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**NYC**

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**BRAZILIAN  
FURNITURE**

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SUPPORT

CONSULATE GENERAL OF

**BRAZIL**  
NEW YORK

MINISTRY OF  
EXTERNAL RELATIONS



TIDELLI  
FUSION SWING  
BY LUCIANO MANDELLI



# BRAZILIAN FURNITURE

The Brazilian Furniture Project is an initiative of ABIMÓVEL - The Brazilian Furniture Manufacturers Association and ApexBrasil - The Brazilian Trade and Investment Promotion Agency, which aims to increase the competitiveness of Brazilian industry in the international market, through strategic actions of global expansion. Today, about 170 companies take part in the Project, having exclusive access to information on Commercial and Competitive Intelligence, International Fairs and Trade Missions, Buyer and Vendor Projects, among other activities abroad.

- Promotion of Exports and Investments;
- Exclusive access to Commercial Intelligence data.

**[www.brazilianfurniture.org.br](http://www.brazilianfurniture.org.br)**

TRAMONTINA  
MOOD  
BY BRUNO FAUCZ



# abimóvel

ABIMÓVEL - The Brazilian Furniture Manufacturers Association has been working for over 35 years in the defense, development and strengthening of the interests of the national industry.

The institution promotes a positive agenda for the sector, benefiting more than 18 thousand companies, which generated 273.3 thousand jobs, counting direct and indirect ones, with an estimated production of 421.24 million pieces, exports that exceeded US\$ 938.3 million and investments of R\$ 2.16 million only in 2021.

Numbers that reflect the importance of the furniture industry in Brazil, with the entity making increasing efforts to optimize the business environment, as well as the intelligence and commercial promotion both in the domestic and in the foreign markets.

ABIMÓVEL is committed to the development and sustainability of the furniture sector and the Brazilian industry.

**[www.abimovel.com](http://www.abimovel.com)**

**BRISA CASA**  
**ARCO ARMCHAIR**  
BY ESTUDIO NINHO





The Brazilian Trade and Investment Promotion Agency - ApexBrasil works to promote Brazilian products and services abroad, and to attract foreign investment to strategic sectors of the Brazilian economy. The Agency supports more than 12,000 companies from 80 different industries, which in turn export to 200 markets. Apex-Brasil also plays a key role in attracting foreign direct investment to Brazil, working to detect business opportunities, promoting strategic events and providing support to foreign investors interested in allocating resources in Brazil.

[www.apexbrasil.com.br](http://www.apexbrasil.com.br)



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FF<sup>®</sup>

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Javits Center, NYC, 429 11th Ave  
New York, NY 10013

f53

BY LA AGENCIA



# FLORENSE

@ florenseoficial

[www.florense.com.br](http://www.florense.com.br)

Florense is a family-owned Brazilian company with an Italian heritage that has been specializing in custom cabinetry, room divider doors and unique furniture for 69 years. Florense has distribution in South, Central and North America with more than 60 locations. Florense established a presence in the USA in 2005 offering a complete line of products including kitchens, closets, baths and wall units. You can find Florense showrooms in New York City, Miami and Houston. However our projects spread from West to East coast. At ICFE 2022 we are featuring f53. f53 is a new kitchen concept that innovates the way we live, making the kitchen the true center of the home. f53 challenges our ideas about the kitchen environment, transforming it into a place to gather and to experience new forms of interaction. f53 was design by La Agencia and is named after the year Florense was founded – 1953. Along with f53 we will be displaying our fine kitchen cabinetry.





**TURN ARMCHAIR**  
BY SERGIO BASTISTA

# uultis

@uultis

[www.uultis.com](http://www.uultis.com)

Uultis is a high-end furniture brand with Brazilian design and soul and internationally recognized quality. Contemporary, which combines the delicacy of artisanal finishing and natural textures with the high technology and productive capacity of Grupo Herval, one of the largest furniture manufacturers in Brazil. In Latin, Uultis, means desire, that's where the inspiration to create the brand came from: furniture with soul, which translates the contemporary desire for good living. The focus is the passion for the experience of living, far beyond the object. That's why the attentive eye for detail, in original and functional pieces, in which all excess is discarded in favor of beauty associated with comfort, elegance and well-being.



**DÁBLIO**  
**DINNING TABLE**  
BY ESTÚDIO UULTIS



**MONACO SIDEBORD**  
BY SORAIA BORAGINA



**14 AUSTIN BUFFET**  
BY SORAIA BORAGINA

In the market for 19 years, bringing sustainability with unique and versatile pieces that take with them the quality of noble wood, tradition, Brazilian hospitality and a cause that aims to reduce the disposal of raw materials. One of our missions is the conscious and responsible reuse of our material in order to ensure that future generations do not suffer from a lack of them. This is a company culture that extends from the demolition of the property to the remnants of wood that are released during manufacturing that are also reused. And to do this today we have a structure of more than 3000m<sup>2</sup> in expansion, with a portfolio of customers who also believe in the same values throughout Brazil. Now with the aim of embracing the foreign market and taking our true value to the world, we present one of our most noble woods, Peroba Rosa, which deserves recognition and credibility, for being reused from the manufacture of houses built over 100 years ago. Durability, aesthetics and tradition characterize the reliability of our pieces, because more than in our designs this is in our DNA as a Brazilian company. Made with 100% reused demolition wood, the featured pieces print concepts and shapes that were only possible from the union of projects and qualified professionals for their development. With this in mind, each product undergoes an elaboration with an emphasis on design and ergonomics issues associated with sustainability.

**LAMP SULLA**  
BY NEWTON LIMA



In 2010 Modalle was founded. From our passion for furniture came the desire to be a reference in living area.

Each of our furniture carries a piece of us and says more about experiences than about objects: we think about how our product will provide quality of life to our customers.

With its headquarter in Votuporanga, in the countryside of the State of São Paulo, we have stores that offer our products throughout Brazil and countries in South, Central and North America.



## **SALVATORE CHAIR**

BY IBANEZ RAZZERA





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[www.siermoveis.com.br](http://www.siermoveis.com.br)

SIER started as a custom woodworking shop - in Minas Gerais, Brazil - and has evolved over 32 years into a high-tech furniture industry that operates under excellent production management. Creating original, long-lasting products for the high-end market inspires us to continuously innovate. The 64 thousand m<sup>2</sup> factory combines robotic solutions and handcraft tradition, with high production capacity, autonomy, and fast delivery time.

Our criation studio brings together a team of designers and professionals forged essentially on the factory floor, therefore, connoisseurs of good carpentry. This is how we develop dining tables, chairs and armchairs, buffets, bookshelves, and many other pieces of furniture and complements, through annual releases, recognized by their ergonomics, authenticity, and timeless elegance.

The quality of the materials and finishes is another mark of SIER furniture, which counts on our warranty and technical assistance. We serve the whole brazilian Market and, for 12 years, also the international market, with presence in major design events such as iSalone in Milan and ICFF in New York.



**JOELMA CHAIR**  
BY SIER



**FIOCCO**  
BY STUDIO SETTE7



**VOLUPTÉ**  
BY NINO BAUTI



© stjamesoficial  
[www.saintjames.com.br](http://www.saintjames.com.br)

Founded in 1976, ST. James was born with the belief that the home is the most important place in people's lives. We see the home as our sanctuary, our little island of comfort and well-being to shield us from the noise and stress of the outside world. We also strongly believe in the power of beauty to elevate our spirits, warm our hearts and help us lead a healthier, happier life. As such, our mission has always been to help make the home an ever-pleasant environment, where we can be surrounded by beauty and meaning everywhere we look. We do so by making beautiful, high quality, handcrafted design objects to entertain and decorate the home, always with a human touch.



**CLASSIC**  
BY JORGE ELIAS



**DOME**  
BY STUDIO SETTE7



CASTLE

BY LUCIANO MANDELLI



MEDELLÍN

BY CÉSAR GIRALDO

# Tidelli

@tidellioutdoor  
www.tidelli.com

Currently, Tidelli has 17 exclusive stores in Brazil and two in California. It is also present in 18 Brazilian and US multibrand companies: New York, Miami and San Francisco, in addition to Panama, Mexico and Uruguay. It also has a distributor in Norway. Recognized for the excellence and differentiated design of its products, it currently has more than 450 employees. Some bring with them the history of their families, generations of cabinetmakers, glaziers, upholsterers and seamstresses, lending this knowledge to the company. Tidelli is located in Moradas da Lagoa in Salvador. Through a partnership with the local government, in 1999, the company installed its factory in the community, generating jobs and income. Today, Tidelli represents dignity for its employees, most of whom are residents of the region. At the company, good ideas, work and dedication shape new futures.



VERACRUZ  
BY SAMI HAYEK



BRASIL

TRADE MISSION . NEW YORK

Brisa Casa is a contemporary handcrafted furniture company, applied to a great diversity of materials and finishes, which has the clear objective of presenting the best product solutions, with design, ergonomics and well-being. Brisa Casa furniture unites the best in the indoor and outdoor decor universes, to provide the best experiences in indoor environments and also in open spaces.

## NAOMI CHAIR BY DANIELA FERRO



Founded in 2000, Boulle is a Brazilian company dedicated to the creation of finely crafted luxury and timeless furniture and objects.

Creating unique, functional and timeless pieces of art, made the last for generations, using only the best in terms of sustainable feedstock, is the company's legacy.

Boulle uses wood as its main source of raw material and has its own team that searches the most remote regions of Latin America, trees that fell naturally, woods that were submerged in rivers and dams, especially old pieces and FSC certified woods, in which the team can give a new life and a new utility with the creative touch of the Boulle's designers.

## MADÁ ARMCHAIR

BY RODOLPHO GUTTIERREZ





@ bykamy

[www.bykamy.com.br](http://www.bykamy.com.br)

by Kamy consolidated the brand as the main rug brand in the country through solid work, aimed at researching new techniques, materials, ideas, colors and textures. Ignoring the predictable, the company focused on the relentless search for the surprising that would allow different prisms on the same space.



**ARAZZO SÃO PAULO**  
BY TARSILA DO AMARAL ©

CGS Móveis began its activities in 1990 and since then gaining more space and notoriety in the national furniture scene. Today, CGS Móveis counts on a line of more than 160 products, among them: chairs, tables, bases for dining tables, counters, sideboards, racks and coffee tables. The recognition for the efforts dedicated to the constant improvement comes through awards, which highlight the company among the three most remembered in the segment of dining rooms of high decoration of the country.

## JAZZ CHAIR

BY VICTOR LEITE



# FLORENSE

© florenseoficial

[www.florense.com.br](http://www.florense.com.br)

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**f53**

BY LA AGENCIA



# genialflex

@genialflexmoveis  
www.genialflex.com.br

Headquartered in Serra Gaúcha, Genialflex stands out in furniture production for compact and smart environments. With young DNA and excellence in its products, the company has become a reference in the sector, with the purpose of creating incredible environments for everyone. Considering the world market, it also stands out internationally, meeting strict quality standards, seeking constant innovations for its customers. With products that follow design trends, the brand offers versatile and modern solutions, designed and produced with the aim of making everyday life more practical and functional, with furniture for kitchen, bedroom, living room, home office, and others. In this commercial mission, we seek strategic partnerships in e-commerce, distributors and retailers.

## ILUMINATA BY GENIAL STUDIO



# uultis

© uultis

[www.uultis.com](http://www.uultis.com)

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**OSA ARMCHAIR**  
BY SÉRGIO BATISTA



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**FILLETEO TABLE  
AND BENCH**  
BY SORAIA BORAGINA

# itatiaia

© minhaitatiaia

[www.minhaitatiaia.com.br](http://www.minhaitatiaia.com.br)

The heart of the house beats in the kitchen, life circulates and everything happens. People meet, share flavors, affections and create unforgettable memories. Between the smell of the cake from grandma's house and the facilities of the microwave, there is the living space that has changed the most in recent decades. In sync with the needs of different styles of families, Itatiaia always reinvents itself and sets trends. Its products bring smart, personalized solutions, provide improvements in the quality of life and a complete kitchen experience.

## EXCLUSIVE KITCHEN

BY ITATIAIA



Founded in 2016, Mundo Móveis specializes in the production of furniture with affordable design, innovation and comfort. Headquartered in the city of Birigui (SP), the company manufactures sofas, dressers, racks, wardrobes and panels and is currently the largest private label in the furniture sector in Brazil, with production of 21,000 pieces per month. The company is still part of the ranking of the five biggest sofa producers in Brazil. The company now has 43,000 m<sup>2</sup> of manufacturing area, divided into three units. There are about 500 direct and almost 700 indirect employees. Monthly furniture production records 12,000 sofa units per month. The compact reclining retractable sofa is the flagship of production today. The company has 93% of the online share of first price retractable. With innovative DNA, Mundo Móveis has the product research and development sector as one of its competitive advantages. In this way, it can combine the design of new products, from market research and agility of production of its factories. Mundo Móveis is a partner and the largest supplier of Mobly, a leading e-commerce in furniture marketing in national territory.

## **SOFA GOTEMBURGO**

BY MUNDO MÓVEIS





# Madetec

📍 madetec.moveis

[www.madetec.com.br](http://www.madetec.com.br)

Founded in 1998, Madetec has been building a solid and well-regarded brand in the market, with roots in the furniture hub of Arapongas - PR, one of the largest in Brazil. At the time of its founding, the company had only three employees in a small space, and an initial production of only 300 pieces per month. With planned growth, investing in technology and human resources, with serious and responsible environmental policies, anticipating trends, generating news to meet the wishes of the most demanding consumers, today we are installed in an area of more than 20 thousand square meters, with about 180 direct employees, and the company continues to grow. Today we produce more than 30 thousand pieces per month, and our products can be found all over Brazil, and in several countries around the world. You already know the trajectory of our history: challenge, daring, hope, faith and work. That's why we want to surprise you with our products.

## FENDI E NATURALE

BY MADETEC





© metaltru

[www.metaltru.com.br](http://www.metaltru.com.br)

Metaltru is a company with a strong DNA of innovation, which combines Design, Perceived Value and Usability to generate product solutions that aim to facilitate the modern life of thousands of consumers in more than 35 countries.

“Straightening, cutting, bending and welding are part of our daily lives, presenting products that make modern life easier is our mission”

## **CURVY CHAIR**

BY FRANCISCO TRUCHARTE





mmcité.br

www.mmcité.com

mmcité br is a Brazilian company with solutions for public spaces. With 10 years of experience in design, engineering, manufacturing and supply of site furnishing, they are proud to source 100% of their materials and production nationally. Focused on high quality materials and designs, along with strict sustainability goals, mmcité br make Brazilian and worldwide cities beautiful!

**MANTA**  
BY LUCIE KOLDOVÁ



# modalle

@ modalle\_moveis

[www.modalle.com.br](http://www.modalle.com.br)

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**ARMCHAIR CAPLIN**

BY MAURICIO BOMFIM



# JAMES

© moveisjames

[www.moveisjames.com.br](http://www.moveisjames.com.br)

In the market for 50 years, Móveis James produces furniture for the Brazilian and international market, operating in countries such as the United States, Europe, Africa and South America. The company is positioned in the furniture sector with high-end products for living rooms, dining rooms and accessories; its strong point is the furniture made with solid wood and different materials (such as straw, copper, leather, etc.) that follow the main trends in the sector.

## TANGARÁ

BY PLATAFORMA 4





© multimoveis\_br  
[www.multimoveis.com](http://www.multimoveis.com)

For more than 25 years in the furniture market, Multimóveis was born with the DNA of innovation and entrepreneurship in the international market. During its trajectory, the attention and respect for the different cultures and particularities of each customer, made their products were accepted in more than 40 countries, in the 5 continents. We use raw wood from reforestation, which contributes to the preservation of the environment. Loving what you do: this is the secret of success and the path traveled so far and, more than that, the customer is the priority of our actions and the team our greatest asset.

## LIVING ROOM BY MULTIMÓVEIS





📍 pombo.co

Founded by designer and woodworker Kim Courbet, Pombo.Co is an upcycling studio. The raw materials are mined from demolition houses, warehouses and junkyards. Through traditional woodworking methods he creates unique pieces that will cross generations.

ANA #03  
BY KIM COURBET





© robelmoveis

[www.robел.com.br](http://www.robел.com.br)

ROBEL MÓVEIS is a Brazilian company that has been operating in the furniture market for over 47 years. We are expert furniture manufacturers of bedroom and living room made of MDF and MDP with UV paint finish. We are known nationally and outside of Brazil for the quality of our products and fast manufacturing (on average 25 / 35 days). In the last three Years we have exported our products to 20 countries between Latin America, Central America, África, Middle East and Asia.

## RACK RENMES BY ROBEL





📍 siermoveis

[www.siermoveis.com.br](http://www.siermoveis.com.br)

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## EURO BUFFET

BY SIER



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**AMAZONIA**  
BY LUIS PONS



# Tidelli

@tidellioutdoor

[www.tidelli.com](http://www.tidelli.com)

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## FUSION SWING

BY LUCIANO MANDELLI



# TRAMONTINA

@ tramontinaoficial  
[www.tramontina.com.br](http://www.tramontina.com.br)

One of them is Tramontina Belém, founded in 1986, located in Belém, in the state of Pará. Nowadays, with an industrial area of over 60,000 m<sup>2</sup> and more than 600 employees who manufacture a wide mix of products, that are from reforestation, such as cutting boards, utilities, and furniture for indoor and outdoor areas. Practical and beautiful products, manufactured for the national market and exported to more than 60 countries, with designs that value, through technological processes, the natural character of wood.

## MOOD

BY BRUNO FAUCZ



De Lavie is high end furniture brand created by Treboll Móveis to sell our design furniture. Our company has been exporting furniture for more than 30 years. We currently export to Europe, North America and South America At De Lavie each piece has its finished done individually and we use different types of materials (MDF, pine, leather, hardwood) to guarantee our furniture is unique. At Treboll we are also specialize in custom production for B2B partners, working with specific projects for each client, with the best quality in painted mdf and pine wood.



**TABLE TAMBORIM**  
BY DE LAVIE

# VASART®

© vasart\_oficial

[www.vasart.com.br](http://www.vasart.com.br)

VASART® is a 100% Brazilian company dedicated to researching and developing the best solutions for vases and garden furniture. We are passionate about creating products that transform environments into places of well-being and pleasure. We are very proud to be the first brand in the world, in roto-molded pots industry, to launch products in green polyethylene, with I'm Green certificate. We are dedicated to the creation of exclusive, signed and patented collections, with high quality products, Brazilian design and using recycled material – PCR. We believe in the spirit of sustainable innovation, offering products that can improve people's quality of life, creating or expanding their contact with nature.

WE ARE EXPERTS! Our mission is to bring nature closer to people! And we have the purpose of promoting the well-being of the individual with nature. We have a great dream of contributing to a better, greener, more sustainable, healthier and more inclusive world.

## TABLE TAMBORIM FOLHA PAISAGISMO





# CASA BRASIL



477 Broadway / 52 Mercer  
New York, NY 10013

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# Boullé



**PENDURADOR FUSILI**  
BY RODOLPHO GUTTIERREZ



**MADÁ ARMCHAIR**  
BY RODOLPHO GUTTIERREZ



**ESCALURA EM VIDRO SOPRADO**  
BY RODOLPHO GUTTIERREZ

# CGS

móveis



**JANN ARMCHAIR**  
BY CARLOS ALEXANDRE  
ARRALDE ALVES



**JAZZ CHAIR**  
BY VICTOR LEITE



**LAPA ARMCHAIR**  
**PUFF CASTANHO**  
BY ALEXANDRE KASPER

# FLORENSE



52 **RAIL LARGE**  
BY LATTOOG DESIGN



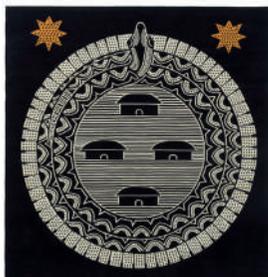
**LURCH COAT HANGER**  
BY REJANE CARVALHO LEITE



**TRAY COFFEE TABLE**  
BY FARNANDA BRUNORO



**A FONTE**  
BY GILVAN SAMICO



**VIA LACTEA**  
BY GILVAN SAMICO



**SÃO PAULO**  
BY TARSILA®



**PLANETA**  
BY KIKO MALDONADO



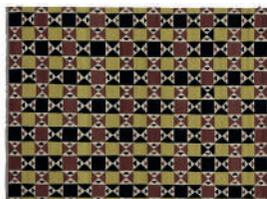
**AVATAR PENA**  
BY THIAGO SANTA CRUZ



**AVATAR SOLAR**  
BY THIAGO SANTA CRUZ



**KLIM GUARANÁ MIX COLOR**  
BY YU LI MIN



**KILIM MOSAICO**  
BY FRANCESCA ALZATI



**SANTIAGO DINNING TABLE**  
BY SORAIA BORAGINA



**MONACO SIDEBORD**  
BY SORAIA BORAGINA

**DECORMADE**



**MESA GIRO**  
BY LUCAS BOND



**CADEIRA FINA**  
BY LUCAS BOND

**marcelo  
bilac**

**MURICI**  
BY MARCELO BILAC





**LALA ARMCHAIR  
LALA PUFF  
BY ESTUDIOBOLA**



**ACÁCIA ARMCHAIR SWING  
BY ESTUDIOBOLA**



**ACÁCIA CHAIR  
BY ESTUDIOBOLA**



**ACÁCIA CHAIR  
BY ESTUDIOBOLA**



**ACÁCIA ARMCHAIR  
BY ESTUDIOBOLA**



**ACÁCIA CHAIR  
BY ESTUDIOBOLA**



**ACÁCIA CHAIR  
BY ESTUDIOBOLA**

# uultis



**DÁBLIO DINNING TABLE**  
BY ESTÚDIO UULTIS



**SOTTO CHAIR**  
BY ESTÚDIO UULTIS



**TURN ARMCHAIR**  
BY SÉRGIO BATISTA

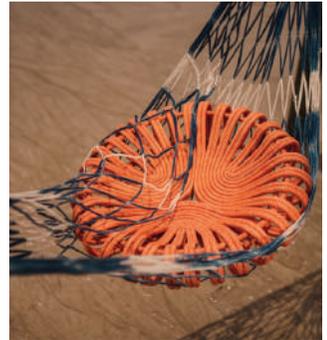
# Tidelli



**VERACRUZ ARMCHAIR**  
BY SAMI HAYEK



**VERACRUZ ARMCHAIR**  
BY SAMI HAYEK



**BOWL IMPERIAL**  
BY RODRIGO AMBROSIO



**PAINHO ARMCHAIR**  
BY ROSENBAUM & FETICHE DESIGN



**MEDELLÍN**  
BY CÉSAR GIRALDO

# TRAMONTINA



**VERONA CHAIR / TABLE**  
BY ZON DESIGN



**ARMCHAIR MOOD**  
BY BRUNO FAUCZ

## **St. James**



**LOOPS**  
BY BRUNNO JAHARA



**RAVIE**  
BY ST JAMES



**BILBAO**  
BY LEO ROMANO



**FLOAT**  
BY ARTHUR GUIMARAES

NATASHA SCHLOBACH

# NS STUDIO



**FRUIT BOWL M**  
BY NATASHA SCHOLBACH



**FRUIT BOWL P**  
BY NATASHA SCHOLBACH

# galho®



**SELEIRO**  
BY GALHO



**BADOCK**  
BY GALHO

# ◀ ILIPE RAMOS DESIGN

**LAGOAS TABLE**  
BY FILIPE RAMOS





TANGARÁ BENCH  
BY PLATAFORMA 4



ADEGA CACHO  
BY CHOQUE DESIGN



FLY ARMCHAIR  
BY PEPÊ LIMA



REVOADA TABLE  
BY PLATAFORMA 4

MULA  
PRETA

KIMONO ARMCHAIR  
BY MULA PRETA



modalle

FASCINO ARMCHAIR  
BY IBANEZ RAZZERA



●● mmcité br

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ACCESS THE  
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