

**PAOLA
LENTI**

MILANO DESIGN WEEK 2024

Paola Lenti Milano

The concept

**«Oltre lo sguardo»
Paola Lenti Milano
The concept**

Paola Lenti has chosen Milan as the location for the opening of its first fully owned flagship store. This space, in terms of size, function, and purpose, represents an innovative approach to business in a city internationally recognized as the capital of design.

Paola Lenti has a deep and established connection with Milan. Over the years, during numerous editions of the Fuorisalone, its installations, characterized by meticulous attention to detail, vibrant colours, and understated elegance, have turned various locations in the city into highly desirable destinations, contributing to the narrative of the world's largest and most significant event dedicated to furniture design.

In the year marking the company's thirtieth anniversary, Paola Lenti has chosen to revitalize a significant urban area: 4,000 square meters within the Maciachini district, a vibrant and multicultural suburb in northern Milan. Here, a large industrial complex has been transformed into a bioecological architectural site, reflecting the company's aesthetic sensibility and ethical commitment, which have become its defining characteristics.

The revitalization of this urban area and its reintegration into the city fabric, while preserving the architectural heritage of the district, exemplifies an entrepreneurial and design ethos that fully embodies the values underlying Paola Lenti's philosophy: the creation of new beauty from existing resources.

This space, located away from the traditional fashion and design districts, represents a bold and conscious choice, reflecting Paola Lenti's aspiration to offer the city more than just a furniture store. It aims to engage not only industry professionals but also the citizens of Milan, becoming a true urban oasis that promotes and embraces the concept of a "dispersed city," where each neighborhood possesses its own identity,

Paola Lenti Milano is both a physical and conceptual space, where the exhibition of indoor and outdoor products interacts with diverse ecosystems, gardens, and plants of different species and seasons, narrating the story of a company built on creativity and experimentation.

At the heart of the project lies an extraordinary presence of greenery, embodying the company's commitment to research and ethical responsibility. Paola Lenti has partnered with PNat (Project Nature), a multidisciplinary design studio comprising architects, botanists, and researchers, led by Professor Stefano Mancuso, to create a synergistic relationship between the natural and artificial environment within the complex. This initiative aims to enhance the quality of urban spaces, the environment, and the well-being of its inhabitants.

This unconventional choice reflects a desire to recenter nature in human life, bridging the realms of culture and business. Like a living organism, Paola Lenti Milano comprises integrated areas that serve different functions: showroom, lounge, offices, gardens, greenhouses, exhibition gallery for contemporary art, with plans for a bistro and boutique hotel in the near future.

The concept behind Paola Lenti Milano is to facilitate encounters between diverse audiences and artistic disciplines, blurring the boundaries between indoor and outdoor, artificial and natural. It is a place where the pursuit of research leads to a deeper understanding of hospitality, offering visitors stimulating sensory and cognitive experiences.

As a milestone and a new beginning, Paola Lenti Milano aims to inspire and foster cross-pollination between design, art, and architecture within an international framework for expanding and enhancing distribution spaces.



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 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.

For further information,
request for high resolution images
or possible interviews
please, contact:

Paola Lenti press office
press@paolalenti.it
via Po, 100A - 20821 Meda (MB)
tel. +39. 0362.344587

Communications manager
Silvia Marinoni
mob. +39 366 6127370

www.paolalenti.it

