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I'Opificio at Maison&Objet Paris 2024 Continues the Story of Sustainability and Beauty

PRESS RELEASE

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Hall 7 – Stand A67

I'Opificio will participate in the **30th edition of Maison&Objet Paris** to narrate sustainability and beauty, fundamental principles of the company's philosophy.

The company, a producer of home furnishing textiles entirely designed and woven in Italy and among the leading Italian textile companies, this year proposes a **deconstructed stand characterized by textile architectural volumes, designed by the architect and stylist Bruno Tarsia**.

The setup dematerializes the typical volumes of stands to make the creations the protagonists in their different forms. The free fabric, stretched or worn by functional volumes such as cushions, armchairs, and poufs, thus becomes the absolute protagonist of the installation. A setup that is both a metaphor and scenery for the added value of the I'Opificio collections. Tangible added value, made of stylistic elegance and lasting quality because they are designed to be timeless.

The stand presents different visual focuses based on hues from pink to red, from light blue to blue, in a setting with welcoming lines and unexpected perspectives.

Focus on the four main collections of this year: **Grid by Roberta Borrelli, Les Intrigues by Bruno Tarsia**, together with **Montagna Magica, designed by Elisa Seitzinger** and the **Tech Velvet collection**, the super-performing velvet.

To narrate the **elective affinity that binds the brand to velvet**, Bruno Tarsia has also dedicated a visual focus to the **Velluto di Seta, Velluto di Cotone, and Velluto di Lino** collections. Precious velvets recognized and appreciated as top-of-the-range by the sector.

The entire project was studied in perfect continuity with the sustainability guidelines promoted by Maison&Objet Paris. The light metal structure that supports the textile installation will be recycled or reused in perfect continuity also with the company's philosophy on the theme.

Since its foundation in 1998, **I'Opificio indeed places among its corporate objectives' attention to sustainability**. A particular commitment **to the environment and people**, which is reflected both in the choice of **raw materials and production methods** and on a concept of luxury goods intended as **superior quality products that last over time, far from the idea of "fast use"**.

Furthermore, with the goal of **representing positive change through a sustainable production process**, **I'Opificio** has decided, together with other companies in the textile supply chain, to join **Slow Food** in the creation of **Slow Fiber**, certain that the high aesthetic quality of the product does not disregard respect for the environment and mankind.



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Grid by Roberta Borrelli

Presented at the Salone del Mobile 2023, **Grid** is designed by **Roberta Borrelli**, architect, content creator and founder of Makeyourhomestudio.

After a series of collaborations with l'Opificio on interior design and staging projects, Roberta Borrelli presents her first fabric for the brand: a **minimalist, restrained, yet warm and captivating pattern**. The grid pattern and orderly geometries recall graph-paper notebooks, and also evoke the Scandi design that dominates the aesthetic of Makeyourhomestudio.

"Along with the neutral tone that is most representative of my work - says Roberta Borrelli - I chose to enrich the collection with two colours that adapt perfectly to the latest trends in interior design. Pink and blue are still the most-requested colours, and I use them in very particular nuances in my designs."

A sense of perfect equilibrium, along with **desaturated, light colours** – beige, pink and blue – creates a **soothing pattern** of which we can find similar examples in the history of design and architecture, from the Superstudio movement to the work of architect I.M. Pei. Neat and delicate, the design can harmonically blend with the decor of any living space, lending a refined touch with post-modern appeal.

Les Intrigues by Bruno Tarsia

Les Intrigues is the new collection designed by **Bruno Tarsia** for l'Opificio, presented at Salone del Mobile 2023.

The name makes reference to the less-literal meaning of the term, here interpreted as 'interweaving' or 'weave,' **alluding to textile fibres on looms**: the designs intersect and are tied together in a rhythmic weave, like yarn during the production of fabric.

The result is a **sinuous, sophisticated, three-dimensional pattern with a dramatic effect**, in keeping with the architect and stylist's distinctive style.

The textured relief composition of the yarn also lends a highly sumptuous and brilliant finish, while the **mix of colours, inspired by 1970s combinations**, juxtaposes neutral shades with exuberant tones, in flowing, delicate geometry.

The **Les Intrigues collection, in viscose fabric, is available in 7 colour variants**, and its expressive potency makes it the ideal pattern for decorative-style interior design projects.

Montagna Magica by Elisa Seitzinger

Montagna Magica is the result of l'Opificio's collaboration with illustrator and visual artist **Elisa Seitzinger**, who interprets the brand through her world of imagery populated by fantastical creatures and Gothic flourishes.



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Montagna Magica is a collection inspired by the evocative imagery of walks in the mountains, fairy-tale book illustrations and the mysterious magic of a wild wood.

"It's an invitation to get visually lost in the imagery and invent new stories – like when we were children and we could conjure up invisible animals and creatures for our own adventures in nature."

Elisa Seitzinger

So, in these decorative patterns we find flora and fauna: botanical elements, like Hellebore, a symbol of rebirth, Ferns, a symbol of mystery and the unknown and Mushrooms with their aura of magic; and animals of the wood, like the Deer, a symbol of strength, the Ibex, symbol of the Alps, the Hare, representing creative forces, the Squirrel, guardian of the wood, the Skylark, carrier of messages between the human and the divine, the Barn owl, friend of wizards and witches and the long-eared Owl, symbol of clairvoyance and wisdom.

Montagna Magica is a triple-weft lampas-jacquard available in 7 colours, from Neve white to Verde Oliva green, to Castagna brown to Rosso red.

L'Opificio – Company Profile

L'Opificio is a **family company** specialising in the **creation and production of furnishing fabrics** and a **Home Haute Couture line of interior décor accents**.

The company's **philosophy** focuses on **impeccable quality made in Italy, refined, eclectic style, a wide chromatic range and a subtle but striking use of colour**. L'Opificio textiles are distinguished by **tantalising tones, unique trims and superior yarns**, crafted to offer an array of products and ideas for the home and interiors.

The company **designs and crafts its own textiles**, guaranteeing total control over the supply and production chain and dedicating a great deal of attention to the **sustainability of raw materials, manufacturing processes and support for human resources**. In order to further **emphasise the positive shift towards a vertical, sustainable production process**, **L'Opificio**, along with other textile production chain companies, has decided to team up with **Slow Food** in the creation of **Slow Fiber**.

In addition to *ready-to-buy* products, L'Opificio offers a **bespoke project service** and **customer support for interior design planning**. The company's experience in textile manufacturing and the vast possibilities for customisation have made L'Opificio a consolidated presence in the international market for **interior décor and Contract textiles**, opening doors to prestigious collaborations with historic design firms and innovative brands.

Over the years, **Art Director Barbara Bertoldo** has collaborated with a number of designers and creative professionals, like **Serena Confalonieri, Lanzavecchia+Wai, Elisa Seitzinger and Bruno Tarsia and Roberta Borrelli**.



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