“Shape, form, wood finishes: a total design experience”
Featuring T030 by Piero Lissoni, and Xilo 2.0 wood finishes by Lissoni for Alpi

Also featuring the new Lema collections 2016, designed by Piero Lissoni, Roberto Lazzeroni, Christophe Pillet, Francesco Rota.

Cocktail Reception: 22 September 18:30 - 21:00
Guest speaker: Sergio Buttiglieri, Interior Design Director Sanlorenzo Yacht
Theme: Custom-made

Lema Flagship Store
183 Kings Road – London SW3 5ED
London Design Festival 2016
17 / 25 September

A year after the opening of the company’s first flagship store, on the Kings Road, Lema tells of its more defining trait – a vocation to customisation. Customisation is the highest expression of the company, which is built on two core pillars: a state-of-the-art industrial manufacturing system, and deeply rooted strong craftsmanship values. The latest 2016 products, and brand new wood finishes for the iconic T030 furniture system developed in collaboration with ALPI, the Italian leader in the wood finishing sector, will take centre stage. To highlight the commitment and vocation to the project ‘made to measure’, a special talk created for the London Design Festival will focus on the theme ‘Custom-made’, featuring Sergio Buttiglieri, Interior Design Director, Sanlorenzo Yacht.

The London Design Festival (Friday 17 - Sunday 25 September) is one of the key appointments of the international design calendar. Lema is one of the key players, and thanks to its flagship store in the British capital, has firmly established its presence on the UK market, with a significant growth particularly in the contract market, which finds in London an unquestioned intentional hub. The contract market is one of the areas in which Lema stands out, for its ability to work on highly tailored and bespoke projects – one of the company’s most defining points.

From customised creations for large projects, to the Casa catalogue proposals, all highly bespoke in a near-infinite variety of finishes, Lema has built its core strength based on the concept of ‘high quality design custom-made’.

Like in a real atelier, Lema, with passion and coherence, offers a personalised lifestyle, developing solutions that respond exactly to the customer and end-user’s needs and wishes. The perfect balance between industrial and production and craftsmanship summarises Lema’s inner soul; through the years the company has been able to become a market leader thanks to its deep-rooted industrial and practical knowledge, a typically Italian quality that Lema has been able to maximise and take to new heights, in a constantly improving development towards the highest quality.
In occasion of the London Design Festival, Lema’s creative world is narrated through the new 2016 Collections, by designers of international fame, including Piero Lissoni, Roberto Lazzeroni, Christophe Pillet, Francesco Rota.

Alongside, Lema has created an event to embody the values at the core of its philosophy, proposing for the first time a all-rounded project, in which the value is defined from beginning to end - starting from the selection of the wood finishes, through to their creative process.

For the first time, the iconic T030 day-system by Piero Lissoni has been redefined through a new set of wood-finishes, created in partnership with Alpi, the leading brand in decorative wood surfaces and finishes, for which Piero Lissoni has recently designed Xilo 2.0, an exclusive range chosen to enrich the already vast range of finishes in the Lema Casa catalogue.

The combination of these two leaders in the market, key representatives of the ‘made in Italy’ philosophy, united under the creative direction of Piero Lissoni, has led to the creation of the event for the festival, which stems from the inner values and qualities of the product, and its materiality. Shape form wood finishes: a total design experience hence encapsulates the essence of the Alpi wood finishes combined with the T030 system, a project showcasing the sartorial ability of both brands.

The shared attitude to quality and custom-made has made this collaboration possible. The same key values are also at the heart of the Cantieri Navali Sanlorenzo, heritage yacht manufacturer founded in Viareggio in 1958, an icon of elegance in the nautical world, who will be participating in the London Design Festival in a talk curated by Sergio Buttiglieri, Sanlorenzo’s Interior Design Director. The talk, aptly entitled Custom-made, will be the culmination of the festival.

Thus Lema becomes yet once more the ambassador for Italian quality, devoted to tailor-made, putting at the core its passion for a creative ability to interpret each project’s requirement, and reconfirming its unique values.

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Editor’s notes

LEMA
Among the top interpreters of contemporary Italian style worldwide, Lema was founded in 1970 by the Meroni Family, who still manage the company today, with a strong sense for tradition that dates back to the early post-war years. The group consists of three design collections: home and contract divisions, and the International Office Concept department.

Lema was the first Italian company to develop a load-bearing side-panel system in a variety of finishes, and the made-to-measure wardrobe, to suit individual client’s needs. These two products are symbols of the level of service that the company offers, today complemented by a complete catalogue that includes tables, beds, chairs and all-finishing touches, in addition to the latest upholstery collections. Products with a sophisticated appeal, all characterized by a comprehensive customisation system in order to meet the varying aesthetic and functional demands of the client. In fact, what distinguishes Lema within the international design scene is its strong ability to develop custom-made solutions together with top architects, for some of the most prestigious contract projects that follow the brand worldwide. http://www.lemamobili.com/en