

SALONE DEL MOBILE 2015

Itineraries of Design, a journey in the Italian living sector of Chateau d'Axe

Through experience and different lifestyles, Chateau d'Axe has created an itinerary in which the various legs of the journey bring us to places in which we will once again find the concepts expressed in three diverse areas of style: TRADITION, COMFORT, INNOVATION.

Design pathways that link the past, present and future, expressions of Italian excellence, creativity and professionalism identifying the three different collections of upholstered furniture presented at the Salone Internazionale del Mobile 2015. A journey in Italian design developed through the narration of the products with videos and stories, to bring visitors to the discovery of a world made of experience, craftsmanship, industry, memory and vision of the future.

TRADITION: a collection designed for those seeking a contemporary design product that interprets deep-rooted traditions that identify the company's long history with an image of stability, security and connection to their own values. Seats with solid and elegant lines that give special care and attention to details, such as the stitching and materials used, which bring to the fore the craftsmanship and exclusivity of the product.

COMFORT: starting from the idea that everyday life is increasingly hectic, the living rooms designed for this area are intended to convey that feeling of relaxation and well-being that a living area must have. Sofas are designed to ensure total relaxation with studied ergonomic proportions and with additional elements such as reclining headrests and adjustable armrests, all to ensure maximum comfort.

INNOVATION: research and innovation are the characteristics of the living rooms designed for those who seek what's new in the objects he or she chooses for the home and that we find in the sofas of this collection. Maximum modularity and customisation are the principles on which the components that distinguish these living rooms were made, in fact, combining the various modules in different ways one obtains a variety of solutions that are able to satisfy the requirements of the living spaces.

First leg of our journey in Italian living is **Tetrik**, a system of outfitted walls born from the integration and combination of horizontal and vertical modular units (open shelves, containers, drawers) that allow complete customisation of the environment. Maximum compositional freedom to change one's home following their own aspirations, modifying it according to their personal taste and lifestyle. "Dressing the wall" is the philosophy that characterises **Tetrik**. Thanks to the linearity and simplicity of its form, its style becomes the principle element of interior design. The numerous compositions are characterised by a sequence of full and empty volumes, different finishes to customise according to one's own taste, becoming the scrapbook where every single object brings to mind frames of moments of everyday life.

A journey often also involves an overnight stay and the environment in which one is staying contributes greatly to create emotionality; that is why a new hospitality concept has recently taken shape; one that is totally different from the standard, which has as its aim to make the guest feel as if he or she were at home.

Chateau d'Ax, a leader in the furniture industry, thanks to the **Contract Division**, creates hospitality projects that are seamlessly integrated with the new philosophy of living and within the stand a living module has been recreated that embraces this new concept of interior design.

Because for any journey that you are about to set out on, there is only one way to feel at home, and that is with Chateau d'Ax.

WHO WE ARE

The journey of Chateau d'Ax began in 1948 thanks to the hard work and dedication of the Colombo family; the company has its headquarters in Lentate sul Seveso, a small town between Como and Milan, an Italian region that is known all over the world for its traditional handicrafts. The dedication of the company has continued over the decades, so that now it has become symbol of modern living, adjustable to the most fashionable dimensions of personal taste, from designer to romantic, to new luxury.

In the Nineties, Chateau d'Ax opened its doors to franchising, unveiling its first Italian store in 1995 and the expansion of the company continues. In fact, today there are 350 single franchise stores throughout the world.

Driven by its dynamism and creativity, the company offers a complete range of unique furnishings, where design and innovation evolve together to interpret the contemporary style in ever-different contexts, intuiting the trends and transformations of the world of living.

In this direction, the Contract Division of Chateau d'Ax represents a structure created specifically to carry out "turnkey" supply of furniture and fittings for the residential and hospitality sectors not only for the Italian market but also for foreign markets in strong growth.

Competency that is consolidated through partnerships of designers and manufacturers for the development of functional solutions designed to address specific needs.

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