

GIORGETTI 2026 COLLECTION AT THE LONDON DESIGN FESTIVAL IN SEPTEMBER

2026 continues to take centre stage at the **Giorgetti store in London**, in the heart of **Chelsea**, at **54–58 Fulham Road**. An exceptional showcase for the latest pieces, reaffirming Giorgetti's strong connection with the British capital.

The new collection has a very precise vision: objects different in form and function, united by a **subtle thread of references, details, and aesthetic codes** that engage with the brand's heritage, renewing it whilst clearly affirming the values that have defined its identity for **128 years**.

Manufacturing excellence, rediscovery of age-old craft techniques, and cultural contamination thus merge into a universal language without losing their own voice. New designs arise from the meeting of different but deeply related visions: Giorgetti renews its collaboration with **HBA (Hirsch Bedner Associates)**, welcomes the design sensibility of **Outin.Design**, and continues the path shared with Maserati through the second chapter of the **Giorgetti Maserati Edition collection**.

The layout on the two levels, which covers a total area of 400 square meters, was designed by **Creative Director Giancarlo Bosio**: an interpretation of the collection's new additions within the **Giorgetti lifestyle** through environments with a distinctive character. Rounding off the project is the visual language of the **new Places to Live campaign**, which takes shape in the window display and on an interior wall adorned with **polaroids** taken from this year's images and those from past editions, creating a visual archive that tells the story of the brand's identity over time.

Crossing the entrance, the space opens with a dining area where Rossella Pugliatti's Hug armchair and Adam Tihany's Host trolley, two Giorgetti icons, surround the new **Yuan** table, designed by Outin.Design, in a round version with a Dover White top and sculptural L-shaped legs in **Antichi Impasti Romani®**, an ancestral material reinterpreted in a contemporary key by Giorgetti. The design draws inspiration from the age-old ritual of the tea ceremony, evolving naturally into a new culture of togetherness: a space designed to welcome, share and make conversation an integral part of the domestic experience. Made exclusively from selected natural materials, the impasto is created using a layered process: an initial base inspired by the mixtures of ancient Rome, which consolidates the substrate, followed by a fresco process that deeply integrates pigment and material.

Chosen to accompany the table, HBA's **Kumiki** accent chairs in solid Canaletto walnut take their name from the traditional Japanese carpentry technique based on real joints. In fact, every seat joint is visible and authentic. The structure draws formal inspiration from the Japanese Torii, with soft curves and a continuous interplay of narrowing and widening sections.

Completing the area is the Hikari cabinet, also by HBA, and objects from the Atmosphere collection such as the Water lamps, Floema plates, and the new **Marianne tea set**, which draws inspiration from a reinterpretation of the pure forms of the Bauhaus, where essential geometries such as spheres, circles, and semicircles become the starting point for an object that combines rigor and material sensitivity.

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Press Contacts . Keywords Design . Martina Tabacchi

T +39 02 40701473 . m.tabacchi@keywords.design

Giorgetti . Claudia Marocchino . T +39 0362 75275 . marketing@giorgetti.eu

Giorgetti S.p.A. I 20821 Meda (MB) Via Manzoni 20 . T +39 0362 75275 . info@giorgetti.eu . giorgetti.eu

Giorgetti Spiga - The Place | 20121 Milano (MI) Via della Spiga 31 . T +39 02 99372000 . info@giorgetti milano.it

Cap. Soc. 1.000.000 euro P.I. IT 00695300962 C.F. 00815860150 N° REA 530535 C.C.I.A.A. DI MONZA E BRIANZA R.I.MI:Trib.di Monza N°3189 Mecc. MI 114989

The display on the left brings to life the scenic modular sofa **Nereide** from the Giorgetti Maserati Edition Collection, with its new chaise-longue and coffee table elements, flanked by the irregularly shaped **Kumiki** armchairs and **Fragmentum** occasional tables, designed for both indoor and outdoor living. Adding a touch of elegance to the space, the 2026 **Atmosphere** collection features the **Volteggio** carpet, the **Quetzal** and **Highrise** lamps—which interpret light as an architectural presence—and the **Double Trap** board game, in Canaletto walnut and methacrylate. Completing the living room is an important kitchen area with the GK.03 project and Ode stools.

The display on the right showcases a warm and enveloping living room, where the **Lorelei** sofa and armchairs blend harmoniously with the Galet coffee table, the **Highrise** floor-standing lamp, and the **En Passant** chessboard, before giving way to the **Nereo** foosball table, the result of meticulous research, where aesthetics and function intertwine with sartorial precision, transforming the act of play into a ritual of style. From the ash wood frame with grain running in opposite directions, to the smoked glass panel, the Canaletto walnut knobs with the cup-shaped design characteristic of Maserati, right through to the leather doors with laser-engraved detailing that molds to fit the ball.

This is followed by a second dining area that features the **Floria** table with Calacatta marble top, the result of a collaboration with Pierre-Yves Rochon, surrounded by the Elisa accent chairs, with welcoming shapes and contemporary lines, along with the Upward lamp.

The basement of the store has also undergone a major renovation: a journey that begins with a study featuring the Erasmo desk with the executive bergère chair and the **Aphira** guest chairs, by Giorgetti Maserati Edition, versatile seats suitable for the office, a meeting room, or for dining, available in four configurations depending on the setting. The monocoque structure, which characterizes them, reveals stylistic ribbing on the leather back that is reminiscent of the automotive world. New additions to this area include the **Flines** carpet and the **Quetzal** table lamp.

The office overlooks a first living room framed by the **Scratch** carpet with the **Seidon** sofa, the Ligea side tables and armchairs, and the **Yuan** coffee table in solid ash. The second large and cozy living room with the SoHo sofa and Clori armchair is enhanced by the inclusion of the **Progetti Silky** accent chairs, the first chapter of **Tribute to Icons**—the project through which Giorgetti launches a series dedicated to the contemporary reinterpretation of its most iconic products. Not a nostalgic look at the past, but a reinterpretation that treats it as living matter, to be explored through new design languages and sensibilities. The protagonist of this first chapter is the Progetti, a historic 1987 armchair reinterpreted by **Carlo Colombo**.

The sleeping area is wrapped in Hanani wallpaper for a dreamlike atmosphere and is developed with the Karphi Nap bed and Delphi nightstands, which open to a large walk-in closet with Reiwa and the vanity area with Edward and Annette seating.

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Finally, a selection from the **Open Air** collection, designed for outdoor living, inviting you to experience outdoor spaces with the same sophistication as indoors: the Moorea sofa with Loop chairs, Aldia coffee tables, Nisida rugs and cushions, and En Plein Air picnic trunk.

Complementing the exhibition, artworks selected in collaboration with **Pontone Gallery**—a returning partner—and Everard Read—a new addition to this initiative—accompany visitors throughout the store. On display are works by **Mark Rautenbach**, a South African multimedia artist, and sculptures by **William Peers**, in a dialogue between design and art **that has always been part of the brand's identity.**

GIORGETTI STORE
54-58 Fulham Road
SW3 6HH London
UK

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