

## The modern office by Pedrali at NeoCon 2019

*The latest collections of the Italian company for the well-being of workers showcased in Chicago*

Pedrali, an Italian company that produces **contemporary design furniture for public spaces, offices and homes**, with an history that began over 55 years ago, takes part for the first time in NeoCon in Chicago, the American historical fair that this year marks its 51<sup>st</sup> edition, regarded as a platform for launching innovative ideas and products which make public spaces of tomorrow flexible and cutting-edge.

**From 10th to 12nd June**, at the monumental *The Mart* in Chicago, Pedrali showcases seatings, tables and complements designed for the contemporary office world through two different settings by the Milan based architectural studio **Calvi Brambilla**: an exhibition area on the seventh floor (**Booth 7-5050**) and **Buddy Constellation** (Floor 1, NorthEast Corridor), a special installation that welcomes visitors on the first floor. The main element of this space is **Buddy**, the collection by **Busetti Garuti Redaelli**, with its friendly and reassuring design that will conquer and lead people upstairs: the poufs of different sizes, upholstered with fabric in warm colour shades from bright red to powder pink, are hung and suspended in the air such as stars in the sky. On the ground floor, bounded by a red carpet, they create a pleasant waiting area, underlining the versatility and their ability to meet any furnishing need through their configurations.

Within the exhibition area on the seventh floor, the Italian company presents its **latest furniture solutions made from metal, wood, plastic materials and upholstery**; each is the result of meticulous research and collaborations with Italian and international designers. **Flexible and versatile working spaces, oriented to the well-being and the creativity of the workers** are displayed through five setting which draw inspiration from modern office world.

The high aesthetic quality of **Elinor** executive chair designed by **Claudio Bellini**, the elegance and the refinement of **Ester** armchair by **Patrick Jouin**, and the embracing **Vic** armchair by **Patrick Norguet** characterise the **executive office**. The seats around **Arki-Table**, with its typical trestle legs, are joined by **Ray**, the freestanding coat-hanger by **Pio and Tito Toso**, which accentuates the beauty of the ash wood, with the functionality of an indispensable everyday object for a variety of interior spaces.

The flexibility of an **operational office** is enhanced by **Arki-Table adjustable**, which allows to adjust the height of the top in order to adapt to his users and their needs, with the multitasking executive chairs **Temps** by **Jorge Pensi** and **Boxie**, the storage system with wheels by **Claudio Dondoli and Marco Pucci**. The long side wall is furnished with **Snooze**, the sound absorbing panels designed by **Marcello Ziliani** which are studied to increase the acoustic quality of every office space making them cosier and, at the same time, creating a *trait d'union* with the next setting: a co-working space.

Modern **co-working spaces** have to dynamic and furnished by elements able to meet the constant need for change. Here **Ypsilon tilting** by **Jorge Pensi**, the stackable table with wheels and tilting top, which can be moved and stored away when not in use. At the cutting-edge in terms of quality, it conveys both attention to details and a high-tech

### PEDRALI spa

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elements. To complete the setting, **Tweet** seating collection by **Marc Sadler**, proposed with different frames and finishes, underlines the production capacity of the company and its great possibility to customise the products.

Speaking about modern offices, cannot miss the **meeting room** where **Babila table** is combined with the homonymous **armchairs** by **Odo Fioravanti**, presented with ash wood legs and polypropylene or upholstered shell.

These four scenes are characterised by backlighted round walls which are strung with light bulbs to pay tribute to the Italian company's "latest good projects". The last setting is in the middle of the exhibition space: a **relax or waiting area** where it is possible to have a coffee or to arrange an informal meeting, made comfortable by the soft lines and clean design of **Buddy** poufs and tables by **Busetti Garuti Redaelli**. An indispensable space in any last-generation office.

### **ELINOR Executive chair**

*Design Claudio Bellini*

Elinor blends the know-how of Milanese design studio Claudio Bellini, renowned for its pioneering vision of contemporary office furniture, with the Italian Brand's engineering expertise. The result is a multitasking product that reflects the needs of a changing market, characterized by a high level of aesthetic quality. This executive chair incorporates the different attitudes and approaches to working life looking to the future: it is dynamic and designed with people's wellbeing in mind. Its visual styling is essential yet distinctive, and offers excellent performance thanks to its "smart components", to use Claudio Bellini's words, "which make it state-of-the-art yet inconspicuous", as they are integrated into the seat. Elinor has an elegant base in die-cast aluminium, with aesthetically pleasing sinuous lines. A weight-activated synchro-tilt mechanism integrated in the upholstered seat allows the tilting to be self-regulated according to the user's body weight, ensuring that the back is kept in the most comfortable position. Other strong points of Elinor are its comfort and body-hugging feeling, thanks to the polyurethane injected foam on both seat and back. A light, slimline, strong armrest in die-cast aluminium defines the base of the backrest with its flowing line, accentuating the attention to detail that characterizes this unique chair.

**Materials:** base and armrest in die-casted aluminium; seat and backrest in polyurethane injected foam.

**Finishes:** Satinized or polished aluminium; seat and backrest upholstered in leather, simil-leather or fabric.

### **TEMPS Executive chair**

*Design Jorge Pensi Design Studio*

In designing Temps, Jorge Pensi's aim was to create a friendly object, one which nevertheless has specific features and a clear identity that allows this chair to live within different working environments: offices, multipurpose spaces, or homes.

Temps has a striking feature in its height-adjustable base made in die-cast aluminium, pure and elegant at the same time. This chair guarantees excellent ergonomics and comfort thanks to its weight-activated, synchro-tilt mechanism that is able to regulate the degree of tilting autonomously according to the user's body weight. Its anatomical shape encourages good posture. The seat and backrest are comfortable and snug with its polyurethane injected foam padding, cosily embracing the person sitting in the chair. An injection-moulded polypropylene shell

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fits around the seat and contains the mechanism, hugging the user's lower back and ensuring ergonomics and comfort, while the padding inserted in the polypropylene shell designs a continuous line.

Two minimal, simple arms made from polypropylene help accentuate the concepts of lightness and dynamism.

**Materials:** base in die-casted aluminium; shell with armrest in polypropylene; seat and backrest in polyurethane injected foam.

**Finishes:** Black or white powder coated aluminium; seat and backrest upholstered in fabric or simil-leather.

## **YPSILON tilting table**

*Design Jorge Pensi Design Studio*

Designed to meet the needs of the contemporary office, the Ypsilon table now comes in a new tilting and stackable version. At the cutting-edge in terms of quality, it conveys both attention to details and a high-tech elements. The table is perfect for flexible and temporary workspaces and meeting areas, and has a functional key nature, as it can be moved and stored away when not in use. Ypsilon is truly versatile and can become a working station, a meeting table, or a support for use in latest-generation co-working spaces. The top is connected with a die-cast aluminium base by an extruded aluminium column. The bonus feature of this table is a unique mechanism patented by Pedrali, that allows the top to be flipped over and moved from a horizontal to a vertical position through two well designed release handles, in red colour. The top is automatically locked into a vertical position or working position, preventing it from opening by error, ensuring the maximum security. This mechanism, as well as being aesthetically clean and not impacting, guarantees a simple and silent opening. Ypsilon can be stacked frontally, with its top perpendicular to the floor so as to save space. Its quintessential and contemporary appearance is the result of a meticulous analysis of contemporary aesthetics, making it the ideal solution for multipurpose environments.

**Materials:** Base in die-casted aluminium with an extruded aluminium column; solid laminate or laminate top.

**Finishes:** Black or white powder coated or polished aluminium; tops in several finishes and colours.

## **ARKI-TABLE adjustable**

*Design Pedrali R&D*

Arki-Table optimizes its ability to meet the needs of flexibility and functionality of most modern working spaces, with a new version with the height-adjustable top. Suitable for meeting rooms and work stations, this table is able to adapt to his users and their needs, making real the concept of smart and dynamic office.

Two electric actuators, connected to a control unit and activated by two buttons placed under the top, move as one and allow to choose the ideal height of the top, from 740 to 1140 mm, to have maximum comfort during the workday.

Available in white or black full colour versions, Arki-Table adjustable has an ultra-thin 6mm solid laminate top with central cable management with a cover (150 x 600mm), steel trestle legs and an extruded aluminium support.

Top in solid laminate 6 mm in three dimensions: 1000 x 2000mm; 1000 x 2400mm; 1000 x 3000mm white, black or grey.

**Materials:** solid laminate top 6 mm; steel legs; extruded aluminium support.

**Finishes:** top in white full colour, black, in three different grey or in black Fenix.

## **BUDDY**

*Design Busetti Garuti Redaelli*

Buddy collection has been enriched with new elements that enhance its versatile, functional nature, featured by a contrast between the bold volumes of the seat and a slender, lightweight frame. The line comprises a chair, a two seats bench and a chaise-longue with generous backrests, combined with softly upholstered poufs, creating a family of soft modular seatings, that reflect the friendly spirit of the collection. The different sizes of the poufs and backrests, each available in two heights, allow multiple combinations matching the varied needs of contemporary and multipurpose spaces: from relaxation areas to airport lounges, and through to latest-generation co-working spaces. A turning tablet can also be added to the configuration.

**Materials:** fireproof polyurethane foam upholstered in fabric or faux leather. Steel frame, tubular steel leg Ø20mm.

**Finishes:** powder coated steel and antique brass.

## **BOXIE**

*Design Claudio Dondoli – Marco Pocci*

A drawer can hold precious objects as well as everyday items, to keep them safe and close to hand. In the office world, a storage system with wheels represents order and tidiness, allowing space to be organised in a functional, optimal way. With its minimal, essential lines, Boxie is remarkable for its lightness, which is guaranteed by a coated steel frame equipped with drawers, alternated with tops, both made in polypropylene.

With its square shape, rounded corners and spacious drawers fitted with an integrated handle that almost embraces them, one of the stylistic strong points of this rolling cabinet is its three-dimensional quality. Boxie has been designed to fit into latest-generation offices, open spaces and co-working hubs. Beautiful to look at from all angles, it is an interior accessory with its own strong aesthetic presence. Its unique design makes it easy to disassemble and recycle, in line with today's environmental policies. Designed to be configured differently according to the selected combination of its elements, and available in a range of colours, Boxie has swivelling and lockable wheels that make it easy to move around, also available with fixed feet.

**Materials:** coated steel frame; injection-moulded polypropylene drawers.

**Finishes:** powder coated steel; drawers available in anthracite grey, beige, blue, sage green and pink.

## **RAY Coat-Hanger**

*Design Pio e Tito Toso*

Ray is a freestanding coat-stand that masterfully combines flowing lines, accentuating the beauty of the ash wood, with the functionality of an indispensable everyday object for a variety of interior spaces. A truly friendly product with a simple structure; its linear, plain design lets the beauty of the material shine subtly. Made from plywood of varying thickness, its arms are reminiscent of tree fronds that draw inspiration from the natural world and are connected with the central steel support. The design of Ray originates from a specific quintessence: the simplicity of a gesture. Ray's elements in wood are FSC-certified and finished with organic water-based paints. The use of raw materials sourced from certified forests and paints made principally from plant-derived resins is a guarantee of our company's commitment to environmental sustainability.

**Materials:** steel column and base; arms in curved ash plywood of varying thickness.

**Finishes:** powder coated steel; bleached, stained light walnut or black lacquered ash.

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## ESTER

*Design Patrick Jouin*

Ester armchair is a mix of elegance, ergonomics and functionality. The attention to details is everywhere. The result is a precious monolith made of leather complemented by refined die-casted aluminum legs. Seat made of polyurethane foam with elastic belts on a steel structure.

**Finishes:** upholstery in leather or fabric; satinized, brushed bronze, antique brass or titanium aluminium legs.

## VIC

*Design Patrick Norguet*

Following a review of classic shapes a comfortable and simply elegant collection of upholstered seatings arises. The back lifts up from the seat while remaining tied only at the ends. The resulting opening provides the armchair with lightness and eases its handling. The legs in solid ash wood or in steel tube are perfectly jointed thanks to a carter under the seat. The seat and the backrest can be upholstered with leather or fabric even in contrast to offer the greatest customisation. The collection includes chair, armchair and stools in two different heights.

**Materials:** injected foam seat and backrest with elastic belts in the seat. Solid ash wood or steel tube legs.

**Finishes:** seat and backrest upholstered in fabric, leather or simil leather. Bleached ash wood, light walnut, black or grey colour stained. Powder coated, satinized, brushed bronze or titanium steel.

## SNOOZE

*Design Marcello Ziliani*

Snooze is a sound absorbing panel for walls and ceilings, studied to increase the acoustic quality of every office space, making them cosier; at the same time, it decorates and makes rooms livelier thanks to the wide fabric range. Its shape reminds sound diffusers and it is composed by a core of hot-moulded polyester fibre in different densities and thicknesses; in the middle there is a metal element that, besides being a graphic sign, allows a quick assembly and an easy installation. The removable cover, with some zips on the back, guarantees simple maintenance, great flexibility and customisation in colours and fabrics choice, making it easily combined with other furniture components.

Multiple Snooze panels, placed side by side in different combinations, allow better sound absorbing performances.

**Materials:** hot-moulded polyester fibre. Support in plastic material.

**Finishes:** fabrics cover. Metal element in brushed nickel.

## BABILA

*Design Odo Fioravanti*

Babila armchair recalls the distinctive features and design of the collection, taking inspiration from the classic and timeless objects. The functionality of the polypropylene shell or the absolute comfort of the upholstered version can be combined with legs in ash wood, steel tube or steel rod sled frame, central or four-star base.

**Materials:** polypropylene or upholstered shell. Legs in ash wood, steel tube or steel rod sled frame, central or four-star base.

**Colours:** white, sand, grey, orange, yellow, black.

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**Finishes:** bleached ash wood, light walnut or black lacquered ash. Powder coated or chromed steel. Upholstered versions in fabric, leather or simil leather.

## **BABILA Table**

*Design Pedrali R&D*

Babila table reveals the rigorous lines and the natural warmth of the solid ash wood legs matched with an ultra-thin solid laminate top, supported by an extruded aluminium frame.

**Materials:** solid laminated top, extruded aluminium frame, ash wood legs.

**Finishes:** bleached ash wood, light walnut or black lacquered ash. Powder coated aluminum frame. White, black or three shades of grey solid laminate.

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## **Pedrali**

*Bellezza, tradizione e innovazione*

Pedrali is an Italian company producing contemporary furniture for public spaces, offices and homes. The collection is the result of a careful and accurate research aimed to create industrial design products with original shapes and are made of plastic materials, metal, wood as well as upholstered. Seating, tables, complements and lighting exclusively manufactured in Italy through a design process which combines tradition and innovation, engineering excellence and creative brilliance. The “100% Made in Italy” philosophy becomes real through the internal production in Manzano (Udine) and in Mornico al Serio (Bergamo) where is based the new automated warehouse designed by CZA – Cino Zucchi Architetti.

The high quality and respect for the environment represent long-established practices. This is proved by the use of water-based paints, made principally from plant-derived resins, and by the certifications ISO 9001 for quality management system, ISO 14001 for environmental management system, FSC™ C114358 for the use of timber from certified forests and Greenguard for low emissions of toxic substances.

The experimentation of production technologies, the use of different materials and the cooperation with many designers have allowed Pedrali to achieve important awards such as the Compasso d'Oro ADI for Frida chair.

Pedrali is a member of ADI, Associazione per il Disegno Industriale (Association for the Industrial Design).

## **Best references**

Pedrali products feature in many innovative projects of contemporary office spaces such as [Google Headquarters](#) in Dublin and [Microsoft House](#) in Milan, characterized by its different public areas planned to encourage interaction among colleagues. But also in the Alain Ducasse restaurants: the three-star Michelin [The Dorchester](#) in London and [ore](#) inside the ancient royal residence of Versailles. [Salewa Headquarter](#) in Bolzano, with the biggest rock climbing wall in Italy. Pedrali products can be found at the [Van Cleef & Arpels](#) boutique, situated in the legendary Fifth Avenue in New York or in the prestigious Place Vendome in Paris. [Kanazawa Umimirai Library](#) in Japan, whose innovative spaces make this facility a new hub for the social life of the local community and the [Remai Modern Museum](#), the new museum in Canada, which offers a unique perspective on contemporary art.

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