

# Pointhouse

## **BEBA, COMFORT THAT ELEVATES**

In today's hectic world, being able to carve out space for yourself and enjoy your own peace of mind is becoming increasingly important. With our campaign dedicated to the new Beba product, we don't just want to sell a chair; rather we want to celebrate the importance of finding spaces for oneself in which to take refuge in everyday life. The Beba chair thus becomes a symbol of individuality and well-being, transforming ordinary moments into enriching experiences and offering a refuge of tranquillity and comfort in the chaos of modern life.

Our campaign opens with a video that tells the story of a subject with whom we can identify: his routine, dictated by scheduled appointments, is interrupted, and slowed down once the subject sits in the Beba chair, which becomes the medium through which he expresses his individuality and 'feeling'.

The everyday atmosphere that identifies a sense of wellbeing, welcome and comfort through the care of space and the choice of accessories to be placed in it, i.e. the key concept of 'hygge', becomes of primary importance. This atmosphere is also linked to the feeling of harmony and wellbeing that one perceives when sitting on a Beba.

In fact, our approach focuses on the idea that the use of our products can transform ordinary moments into a 'cuddle', capable of enriching everyone's experience, recreating a cozy environment where one can enjoy the pleasure of being at home.

## **UNA TIPÀ SPECIALE: Giulia Lamarca, my limits are my opportunities.**

The 'Una Tipa Speciale' campaign presents its fourth protagonist: Giulia Lamarca.

A blogger who, after an accident that forced her into a wheelchair, discovered her vocation: travelling. Since then, she has become a writer, travel blogger and mother, without ever stopping. In fact, travelling for personal pleasure has become a real travel blogging activity to be documented on social networks. This sincere narration of everyday life and parenthood helps us understand how we can overcome boundaries and stereotypes that seemed insurmountable. Through 'Una Tipa Speciale' project, we had the privilege of sharing her unique story and highlighting her contribution to the community. Her voice amplified the message that diversity is strength, and that the courage to embrace one's uniqueness can inspire and change the world.

The 'Una Tipa Speciale' campaign has helped us celebrate other extraordinary women such as Domitilla Quadrelli Leoni, a woman who has lived through different experiences going from the sophistication of the fashion world to the practicality of a mechanic's coverall. Another "Tipa Speciale" is Micaela Miljan Savoldelli, who set off on an intense

and long adventure to discover the world together with her partner and her children. And last, but not least, Licia Fertz, Italy's oldest influencer.

These are just four of the stories of "Tipe speciali" ("special gals") that our Tipa chair wants to represent through its design. Tipa is a chair created with the intention of conveying strength and uniqueness through a simple and original design. Characterized by strong lines, available in different colours and equipped with armrests and cushion, the Tipa chair is gifted with an incredible versatility that allows it to adapt to indoor, outdoor, formal and informal environments!

## **POINTHOUSE AND IKA JANE: beyond our borders**

Thanks to 'A special TIPA', we got to know Micaela Savoldelli (Instagram: Likemiljian) and her enchanting universe better. After travelling the world for years without having a home, Micaela decided to settle, together with her family, in Bali, where her clothing brand Ika Jane was born. With garments entirely handmade by Balinese women and following the highest standards of sustainability, we saw in Ika Jane an opportunity to open up to new experiences. We are extremely convinced, in fact, that culture, in the various spheres, is the real driving force for change. That is why we promote aggregation and social initiatives both locally and internationally. This is how Ikajane x Pointhouse was born: an exclusive collaboration thanks to which we were able to dress our Tipa chairs with unique and original cushions. Made from natural materials and using printing technologies that minimize fabric and water waste, the cushions in this new collection are decorated with floral embroidery and fruity prints that take us back to the wonderful Balinese world, bringing a little exotic charm into our homes.

## **POINTHOUSE STAND**

This year Pointhouse returns to the Salone del Mobile with a new, more enveloping and luminous space, where light and warm colours blend harmoniously with the naturalness and brightness of textured birch. The ambience reveals elegance and modernity, creating a perfect setting to present not only our best-sellers but also our new proposals. The entire space is designed to evoke a place of meeting and exchange, as the nucleus of the community, creating an effect of continuity and harmony between architecture and products on display.

At the centre of the stand, an imposing ledwall stands as a focal element. On it, frames from the new 'Beba, comfort that elevates' campaign run, telling stories of ordinary people who find their perfect space thanks to the new Beba collection. The dynamic images and captivating video show Beba's versatility and aesthetics, helping to communicate the link between the design of our products and the central role they can play in personal spaces.

Our products, which have always embraced contemporaneity and innovation, evolve this year with a vibrant palette of warmer, nature-inspired colours. The new hues reflect the growing focus on the 'natural', highlighting the beauty of materials that help create cosy and welcoming environments.

The 'Pointhouse for the planet' corner is a reflection on the importance of conscious design, linked above all to Pointhouse's constant search for ever more sustainable solutions and materials. This year's focus is on the chairs' upholstery. Thanks to the Tata for the Planet initiative, we have been able to reconsider the upholstery of all our other chairs as well, which from 2024 will adopt a new standard, environmentally friendly polyurethane.

What is new this year, however, is the desire to create greater interaction with the public, through a "ad hoc" space designed to involve the visitor in an experience that goes beyond the mere ordinary use of the product, transferring it instead to an emotional level.

The products you will be able to observe will be many, but one of the boldest alternatives proposed will be an even fresher and more contemporary version of the Combo table with a round top. The Diamante table, whose popularity has inspired the introduction of additional dimensions, will also be on display in oversized and square formats, providing flexibility and adaptability to contemporary lifestyles.

You will find us in Hall 5 – Stand B24. Come and visit us!

## **NEW PRODUCTS**

### NEW DIAMANTE

We are reintroducing one of our best-sellers in a new version with a frame and extension system made entirely of aluminium, mounted on ball bearings. While keeping its aesthetics intact, the new folding extension system makes it even more versatile and adaptable to rooms thanks to the increase in available dimensions (up to a length of 3 metres) and the ease with which the extensions can be removed.

The range of horizontal dimensions is also enriched this year by the square 140x140cm version, further complementing the offer of a product that continues to be one of the most successful.

Conceived by Arter & Citton in 2007, thanks to its timeless aesthetics and its rigorous yet simple shapes, it continues to be a versatile complement suitable for all furnishing styles.

### BEBA

The novelty we are presenting at the Salone del Mobile 2024 is BEBA, a collection of chairs with a young and dynamic style: a chair that captures the essence of freshness and vitality, bringing with it a strong connection to the domestic environment.

Often, informal, and intimate nicknames are used in the home, and BEBA is just that: the dialectal diminutive of Aunt Roberta. This Venetian nickname is widely used and is able to evoke childhood, playfulness, the warmth of family. It also allows us to add strength and warmth to a piece of furniture that is present in everyday life and stimulates our desire for cosiness. Its linear and contemporary design merges with that of "rounded curves": a backrest with a curve stretched downwards for the chair, with the intention of maintaining the essentiality of the product, and a backrest with a more evident and

enveloping curve for the small armchair. The light structure designed in aluminium extrusion with a custom-designed section allows for lightness and placement not only indoors but also outdoors: usual living spaces, terraces, porches, gardens, are environments in which our new Beba really shines. Beba's proposals are many, all with die-cast joints that allow the structure to be attached to the backrest without visible screws: the chair in the double upholstered and polypropylene version (the latter stackable) and the small armchair that can be placed in the living room or kitchen, but it can also live independently. BEBA enhances not only the domestic atmosphere with a playful and familiar spirit, but it also improves the charm of dining and waiting areas. This new proposal confirms Pointhouse's commitment to versatile product solutions that are geared towards a contemporary lifestyle.

### ROUNDED COMBO

The Combo family expands! Retaining its distinctive round legs and coloured hemispherical feet, the new Combo introduces an adjustment of the top to become circular, following the latest trends in furniture.

It is available in 130 cm diameter with a possible 50 cm extension leaf.

### OVAL COMBO

Like its rectangular-top siblings, its shapes are in perfect accord with one of our best-loved chairs, the Tata Young chair, creating a combination that can adapt to multiple styles and add vitality to the surroundings.

## **POINTHOUSE FOR THE PLANET**

The 'Pointhouse for the planet' project, which arose from the need to reflect on certain concepts in order to redefine the operational practice of future work, allowed us to think about Pointhouse projects from a different perspective. That is, to give them a broader dimension, to take them out of the mere form-function-consumption relationship and place them in a broader context. The objective we have set ourselves is, in addition to enunciating good verbal proposals, to put what has been said into practice and thus make it operational and feasible. In other words, the intention is to make a concrete impact on everyday reality.

Thanks to our commitment, in 2018 we launched the 'Tata for the Planet' project by making our most iconic chair acquire new content in terms of the circular economy. The chair, in fact, has been reworked with an aluminium and steel frame and painted with certified ecological powders. The backrest is made of certified FSC wood while the elegant and comfortable seat is upholstered with recycled fabric obtained from the recovery of post-industrial waste. The project, selected by ADI Design Index, is an example of effective analysis, design, and production, which for us are, and always will be, the fundamental elements in the creation of all products.

This experience has enabled a wider dissemination of the sustainability principle in our products, allowing us to re-evaluate the upholstery of all our other seats as well. As of 2024, in fact, by choosing ecological polyurethane for all our collections, we are taking another step towards making our assortment as eco-friendly as possible. For this reason, we have chosen to display several chairs without upholstery at the show, so that the ecological upholstery can be clearly seen.

'Pointhouse for the planet' has also played a role in the industrial reconversion activity to qualify the company's workspaces and production flows, as well as to encourage a reduction in emissions and CO2. In addition to production and products, support for cultural and educational activities in the local and national territory also becomes an engine of development. These experiences involve multiple parts and actors and build important relationships for the future.

### **MADE IN ITALY: in-house production and industrial district support.**

Our commitment to quality starts with the in-house production of every single complement. Each piece is the result of a process that blends tradition and innovation, guaranteeing special attention to detail and care in the selection of materials. Our in-house production allows us to maintain high quality standards and to offer a diverse range of products, satisfying the needs of every customer. We are an integral part of the Italian industrial district, an economic and cultural fabric with a long tradition in the furniture sector. We actively collaborate with local companies, supporting the growth and development of the territory of north-eastern Italy. The synergy with the industrial district not only gives us access to specialised resources and expertise, but also allows us to contribute to the promotion of Italian know-how. By choosing Pointhouse products, customers can enjoy a unique experience, enriched by the intrinsic beauty of Made in Italy.

### **RESEARCH & INNOVATION**

Constant research drives us to explore new frontiers, to embrace innovation at every stage of our creative and production process. We are committed to pushing traditional boundaries, adopting cutting-edge solutions, and introducing distinctive elements that give each of our products a unique character.

The fundamental connection that exists between design and materials is a matter of course. A product cannot fail to consider its physical appearance, i.e. what it should look like, and it cannot fail to evaluate the specificities of the material so that the product can enhance its potential and value in the realisation of the project.

Through research and innovation, we aim to offer not only aesthetically pleasing furnishings, but artefacts that tell a story of evolution and progress. Our commitment is to create a harmonious marriage between form and function, satisfying not only aesthetic expectations, but also the needs of the future in terms of durability, origin, and quality of materials.