

ZANOTTA CELEBRATES ITS SEVENTIETH ANNIVERSARY WITH ICONIC DESIGNS, NEW COLLABORATIONS, AND THE INAUGURATION OF THE NEW FLAGSHIP STORE IN MILAN

In 2024, Zanotta will celebrate its seventieth anniversary and reflect on its history with an eye towards the future. Founded in 1954, Zanotta has made an indelible mark on the design world, producing some of the industry's most iconic and revolutionary pieces. The brand has consistently pushed the boundaries of creativity and aesthetics through collaborations with some of the world's greatest designers.

Some of the names that have contributed to Zanotta's collections include Achille and Pier Giacomo Castiglioni, Gae Aulenti, Marco Zanuso, Ettore Sottsass, Alessandro Mendini, Andrea Branzi, De Pas, D'Urbino, Lomazzi, Ross Lovegrove, Ora İto, Philippe Nigro, Philippe Malouin, Muller Van Severen, Zaven, and many others.

Zanotta has always been a reference point in the design and furniture industry. Its history is punctuated by a series of firsts and innovations that have redefined how we conceive living spaces and the objects that populate them.

One of the early anecdotes that set Zanotta apart as a pioneer in the industry was the introduction of removable covers for upholstered furniture. This innovation made furniture maintenance easier and paved the way for a new era of flexibility and adaptability in interior design.

Moreover, Zanotta was the first company to utilise the technology for fastening glass to steel for the *Marcuso* table, harmoniously combining different materials to create functional and aesthetically stunning pieces. Among Zanotta's other firsts are the first deconstructed sofas, which revolutionised the traditional concept of seating by challenging conventions with fluid lines and innovative shapes that offer comfort without sacrificing style.

Throughout its history, Zanotta has demonstrated a constant commitment to innovation and the pursuit of solutions that anticipate consumer needs and redefine design standards. These achievements not only testify to the company's glorious past but also serve as a reminder that Zanotta will continue to be a beacon of creativity and originality in the contemporary design landscape.

Among the highlights of Zanotta's history is the creation of the famous *Sacco* chair in 1968 by Piero Gatti, Cesare Paolini, and Franco Teodoro. This informal and enveloping seat, filled with expanded polystyrene beads, became an icon of Italian design in the 1970s, appreciated for its versatility and timeless comfort. The collaboration with Achille and Pier Giacomo Castiglioni for the production of *Mezzadro* created in 1957, featured a seat reminiscent of typical agricultural tractor seats. *Quaderna*, a project by Superstudio, has been produced by Zanotta since 1972, characterised by a pattern that recalls 'the Histogram,' an orthogonal grid adaptable to various scales like urban planning, creating a sort of imaginary 'Urban Landscape.' The foldable coat rack *Sciangai*, created in 1973 by De Pas, D'Urbino, and Lomazzi, is an elegant and unconventional piece with a sophisticated yet immediate function, inspired by the Chinese tabletop game Mikado.

Today, Zanotta continues to maintain its prominent position in the world of contemporary design, with a collection ranging from timeless classics to new innovative creations, always keeping alive the spirit of experimentation and boldness that has characterized the brand since its inception. An emblematic example of contemporary design, capable of masterfully combining aesthetics, functionality, and comfort, is the *Za:Za* sofa. This piece, created by the Venetian design duo Zaven, represents a new way of designing sofas by introducing a construction system inspired by the principle of the hammock that accommodates and suspends the padded elements made of polyurethane and regenerated and regenerable polyester flakes.

To celebrate its seventieth anniversary, Zanotta has planned a series of special initiatives and products to pay homage to its extraordinary legacy.

During the recent edition of Milan Design Week (April 2024), Zanotta inaugurated its new flagship store in Milan at Via Durini 25-27. This prestigious location in the heart of Milan's renowned design district, spanning two levels and covering a total area of over 500 square meters, marks a significant milestone in the growth of the Italian brand.

The setup of the new Milan flagship store surprises visitors right from the entrance with its strong visual impact, all played out in a single colour, orange, becoming the stage for new collections. These include new developments in collaboration with international designers such as the Belgian duo *Muller Van Severen* and Anglo-Canadian designer *Philippe Malouin*, displayed alongside pieces created by designers already known to the brand, like *Zaven*, *Calvi Brambilla*, and *De Pas, D'Urbino*, and *Lomazzi*.

In the spring of 2024, Zanotta will also open a new store in Paris, in the renowned design district of Saint-Germain-de-Prés, in partnership with the French retailer Silvera.

On the occasion of its seventieth anniversary, Zanotta presents a new version of the *Mezzadro* by Achille and Pier Giacomo Castiglioni, created in collaboration with the international youth culture publication Highsnobiety, available within the Milan flagship store. Additionally, Zanotta has collaborated with the global platform One Block Down, known for its respect towards subcultures and meticulous product study, to create a special edition of the *Karelia* armchair, a pop icon of the Sixties considered a symbol of freedom in modern design.

The activities and initiatives proposed by Zanotta for its Seventieth anniversary do not end here, and the brand is pleased to share further updates and unveil exclusive collaborations that will make the rest of 2024 even more exciting.