

RENAISSANCE ALFRESCO

An Italian brand's new outdoor collection is a breath of fresh air.

Launching an entirely new category as a heritage furniture company requires both respect for one's roots and a vision for the future. Molteni&C's creative director, Vincent Van Duysen, certainly had this in mind while working on the brand's debut outdoor collection.

For Van Duysen, Molteni's extensive archives were a huge source of inspiration: An entire seating line arose from Luca Meda's Palinfrasca sofa, originally designed in 1994, while Gio Ponti's classic D.150.5 chaise longue and the D.154.2 armchair have been reissued with an eye to sustainability. Van Duysen also looked to contemporary designers Foster + Partners and Ron Gilad to reinterpret, respectively, the Arc dining table in a cement finish and the Panna Cotta side tables in iron and lava stone. Van Duysen's own suite of furniture, Timeout, consists of a sofa, lounge, and dining furniture with elements of woven polypropylene rope.

"The collection is defined by an innate sense of savoir faire," chief marketing officer Giulia Molteni says. "There is a strong emphasis on craftsmanship, delving into the rich tradition of Italian design." By striking the right balance between legacy and modernity, Molteni&C's migration outdoors is poised for success, Italian style. —*Parker Bowie Larson*



CLOCKWISE FROM TOP LEFT: The D.150.5 chaise longue; CMO Giulia Molteni and creative director Vincent Van Duysen; the Palinfrasca daybed; D.154.2 armchair; Arc table by Foster + Partners; Green Point dining chair by Van Duysen.
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