

# **zanotta:**

*Zanotta is designed by passion - bolstered by a pioneering approach and inspired by radical design ideas.*

Internationally recognised as one of the most iconic Italian design brands in the world, Zanotta has always been a catalyst of ideas, people, creativity and research. Zanotta is a company with a strong design vision, future-oriented and with a strong attention to culture and a pinch of irony. Originally specialised in tailored upholstery, over the years, Zanotta has opened up to the realisation of design objects for the home.

The numerous products in the collection, realised by the great masters and contemporary designers -including Achille Castiglioni, Gae Aulenti, Marco Zanuso, Ettore Sottsass, Alfredo Häberli, Ross Lovegrove, Ora Īto, Philippe Nigro, Philippe Malouin, Muller Van Severen, Calvi Brambilla, Zaven among others - are timeless icons exhibited in the most important museums in the world and recognised by several international awards, such as 5 Compasso d'oro Awards.

Founded by Aurelio Zanotta in 1954, the brand has stood out as a promoter of the democratic language and "extra-ordinary everyday life", pioneer of innovative and sometimes disruptive projects. Zanotta's production is entirely made in Italy, mainly in the workshop of Nova Milanese, and is in constant development of material quality and sustainable processes. The headquarters also hosts *Zanotta: Lab*, an exhibition and experiential hub designed to share skills, values, behaviours and strategies. In addition to the collection, *Zanotta Edizioni* is a limited selection of handmade collectible works, which combine design with applied art.

Since the 1960s, Zanotta has conquered the international scene with emblematic and timeless objects, innovative in terms of aesthetic and functional research, as well as in the attention to the values of quality and Italian know-how. 2023 marked a new chapter in the history of Zanotta with the acquisition of the brand by Cassina, followed by the opening of a new flagship store in Milan in 2024, launched on the occasion of the company's 70th Anniversary.