin Costa Navarino

One of the latest projects, created with the Starwood Hotels & Resorts Group, was the construction of 800 units ready for use - including rooms, suites and presidential villas - for two exclusive resorts in Costa Navarino, Greece: The Romanos Resort and The Westin Resort. The hotels boast the custom-made interiors designed by the London-based firm MKV Design, as well as products from B&B Italia and B&B Italia Outdoor collections.

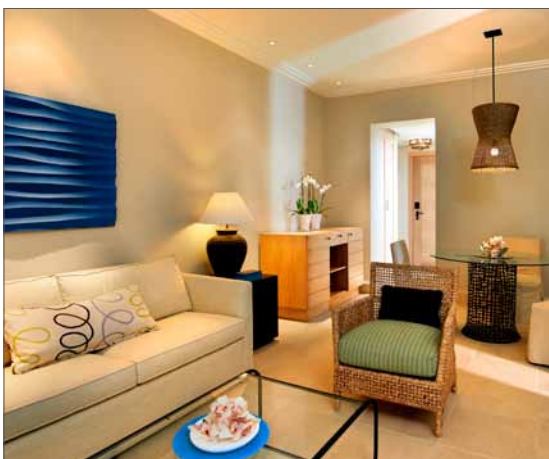
www.bebitaliacontract.com



The Romanos



The Romanos



The Westin



The Westin

Nieuw Amsterdam

The experience of the B&B Italia Contract Division in the naval sector along with the historical cooperation with Fincantieri have led to the construction of 1,564 ready for use cabins on the ultimate luxurious cruise liner Nieuw Amsterdam. The ship is run by the company Holland America Line, a five star American cruise company and premium segment leader. It will be launched in Venice on July 4th with Princess Maxima of Holland as godmother.



VISUAL MOVEMENT

New York

New designs from Milan have hit the US showrooms! **B&B Italia's 58th street** location has introduced the Ray sofa with a beautiful display at the storefront window.

The **B&B Italia Soho** location on Greene Street will soon introduce the Ray alongside Vincent Van Duysen's Surface Table. Also on the floor at both locations is the new Piccolo Papilio chair; Naoto Fukasawa's newest Papilio design.

Both New York locations are excited to unveil Patricia Urquiola's Bend Sofa in September.

Chicago

Maxalto Chicago is now displaying 2010's newest products. On the floor is the Eracle AR3A storage unit, Lutetia and Lutetia Vestis sofas, the Lithos coffee table, and the Acanto Chairs.

B&B Italia New York (58th)

150 East 58th Street 10155 - New York, NY

B&B Italia New York (Soho)

138 Greene Street 10012 - New York, NY

Maxalto Chicago

309 West Superior Street 60654 Chicago, IL



Bend Sofa, design Patricia Urquiola - B&B Italia



Piccola Papilio, design Naoto Fukasawa - B&B Italia



Lutetia, design Antonio Citterio - Maxalto



Ray, design Antonio Citterio - B&B Italia



De serre, op het zuiden, is licht en heel snel zonnig. Hier lezen Marc en Pascale Hermans in de ochtend graag de krant. Ook dochters Lauren (9) en Annabel (7) zitten er graag, hier in een 'tuinstoe' van Patricia Urquiola voor B&B Italia. **Rechterpagina** Voor de woonkeuken, in de nieuwe aanbouw, is het terras gemaakt. Vanuit de aluminium stoelen van Fermob, geïnspireerd op de originele stoelen uit het Jardin du Luxembourg in Parijs, heb je zicht op de serre. Daarachter is nog een stukje te zien van de nieuwbouw op het voormalige fabrieksterrein van Céramique.

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ON AIR



Elle Decor_Italia_maggio 2010

**ON
AIR**

The Making of
Some Like

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B&B Italia

Sofà Bend: una forma scolpita con schienale regolabile per il grande comfort. Design Patricia Urquiola

MF Living_Italia_giugno 2010

**ON
AIR**



Fashion
Gallery girl

Make dressing a fine art this spring,
with pretty prints, plush leather and
big, bold accessories

FASHION EDITOR Clare Lazaro
PHOTOGRAPHS Luis Monteiro
& Saakshi Mathur

White lace structured top, from a
selection, John Rocha (020-7495
2233); white crystal top (worn
underneath), £625, Prada (020-
7647 5000); silver and white
metallic trousers, £525, Costume
National (020-7351 3873); patent
nude platforms, £420, Alessandro
Mangano at Harvey Nichols
(020-7235 5000); Mongaria large
platinum bracelet, £405; Lara
Bohinc (020-7730 8194); camel-
leather D bag, £895; Tod's (020-
7453 2237); Terminal 1 chaise
longue, £5,475; Jean-Marie
Massaad for B&B Italia (020-7591
8111); all artworks by
Saakshi Mathur.

**ON
AIR**

The Times Luxx_UK_8 maggio 2010