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Billiani presents new collections at iSaloni

Innovative aesthetic languages for the novelties

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17/04/2014 - With its timely release that each year gathers the new chairs just designed by important designers and just created by the skilful hand of **Billiani** – a historic Friulian company specialized in the manufacture of seating for the contract sector – the News 2014 project undertakes to reaffirm and strengthen the brand's identity.

Belonging: this is the word chosen to tell the story of a job, a journey, a feeling and a confirmation. Belonging to a territory, where the chair is the undisputed item around which a community and its know-how is established. Having been reinforced and enhanced for centuries, it has left few but determined and courageous heirs in this moment in history. These heirs are outstanding entrepreneurs who have been able to ferry great tradition towards innovation, without losing the venerable soul of the craftsman, which lives on in every item.

The industrial building, too, is a symbol of great belonging and, precisely for this reason, serves as a backdrop in the photographs of the new chairs and collections, in a game of intense dialogue between production and product. The factory thus becomes a place in which the values of Italianism abide – attentiveness, executive excellence, design and – what is today a very salient issue – non-delocalisation.

Presented as an investigation, research and representation of beauty, the images have been created by Beppe Brancato, a photographer specialized in interior design, who works with important international companies, architectural firms, magazines and agencies in Milan and London.

From the design and quality of Billiani's chairs to the graphic language of its publications: every new aspect bears witness to the company's commitment to a quest for innovative aesthetic languages.

Into the following pages, an overview of the new products on offer at the "Salone Internazionale del Mobile" 2014:

LOAD - design: Emilio Nanni

A timeless design object, the Load chair has been inspired by Scandinavian design and brings to life a new idea about the meaning of contemporary. It represents the sophisticated and meticulous research carried out by Emilio Nanni on the theme of the archetypal form, creates a new dimensional relationship, and aims to imbue the stackable chair with a new mood. In the Load Ropes version, colourful ropes have been combined to makes the piece appear even more elegant and refined.

HIPPY - Design: Emilio Nanni

A collection of upholstered chairs, in which the play of stitching, sculpted volumes and fine-tuned attention to thickness generates a strong appearance and character. In the Wood version, the upholstered frame is combined with a turned beechwood base, particularly suited to an elegant and contemporary-style dining area. The Metal version has a rod base, bringing a degree of lightness to the collection. Extensive combinations of colours, fabrics and frames fully define its nature. It is a sophisticated object, which adds a touch of informal elegance to any room in which it is placed. To complete

the collection is the unique armchair version, with T-shaped arms applied.

CROISSANT - Design: Emilio Nanni

The Croissant family has been enhanced by a two-seater sofa, characterized by a beech wood frame and padded seat and backrest. The single-colour versions, which give a neutral or natural impression, intensify the item and facilitate optimal matching between the tones of the frame and cloth, fabric, leather or faux leather upholstery.

W. - Design: Fabrizio Gallinaro

The W. chair reinterprets what is perhaps the most widespread type of chair in the history of design: the Windsor Chair. Its designer, Fabrizio Gallinaro, wanted to give it a contemporary image. Adapted into various colours, both in the natural and lacquered versions, the wood is shaped with careful control of the thicknesses, slopes, and relationship between parts to obtain a balanced and harmonious design. The result is a chair with strong historical characterisation combined, at the same time, with an appearance of absolute modernity. The W. family includes a chair, armchair, stool and rocking chair – the first of its kind to be created by Billiani.

GRADISCA - Design: Werther Toffoloni

Various sizes of stools have been added to the Gradisca family, which stands out for its solid robustness and rustic charm. With its simple and lively appearance, it comes in a number of colour variations to meet the heterogeneous needs of clients and suit a variety of purposes.

Gradisca was designed and made for Werther Toffoloni's one-man show, a tribute to the master's long and successful career. It reflects the traditional values of productivity and concreteness, reinterpreted in the light of modern manufacturing techniques.

GRAPEVINE - Design: Egidio Panzera

The Grapevine table collection has enriched Billiani's production in 2014. The project idea was inspired by grapevines and by the designer's wish to replicate their twisted appearance on the stem-base of the tables. The four legs, identical and made up of a solid walnut or beech wood block with a 4x4 cm square section, have been placed in proximity at the centre and each rotated 90° in succession. The sensation deriving from this is of great dynamism – a movement that appears different with each and every viewpoint of the observer.

The tops – available in both round and square formats – come in lacquered or varnished beech wood, 'Peltrox®' steel or iron sheet with an old-looking gunmetal woodworm finish. The versions laminated in different colours are also bordered with solid wood.