

Poliform

Poliform at Salone del Mobile.Milano 2024

A strong language with a clear identity drives the new interior design offerings, in a display setting formulated for the event in Milan. Poliform puts the spotlight on its inimitable lifestyle, through a complete vision of an elegant, refined home.

Once again Poliform takes part in the Salone del Mobile, unveiling a new side of its sophisticated lifestyle at the important international design fair. The narrative developed by the company amazes and convinces viewers due to its novel appeal, eclectic charisma and exclusive atmosphere, based on a skillful balance of different expressions applied by the brand to generate perfect alignment with the “Poliform Style” and its ideal of contemporary living.

The new narrative crosses through many new products – created with the leading names in international design such as Jean-Marie Massaud, Emmanuel Gallina and Stefano Belingardi Clusoni – in a display setting with an area of 1800 sqm in which to experiment with forms and sensory impact, in a unique, authentic experience of Casa Poliform.

The Poliform presentation at the Salone del Mobile is a celebration of graphic and perspective effects, carefully designed to draw the gaze (and the audience) towards the inside, the realm of enveloping comfort and design. Outside, the soft, sinuous geometric order created by the company at previous editions of the fair gives way to more forceful rigor, in pursuit of minimalism, lightness and purity: large surfaces with total black tiles, in a regular square format, define the framework and the pathway with a touch of dynamism, but also of decorative allure that takes its cue from the mosaics of Villa Oasis, the home of Yves Saint Laurent in Marrakesh. Clean geometric lines return in the platforms, surrounding the stand to host the Outdoor Collection (presented last year and now expanded with the Ketch daybed by Jean-Marie Massaud), and functioning as an ideal indoor-outdoor connection.

Straight lines, corners, angles and axes lead into the heart of the stand, accompanied by a multisensory approach that becomes the red thread of the many settings. The installation plays with the senses: the aroma of cowhide and bergamot of the new Poliform fragrance, the cloaking effect of the carpeting in Seventies style with its licorice color that smooths the passage from room to room, the warm, full palette that runs through the spaces, balanced by the natural tones of the furnishings – a gentle, complementary contrast. Everything is underscored by a new musical backdrop created for the occasion to accompany visitors along the path.

Here the forceful theatrical presence of the external architecture continues through a rhythm of double heights and a structural plot vividly developed in the space that to the many Architectural Systems that shape the settings and take the place of the vertical walls, while functioning for storage and separation. While the external architecture offers glimpses of a proximity to the Arabian world with exposed bricks, in the layout of the interiors the key inspirations are fusion and oriental style – as in the iron tubing with

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woven cords acting as a screen. The convergence of different stylistic inspirations is skillfully orchestrated, harmoniously flowing into a single language – the characteristic, elegant and timeless language of Poliform.

The brand's distinctive lifestyle clearly emerges in the collections on view, formulating various living areas, lounges, dining, kitchen and night zones, and suites with multiple wardrobe options. Among the many bestsellers and range expansions, the latest furniture creations take center stage.

They include the **Ernest** sofa designed by Jean-Marie Massaud. With this system, the French designer interprets the theme of comfort in a radical way, providing soft and deconstructed volumes suggested by down-filled cushions. The forceful aesthetic is also seen in the tables of the homonymous collection, which expand the stylistic impact of the modular design: like a puzzle, the tables can be combined at the center of the room, or used individually next to the Ernest sofa.

Jean-Marie Massaud has also contributed **Leopold**, the new dining chair with remarkable comfort thanks to an enveloping cushion set into an essential wooden structure. And the **Adrien** table, a sculptural, charismatic piece, ready to become a new icon of convivial enjoyment. Its classic, almost archetypal profile becomes contemporary thanks to the asymmetrical position of the legs, enhanced by fine finishing to augment the versatility.

Lastly, the **Duke** collection of cabinets in different heights and sizes, whose solid, imposing volumes are lightened by curved lines that reference the world of fine cabinetmaking.

Jean-Marie Massaud thus transfers recent evolutions of taste into the offerings of Poliform, moving in a direction of bold innovation. While Emmanuel Gallina, another outstanding signature collaborating with the company, confirms his approach based on organic forms and delicate curves. As in the **Orbis** collection of upholstered furnishings, composed of two sofas and an armchair with an enveloping back: the pieces are raised from the ground by a slender foot inspired by the workmanship of jewelry, in an invitation to enjoy conversation.

A new entry in the roster of creative talents of Poliform, Stefano Belingardi Clusoni has collaborated with the company on an important project of interior design. Bearing witness to a synergic dialogue between the world of architecture and that of product design, the architect has created **Loai**, a chair with a visible structure that reprises the classic form of the compass, with an enveloping back. As the first product by the architect for Poliform, Loai is a low dining chair based on the contrast between compact sizing and an extra-large seat, the solidity of the structure and the softness of the cushions, modernism and contemporary flair.

The new developments for the living area are joined by novel ideas for the night zone, starting with the **Brera** bed and bedroom set by Jean-Marie Massaud, based on the homonymous system of sofas with exceptional architectural appeal.

The range of proposals is completed with the latest evolutions of the kitchen, daytime and nighttime systems. For **Eurocucina 2024**, the kitchens are organized in the stand

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with three compositions, two indoor models and one for outdoor use. The indoor configurations, represented by the models **Alea Pro** and **Artex Pro**, feature a central island, and both now provide new elements, accessories and finishes.

The updates and expansions also include the **Wall System** and **Code** systems for the living area, while in the night zone the protagonist is **Senzafine**, a historic Poliform system in continuing evolution, whose new developments cover internal equipment, a new door and the novel figure of a wardrobe without a base. For all the systems, research continues to produce perfect interaction with the **Architectural System**.

From furniture to systems, daytime to nighttime, indoor to outdoor, every solution is perfectly coordinated with the others in terms of style and compositional logic, demonstrating the fact that Poliform is increasingly oriented towards a complete habitat solution and an immersive atmosphere, in the perspective of a recognizable lifestyle and total architecture.

Salone del Mobile.Milano

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HALL 9 – A05 A09 C06 C12