

THE NEW COLLECTIONS BY
GORDON GUILLAUMIER
FOR ARKETIPO
WILL BE PRESENTED AT
INTERNI ARREDAMENTI
IN LUGANO.

MAY 7TH 2009
from 7 p.m. opening of the
"Arketipo point",
presentation of the collections
CICLADI and EGADI
by the designer
GORDON GUILLAUMIER

Interni Arredamenti
via Pioda 14a, Lugano

On May 7th there will be the opening of the new "ARKETIPO POINT" in cooperation with Interni Arredamenti, a new point of reference in Lugano for the "made in Italy" design furniture.

Arketipo continues its company strategy which foresees the opening of reference points for the customers where it is possible to find the widest selection of items and where customers can receive all explanations and information on the Arketipo collections characteristics.

Beside to the best-seller there will be also the new proposals of Gordon Guillaumier for Arketipo which have just been presented at the Salone del Mobile in Milan.

The *sofa* is designed and created for more comfort and greater adaptability to suit various rooms and needs, is the heart of Arketipo's production. The distinguishing feature is the gentle *movement* of the

sofas, the possibility of reclining the upholstered back and thus increasing the space for complete relaxation, expressed in designs in which beauty and comfort are important and great attention is paid to technical and structural details.

A common feature of the research and design work is the hint of *Mediterranean-ness*, which can often mean the ability to merge elements of different kinds from a wide variety of cultures and create "new scenery". The result is a new scene where the main and most outstanding features are *radiance, warmth and simplicity of form*, achieved by a skilful combination of *craftsmanship* and *industrial expertise* and producing collections with a style that is both light and informal. Side by side with the *movement*, the new collections concentrate on the *workmanship* of the quilted, removable covers and the design of the upholstery.

The two different sofas designed by Gordon Guillaumier are expressions of the melting pot of his Maltese origins: EGADI is very plain in style and has a movement that is perfect for relaxed, cosy rooms, while CICLADI interprets a retro style in an up-to-date mood, to suit elegant, formal rooms.

EGADI expresses all of Arketipo's experience and know-how: *a series of upholstered furniture, all fitted with movements*. The sofa that opens this series has a simple, plain appearance: strict shapes and a low back, generous depths and wide armrests; the look is compact and up-to-date but the sofa has two souls that express the composite philosophy of the designer. With EGADI, Guillaumier not only sought a type of movement not so far used – the back folds open to double its size – but he also chose this way of creating something looking completely different. When the sofa is closed it is perfectly symmetrical and gives no hint at all of its "second life": the surprise comes when it is opened, with a simple movement: the seat becomes deeper and the opened back – separately for each seat – increases the space and reveals a part with *soft, pinch-quilted* upholstery, in either fabric or leather, to give maximum comfort and suddenly make the article

look completely different. Thanks to Arketipo's great technical expertise with upholstery, the whole cover, as usual, is removable. The framework is in wood and metal; the padding is in non-deformable polyurethane, with feather cushions for the back and the feet are height adjustable. The décor is completed by the EGADI occasional table, which comes in only one size but is gloss lacquered in two colours – grey/brown and grey/sand – with a natural but sophisticated style. It is very handy to use and can be placed alongside or in front of the sofa. The style of the CICLADI sofa is classic yet luxurious; it combines the proportions and depth of oriental seating, the *capitoné* work of Anglo-Saxon influence and the Italian skill at working with Italian materials. Its *outer quilted surface* not only gives it an attractive retro appearance but also shows how perfectly the work has been done: the way the *capitoné* is enhanced by using cross stitching instead of the usual buttons gives the article a very up-to-date look. Here, also, the sofa covers are completely *removable*, thanks to the technical skills of Arketipo. The frame is in metal, with non-deformable polyurethane padding and feather cushions for the back.

Interni Arredamenti is one of the leader furniture shops of the "made in Italy" in Switzerland and will open a new "Arketipo point".

In 2008 Interni Arredamenti had opened the new prestigious sales point in Lugano Pazzallo, a two floors and 1.200 sqm. show-room characterized by the use of extremely precious materials like crystal, basalt stone and steel.

Interni Arredamenti has made of quality his collections' main strong point, not only from the aesthetical and decorative but also from the technical and constructive point of view, and the show room has become an extremely important meeting point between the customers and a professional team able to realize projects suitable to all possible different needs.

The Interni Arredamenti team offers customized projects and a complete service to comply with all

different customers' requests, including the measurements reading, the planning and the technical assistance.

From now on the sophisticated and smart clients of Interni Arredamenti will have a new central reference show-room in via Pioda in Lugano where Arketipo is leader.

Interni Arredamenti is a different experience compared to the traditional furniture shops, the smart style of Arketipo is exalted by the interpretations of the architect Andrea Raccagni who combines works of contemporary art with prestigious collections. The spaces, thanks to their charming oddity, represents the interior-design trends which Interni Arredamenti wishes to follow and enhance with very innovative and aimed choices.

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