

## **MERIDIANI @ London Design Festival September, 2021**

Designer and Art director Andrea Parisio

*Skillfully crafted wood is protagonist of the latest Meridiani collections, involving the products in a continuous dialogue between shape and material.*

Set in a most prestigious location in South Kensington, in front of the V&A Museum in Thurloe Place, the London Meridiani Store represents that timeless elegance that has always characterized the brand's DNA.

Meridiani takes part in the 2021 September edition of the **London Design Festival** introducing the latest News in the sophisticated set of the store: the TERESA armchair in saddle leather with its smart storage bag accessory, the EMILIA chair and the the VITTORIO low table.

The pieces are shown in most essential yet elegant finishes and hues: black stained ash and 'cherry'-red lacquer for the seat frames, Calacatta black marble and 'lava'-stained back-painted glass for the tops of the low tables.

The warmth of solid wood transformed into sinuous shapes with rounded corners; in perfect harmony, the sartorial upholsteries with covers in fabric, leather or precious saddle leather reflect the values of that craftsmanship at the foundation of the brand's timeless allure.

And in an increasingly delocalized and virtual world, the warmth of wood, the tactile sensation of the softness of leathers and fabrics and the materiality of marble become themselves experience of home.

The news introduce smart pieces which fit any environment and show the brand's love for the utmost care for details and the best materials; they play and match with the best sellers and pieces from previous collections, in a mood of timeless style.

## **2021 NEW COLLECTIONS/Product details**

Designer Andrea Parisio

### **EMILIA chair**

A well-defined and visually light appeal characterize the EMILIA chair; this collection stands out for its small sized and well-balanced proportions and its essential solid wood structure, whose warmth perfectly combines with the soft, rounded shapes. More contemporary in the wooden version, it becomes more elegant and refined in the glossy or matt lacquered versions expressing the brand's eclecticism. For the Emilia chair two different kinds of seats are available: an upholstered version with textile or leather cover; a second version in saddle-leather for a more decided, rigorous look.

### **VITTORIO coffee table**

The VITTORIO coffee table is featured by its circular shape; it's perfect both as a single piece of furniture or in an ambience setting with armchairs and sofas, combining and almost overlapping the different sizes and heights available in collection. The frame in solid wood is crafted to convey a visual harmony; it is proposed with different color finishes - Tobacco, Black, White or Light – or else with glossy or matt lacquer finish. The neat, pure shapes are underlined by the top - a round tray that holding a top in back-painted glass, marble or oak. Different materials and an optional under-top make this piece extremely versatile, as well as the possibility to match color finishes tone-on-tone or with contrasting combinations to show a more classical or else a decorative soul.

### **TERESA armchair & TERESINA chair and lounge small armchair**

Two souls enclosed in the same body: TERESA and TERESINA are an armchair and a chair and small armchair marked by essential lines that take shape and structure thanks to the warmth and solidity of oak wood, skillfully crafted. Both comfort and aesthetics differ in the available versions, a "soft" padded version and a "kuoio" saddle leather version. The first one is softer and more welcoming, with padded back and seat covered with the textiles and leathers in collection. A special seam with double ribs reveals the tailoring approach of Meridiani.

The second version takes on a grittier and more decided look thanks to a saddle-leather body that defines back, armrests and seat: the saddle leather shape bound up to the oak frame draws a suspended seat that emphasizes its rigorous appeal. This is how this collection recalls different suggestions depending on the material and color chosen, creating versatile seats able to dress up and interpret every living context.

Teresina is also available as a small armchair in a new Lounge version, a piece able to fit every context with extreme versatility.

### **TERESA & TERESINA with storage bag**

Comfort means not only wellbeing but also having everything at hand: Teresa and Teresina, armchair and chair, meet this need thanks to a storage bag – it is integrated in the product for the leather version of Teresa and Teresina, while it proposed as an optional item for the padded versions. This accessory is an elegant and useful item for the storage of magazines, books, blankets, tablets or other small objects. It can be positioned left or right, or even on both sides at your choice.

## Company profile

Founded in 1996, Meridiani is a Made in Italy furniture company, distinguished by its ability to create timeless, contemporary and versatile collections. At the heart of Meridiani's philosophy is a personal vision of the home as a dress to wear. Quality, craftsmanship, technical know-how and deep knowledge of the materials characterize Meridiani's products, which give life to an all-embracing style of living. In 2016 Meridiani joined Italian Design Brands S.p.A. (IDB), expanding its international presence and developing new distribution channels including contracts. In 2020 IDB officially opened its Chinese branch, to improve its business strategy on Asian markets. Today Meridiani is a truly global brand distributed in more than fifty countries and with flagship stores around the world in Milan, Rome, Paris, Miami, London, Singapore, Munich, Amsterdam, Berlin, Suzhou and Shanghai.

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