



High quality and versatility for the new Bross collection 2016

High quality craftsmanship, associated with great versatility from a functional point of view, characterize the new Bross collection 2016, created for residential spaces and contract environments with contemporary taste. With the arrival of Salone del Mobile 2016, the choice of materials and their skilful processing, always protagonists of the company's philosophy acquire a new component: the collections develop non only around the concept of design but of a dynamic design, more attentive to the new ways of contemporary living.

Thanks to the furniture designed by Giulio Iacchetti and Michael Schmidt, Bross demonstrates its ability to interpret the relationship between aesthetics and function with unprecedented awareness: now the product offers alternative opportunities of use and may suggest, in different times and contexts, conviviality or privacy, elegance and vivacity, rigor or decorative skills.

This is the concept that led to the creation of Amalong & Nora collections, Gisa chair and Mika coffee table, introduced exclusively during Milan Design Week as the result of an elaborate research, as well as a continuous improvement during the prototyping phases.

Amalong represents the most significant example: the product designed by Giulio Iacchetti was created with the aim of imagining extending tables that are able to solve with accuracy the increasingly demanded theme of size variation. Its wooden structure draws a minimal frame that hides, within its section, the two extensions; the possibility of changing its configuration is not perceptible at a first sight: Amalong summarizes in a single element two different products.

The collection of lounge chairs **Nora**, instead, is made of enveloping seatings that, on one side, ensure some privacy and, at the same time, offer the possibility of joining a conversation or can be placed around a dining table. And if the shape and the distinctive mark traced by the frame defines a unique identity, the several possibilities of use leave space for antithetical interpretations, resulting in a brilliant design project, never predictable.

Mika coffee table, designed by Michael Schmidt, confirms the same versatility shared by all the new products of Bross: two thin surfaces, which are respectively the base and top, are oriented perpendicular to each other so that it is easy to juxtapose it to an armchair, a sofa, a bed or even to a table. Thanks to its easy handling, it can be used for working, eating, and read a book in any corner of your home, a hotel or an office.

The shape of **Gisa**, at last, reflects the collective image of traditional furniture updating it with liveliness and emphasizing the excellence of Bross in woodworking. The choice of the upholstery and the comfortable foam of the seat and backrest, together with their nuances, strongly determines the project by Giulio Iacchetti, with sophisticated and elegant traits and a trendy taste.

CAVALLERI
COMUNICAZIONE

www.cavalleri.com - info@cavalleri.com