

**PAOLA
LENTI**

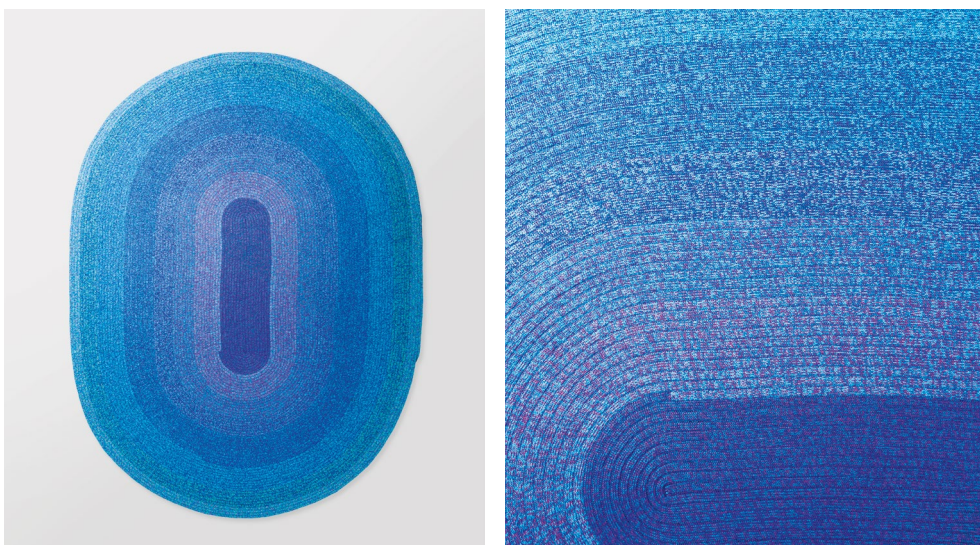
MOTTAINAI

Press release

MOTTAINAI, PAOLA LENTI COLLECTION BASED ON REUSE AND NON-WASTE



Reuse as a design and production philosophy. Paola Lenti recovers the leftovers from the processing of fabrics and materials and gives them new life through **Mottainai, the collection that best embodies the ethics that has been guiding every choice of the company for almost thirty years.** This contemporary patchwork with a strong personality conveys the attention to the environment that has always distinguished the brand, and at the same time highlights its innate ability to create original color combinations.



Colourful, versatile, three-dimensional. The textiles recovered from the Paola Lenti production have been diverted from landfill to upholster new furnishings or to reinterpret iconic pieces of its collections according to the principles of the circular economy.

The texture of the **Tricot indoor rug** consists of a thick mélange knit, reminding of the consistency of certain sweaters and blankets, hence the name. It is produced with a tubular knit with nuances produced by mixing yarns leftovers from the production of outdoor fabrics and materials.

For the **Tobit pouf**, woven by hand, the Company selected Chain and Chain Outdoor and sewed them together, obtaining a colourful and rich patchwork, which can easily fit in any kind of interior thanks to its chromatic variety.





For the next Fuorisalone – which will be the occasion for the **pre-opening of the Milan flagship store of the company in via Bovio 28** – the Mottainai collection will be enhanced with new material proposals, besides new textiles, thanks to **the recovery of elements in lava stone and glass, typical of the Sciara tables and side tables**, designed by Sicilian artist Marella Ferrera. A careful selection, recovery and combination of forms and colours that will make each single product even more exclusive and unique.

The ancient Japanese expression *Mottainai*, has its roots in Buddhist philosophy. A term that is difficult to translate, due to the many subtle nuances it brings with it; **it expresses regret in having wasted something, which for this reason could not attain its maximum potential.**

Today, not to waste becomes the conclusive attention for a future of the world, reacting to consumerism with a lifestyle based on recycling, reuse and respect for things. An attention that translates in turn into the respect for humankind and for the environment.

At Paola Lenti, the ancient concept of non-waste overlaps and intertwines with that of sustainability. Over the years, the Company has preserved, cataloged and divided by color and shape thousands of fabric remnants and fragments of different materials, trusting that, sooner or later, the idea that could give them a new shape would come. Those same leftovers and fragments tell a new story today in the form of colorful and imaginative furnishing elements.

The collection *Mottainai* also includes other iconic products in the Paola Lenti collations: the **Elsie chairs and little armchairs**, upholstered with offcuts of the exclusive indoor fabrics such as the three-dimensional Blend and Dots; the **Ami seatings**, woven by hand with multicolour elements obtained by sewing together production leftovers of Chain and Chain Outdoor tubular knits; the **Diatomee rug**, an elaborate geometric puzzle made up of elements in Brio fabric sewn onto a layer of recycled and once again recyclable synthetic felt.

The **Couture movable backdrop**, designed by **Marella Ferrera**, is a forerunner of the *Mottainai* concept, a sort of witness of the path toward sustainability that the Company has always pursued. Designed well before the *Mottainai* collection took shape, it already carried the idea within itself of what this collection embodies today: recognize the intrinsic beauty of textile remnants, hence give them a new life. In Couture, the swatches of fabric are sewn into tesserae and joined with a thin thread to create a product with an architectural value aimed to define spaces, separating yet not isolating them.

The collection also includes **Metamorfosi**, the series of five seating pieces and a tapestry penned by Brazilian designers **Fernando and Humberto Campana**, that was introduced at the last edition of the Milano Design Week.





Founded in 1994, Paola Lenti is renowned worldwide for the innovative twist it has given to design products and for its unmistakable interpretation of colour. In almost thirty years of activity, the company has created a collection of exclusive fabrics and technical materials, eco-friendly and available in hundreds of hues. Paola Lenti indoor and outdoor collections and complements for the architecture are displayed in the most important international showrooms.

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