

# zanotta:

## ZANOTTA TAKES PART IN THE PARIS DESIGN WEEK



*Zanotta flagship store in Paris on Boulevard St. Germain*

Zanotta, an emblem of radical Italian design globally, is excited to announce its participation in **Paris Design Week**, taking place **from 5 to 14 September**.

For the occasion, Zanotta will present its latest collections at its newly opened showroom in the vibrant Saint-Germain-des-Prés district on Boulevard Saint-Germain.

This recently inaugurated space, a collaborative venture between **Zanotta and Silvera**, provides the perfect backdrop for unveiling Zanotta's newest pieces and celebrating the brand's heritage. Alongside the latest collections, the showroom will feature a curated selection of Zanotta's iconic designs, offering a harmonious blend of past and present that complements.

the new launches. This event also commemorates **Zanotta's 70th anniversary**, underscoring the brand's longstanding dedication to excellence and design innovation.

The showroom will showcase the latest creations from esteemed international designers, including *Muller Van Severen*, *Zaven*, and *Calvi Brambilla*, alongside legendary Zanotta designs. Highlights include the new **Gomma** armchair, originally designed in 1970 by *Jonathan De Pas*, *Donato D'Urbino*, and *Paolo Lomazzi*.

Following the debut at Milan Design Week, Zanotta will also present the **Z24** pieces designed by Muller Van Severen, a series of storage furniture comprising a sideboard, a bedside table, and two low containers, now available in a fresh colour palette. Additionally, the new **Za:Za Max** sofa designed by Zaven - a sustainable evolution of the Za:Za line - features two end pieces, one curved and one straight, along with a pouf allowing for customised configurations.

Zaven's new **Zavolo** collection, inspired by the elegance and precision of the aviation world, introduces a series of coffee tables and consoles in various sizes and heights.

Another standout piece is the **Giuno** armchair by Calvi Brambilla, offering exceptional comfort with its enveloping seat and subtle armrest, making it an ideal choice for dining. Lastly, Zanotta will unveil the **Talamo Box**, a bed with a storage box accessed by lifting the bed base, based on the iconic Talamo bed designed by Damian Williamson in 2011, distinguished by its well-defined proportions.

Zanotta's participation in Paris Design Week marks a significant milestone in the brand's illustrious history, celebrating its unwavering commitment to innovation while honouring its iconic design legacy.

## 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 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 ĩto, 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.

Founded by Aurelio Zanotta in 1954, the brand has stood out as a promoter of the democratic language and "extraordinary everyday life", and a 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 collectable 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.

[zanotta.com](https://www.zanotta.com)

## **SILVERA**

Since it was founded in 1990, Silvera has never stopped moving the boundaries and cultivating its idea of design. A true leader of conviction, Silvera is a European benchmark in the field of space planning and distribution of finely sourced designer furniture for both private and business customers.

To date, Silvera has 17 showrooms (in Paris, Lyon, Marseille, London and Bordeaux), a logistics centre of over 6,000 m<sup>2</sup>, over 500 French and international brands, exclusive collaborations with the biggest names in world design and the most promising talents of their generation, as well as an online sales website offering a selection of over 10,000 design pieces for the home and professional spaces (available for purchase, sale or second-hand). Above all, Silvera is inspiring responsible and committed to CSR.

A company that is consciously aware of environmental challenges, and a driving force behind proposals to make a positive impact on the future. A company, a brand, that has been defending the same idea for over 30 years: that design should be about living well, not just living beautifully.

[silvera.fr](http://silvera.fr)

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