

Pointhouse

Pointhouse at Salone del Mobile 2025

Pointhouse, a company specializing in Made in Italy chairs and tables for over 30 years, is excited to announce its participation in Salone del Mobile 2025. The company will be in Pavilion 5, Stand B28, with an exhibition concept designed to inspire creativity:

"Pointhouse – Let Your Imagination Take Off."

The Concept: "Let Your Imagination Take Off"

For the stand design, Pointhouse draws inspiration from its latest project, the *Beba* collection. Known for its lightness and versatility, *Beba* includes a wide range of seating options and stools. The stand explores themes of lightness and imagination, linking them to the freedom and possibilities felt during a journey. In this space, time stretches, and anything seems possible. Pointhouse invites visitors to rediscover the power of imagination, encouraging them to embrace their dreams and see everyday life as a place where everything is achievable.

The Stand

The exhibition space is transformed into an inspiring airport, a departure point for imaginary journeys where visitors can relax and let their minds wander freely. Soft, warm colors blend with the natural brightness of birch wood, creating an elegant and modern backdrop for the company's bestsellers and latest products. The space encourages interaction and exchange, seamlessly blending architecture and design.

At the center of the stand, an impressive LED wall grabs attention, showcasing images from the new campaign: *"Pointhouse. Let Your Imagination Take Off."* The theme of sustainability is woven into the airport concept, with a "map of sustainable materials" inspired by airport information screens. This map clearly highlights the origins and characteristics of the materials used in Pointhouse products, reinforcing the company's commitment to a more sustainable future.

New Products

BEBA: A Family of Seats

"I believe a project should be iconic, functional, and ergonomic. It should use new materials and be part of a sustainable, controlled process. All of this comes together through a complex synthesis. In my creative journey, I wanted *Beba* to be a recognizable object—comfortable, familiar, and part of our everyday spaces. It's the

chair you find when you go for tea at Aunt Beba's" (where *Beba* is a nickname for Alberta in Venetian dialect).

Fabrizio Citton, architect and designer of *Beba*, emphasizes the importance of creating recognizable objects with a sense of nostalgia. The new "YOUNG" version, presented at Salone del Mobile, is a more competitive evolution of the collection. While it retains the core design and quality, it offers an updated alternative.

Made in Italy: In-House Production and Support for the Industrial District

Our commitment to quality starts with in-house production. Every piece is created through a process that combines tradition and innovation, ensuring attention to detail and careful material selection. This allows us to maintain high-quality standards and offer a wide range of products that meet our customers' needs.

As part of the Italian industrial district, we collaborate with local businesses to support the growth of the North-Eastern region. This synergy gives us access to specialized resources and helps promote Italian craftsmanship. Choosing Pointhouse products means experiencing the unique beauty of *Made in Italy*.

Research & Development

Constant research drives us to explore new frontiers, embracing innovation at every stage of our creative and production processes. We're committed to pushing boundaries and introducing elements that give our products unique character.

The relationship between design and materials is key. A product must not only consider its form but also the properties of the materials to ensure the final creation enhances its potential and value.

Through research and innovation, we aim to offer products that are not just aesthetically pleasing but also tell a story of evolution and progress. Our goal is to create a harmonious blend of form and function, meeting both aesthetic expectations and the future's demands for durability, material sourcing, and quality.