

**PAOLA
LENTI**

PAOLA LENTI AT ARTISSIMA

Press release

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With the Campana Brothers' Metamorfosi collection, the company takes part in Italy's largest contemporary art fair

Turin, November 3rd, 2023 – Paola Lenti is proud to be an in-kind partner in the 2023 edition of **Artissima**, Italy's foremost contemporary art fair. The event will be held at Oval Lingotto in Turin from **Friday, November 3rd through Sunday, November 5th**. With its inception in 1994 and current direction under Luigi Fassi since 2022, Artissima has consistently fostered experimentation and research. This year, the fair hosts over 180 Italian and international galleries, emphasizing its dedication to the ever-evolving art world.



For Artissima 2023, **Paola Lenti has undertaken the design of the fair's lounge area**. This space not only provides a meeting point for visitors with art publishers but also symbolizes the intersection of art and design. It features select seating pieces from the **Metamorfosi collection, designed by the Campana Brothers, Fernando and Humberto**. Drawing inspiration from the natural world, this unique series exemplifies a conscious approach to raw materials, forging a new dialogue between innovation, craftsmanship, and social responsibility.

The design and nomenclature of the three chosen seats - **Bruco, Chromodoro, and Zoide** - echo the organisms inhabiting both land and sea. Yet, the collection encourages observers to interpret these forms liberally, blurring the line between design objects and artworks.

The significance of the Metamorfosi collection lies in its **ingenious approach to creatively repurpose textile materials from Paola Lenti's production**, which would otherwise go to waste. It transcends design to embody a **tangible manifestation of conscious choice**, a decision that has also transformed the company's production process. This endeavor also involves **Cou(L)ture Migrante** social tailoring atelier in Como, thus providing employment opportunities for individuals at risk of social exclusion.

The synergy between Paola Lenti's DNA and the world of art has been evident since the company's inception. The emphasis on „beauty,“ nature as an inexhaustible source of inspiration, and the quest for harmony within space align with the endeavor to infuse each product with a unique soul, moving beyond commercial objectives.

Paola Lenti realizes this vision by rediscovering the artisanal traditions of Italian craftsmanship and seamlessly integrating them with cutting-edge technologies. Notable examples include the surfaces crafted by **Marella Ferrera** using Etna's lava stone and glass, which emanate luminance and perpetual uniqueness. Similarly, the majolica works of **Nicolò Morales** are so distinctive that they have earned a place in the **permanent collection of Quirinale Contemporaneo**.



METAMORFOSI | BRUCO

design Campana



Seat with symmetric side backrests, reminding the long and softly rounded shape of the caterpillar before it becomes a butterfly. The padding consists of a mixture of recyclable expanded polyethylene and recycled polyester fiber. The seat upholstery is removable and made of a recycled synthetic felt, that is also recyclable, with appliqued decorations, which are different each time, or with elements in Paola Lenti Felt sewn and decorated with machine embroideries. Bruco is available in two different dimensions.

METAMORFOSI | CHROMODORO

design Campana



The Chromodoris, a colorful and fascinating marine mollusk, is the inspiration for this seat, whose backrest consists of a single, large cylindrical element, which can be positioned as desired, free in movement like the sinuous body of the animal from which it took its name.

The padding consists of a mixture of recyclable expanded polyethylene and recycled polyester fiber. The seat upholstery is removable and made of a recycled synthetic felt, that is also recyclable, with appliqued decorations, which are different each time, or with elements in Paola Lenti Felt sewn and decorated with fabrics appliques and machine embroideries. The upholstery of the backrest in Maglia Rasata or Costa Inglese tubular knits is fixed and is produced with the polyester yarns left over from the production of the collection upholstery fabrics.

METAMORFOSI | ZOIDE

design Campana



This seat stands out for the original backrest formed by long tentacles, shaped and movable. The padding consists of a mixture of recyclable expanded polyethylene and recycled polyester fiber. The seat upholstery is removable and made of production remnants of indoor fabrics in the collection. The upholstery of the backrest is fixed and is produced with the polyester yarns left over from the production of the collection upholstery fabrics, woven as to obtain an elastic tubular knit.

ZOE

design CRS



Zoe is a rug for outdoor and indoor use made of a cord in Rope, Aquatech or Twiggy yarn. The rug is available in three options. The first consists of the union of cm 30x30 modules: the cord is winded into decors similar to spirals that are then sewn together into an alternated geometrical sequence. The second option is created by joining orthogonally cm 30x30 modules. In the free spaces handmade decors are inserted, adapting to the dimension of the spaces hence taking on different shapes. The third option is finally made up of a single round element made by winding up the cord on itself. Zoe can be also designed in custom dimensions and configurations.



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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