



### 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



## 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





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

# a national style of modern architecture

The concept of the project was inspired by the famous Brazilian Modernist Architecture, as a symbol of modernity and progress, with the goal of promoting Brazilian furniture and design to the world. Through the Brazilian Furniture Project and the support from Apex-Brasil (The Brazilian Trade and Investment Promotion Agency), it presents a synthesis of products from the brazilian furniture industry associated to Abimóvel (The Brazilian Association of Furniture Industries).

The british architecture critic Reyner Bahman said that the first country to create "a national style of modern architecture" was Brazil, where the architects Lina Bo Bardi, Paulo Mendes da Rocha, Oscar Niemeyer, Vilanovas Artigas e Lúcio Costa stood out and innovated the movement in the country, especially in the 60s. We can highlight the great architecture of the new national capital, Brasília, idealized by the former president Juscelino Kubitschek. The city was elected as a landmark of brazilian modern architecture and urbanism and the importance of its construction is recognized worldwide, as it has become one of the biggest architectural creations of history and is considered a World Heritage by UNESCO.

The brazilian space at Isaloni was inspired by modernist essences, as the sculptural constructions that are symbol of the modern architecture in Brazil. A connection between the project's environments was created through a sinuous and striking cover from that time, which rests under the walls with orthogonal planes in defined lines and geometric shapes. In order to transmit the country's cultural identity in a practical and objective way, the "Brazilianness" emerges through tones applied in several Brazilian projects - colors such as white, black and wood, vegetation and the floor that refers to ganilite, providing a modernist and timeless reinterpretation that was used frequently in projects at the time.

Welcome to our modernist house at Salone del Mobile - Milano 2022 to meet the diversity of brazilian furniture and decoration.

### Welcome to Brazil!







**Carpet Insetos**by Regina Silveira



Carpet Fauna Mix Peixe by Regina Silveira



Carpet Fauna Mix Cobra by Regina Silveira



Carpet Fauna Mix Borboleta by Regina Silveira



Carpet
Fauna Mix
Serpente
by Regina
Silveira



by Kamy praises Brazilianness at the Salone del Mobile in Milan 2022 Brand presents in the world's capital of design, licensed and original works by great artists, connecting their weaving to art. by Kamy arrives in Italy to participate in the Salone del Mobile in Milan, between June 7th and 12th, the most prestigious event of what is considered the most important Design Week in the world.

The brand will have the honor of representing our country and Brazilian identity in the textile segment, at the invitation of the Brazilian Trade and Investment Promotion Agency (ApexBrasil) and the Brazilian Furniture Industry Association (Abimóvel). For the main stage of world design, it brings in its luggage exclusive examples of its expertise in textile design, presenting to the world a weaving that exalts Brazilianness, using the world as a factory. Art: To interpret Brazilianness in its essence, by Kamy produces arazzos, tapestries and rugs in partnership with great artists and fabrics as works of art, treasures that will be displayed in a majestic stand at the iSalone.

These pieces couldn't be woven just anyhow, anywhere from ordinary. materials. This requires pieces made with refined artistic content and superior quality materials, the result of exclusive partnerships with ancient weavers from all over the world that, until today, produce precious handmade products.

Taking these premises as the north, by Kamy invested not only in licenses to weave renowned works, but also in partnerships to create new pieces in collaboration with internationally and nationally renowned artists, thus forming a precious collection of pieces with a limited edition. Most of the by Kamy Arte collection is made up of arrazos, an Italian word that defines an exclusive textile product for walls, which is always based on a specific design by great artists, made by hand, sumptuous and differentiated.

The arazzo collection includes an impeccable reproduction of the most prestigious works by internationally recognized artists such as Tarsila do Amaral (1886-1973) and Di Cavalcanti (1897-1976), two of the most acclaimed artists of Brazilian modernism,

which this year has celebrated 100 years of the Modern Art Week, a key event in the history of modernism in the country. In the trail of the modernist influence, the brand obtained the license to bring to the world of weaving some of the greatest highlights of the work of Gilvan Samico (1928-2013), one of the greatest exponents of Brazilian woodcuts, beautifully portraying indigenous legends and elements, and of Niobe Xandó (1915-2010), irreverent and contestant in her life and art, in addition to being able to intertwine different artistic traditions in her paintings and drawings.

In order to guarantee the exclusivity of these works, in addition to the limited print run, by Kamy, based on the licensing agreements, became the only brand in the world authorized to reproduce the works of these artists in this specific category of textile products.

To add to this rich collection a more contemporary perspective on Brazilianness, resulting in new original and exclusive rugs, signed by living and active artists, at the height of their creative maturity and capable of creating works that are not only attractive to the eye, but that make us think about the reality that surrounds us.

This is the case of Regina Silveira, a Brazilian multimedia artist, recognized worldwide for works that have appeared, or appear, in several biennials, exhibitions, galleries and public and private collections, including in internationally renowned museums, such as the Museum of Modern Arts, in New York - USA (MoMA). In addition to an exclusive collection, which by Kamy has already had the opportunity to display in the supersalone special edition in 2021, the brand returns to Milan with new pieces, signed in partnership with Regina, strengthened by the experience of creating together, in this period of time, rugs to decorate the spacious lobby of the new Rosewood hotel in São Paulo, the first six-star hotel in Latin America.

Design & Sustainability by Kamy carries in its DNA a deep connection with the origin of its products, maintenance and destination of each one of them, linked to the concern to produce 360o art and design, truly engaging in sustainability issues.



**Tapestry Primavera Tropical**by Carla Doglioni

**Tapestry Retrato Bahia** by Kiko Maldonado

Carpet Paisagens
Urbanas 4
by Gustavo Jansen



Carpet Paisagens Urbanas 1
by Gustavo Jansen



**Tapestry Samba** by Di Calvacanti



**Tapestry Carnaval** by Di Calvacanti



**Tapestry Mulata e Casário** by Di Calvacanti



**Carpet Água Foz 3** by Henning Kunow



Carpet Água Maresias by Henning Kunow



Carpet Água Amazônia 2 by Henning Kunow



Carpet Água Serra do Funil by Henning Kunow



**Shelf San Carlos** by Studio Century



# Century

Hi, we are Century!

We believe in the transforming power of comfort in people's lives! With over two decades of history, Century is one of the biggest references in the Brazilian upholstery market. Present in every state of Brazil, our company provides services in over 15 countries in South America, and in the U.S. Today, we are the largest high quality upholstery company in the industry in Brazil. With over 400 employees and 10.000 m² of industrial estate, Century has a production capacity of over 300 seats a day. Century is made of people for people!

**Sofa Alladro**by Studio Century

© meucentury www.meucentury.com

















The story of Murano Glass in Brazil: A secular technique originated in Italy, which with great mastery and creativity is continuously developed and preserved by first Brazilian glassmaker: Antônio Carlos Molinari, artist and direct disciple of the renowned Italian glassmaker and precursor of the technique in Brazil, Aldo Bonora, Since its foundation in 1962. Crystals São Marcos has been improving this art daily, which has given it countless awards, as well as great international recognition for its excellent work. All this makes it a reference in exporting to approximately sixty countries, as one of the largest and most respected Murano glass factories in the world.

cristaissaomarcoswww.cristaissaomarcos.com.br



**8120ZO**by Antônio
Carlos Molinari





**9234AB**by Antônio
Carlos Molinari



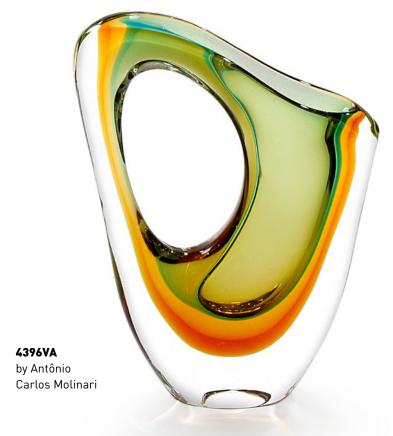
**5035MZO**by Antônio
Carlos Molinari



**3464AZ**by Antônio
Carlos Molinari













**Side Table Concreta** by Ronald Sasson



Table with champagne bucket Jeri by Giorgio Bonaguro



# **IBTW**

### ibtw\_furniture www.ibtw.com.br

IBTW - In Between is a brazillian company focused on the unique and exclusive design of each piece, the relationship between the utility and beauty, looking for a clean and elegant style that makes them essencials to the ambient. The company was born to attend the consumers' desire for sophisticated furniture with a modern and exclusive design. We used all expertise gained in 22 years being a consolidated brand in the outdoor furniture market. IBTW is the new master piece of GH Group, who came to attend the highest expectations of customers around the world. Our brand

brings COMFORT from the indoor to the outdoor through the finishes development and raw materials that guarantee the softness and light touch of the indoor quality without losing the endurance and durability of the outdoor. We're researching and developing material with advantage technology since 2019, ensuring that products stay beautiful for longer even if exposed to the weather, as they are 100% synthetic but with soft touch and aspect of the natural wicker. Besides that, we choose renowned and experients designers to create exclusives lines that will surprise and enchant everyone.





Side Table Kappa by Estudio IBTW



Side Table Londres by Estudio IBTW















**Chair Alabama** by Estudio IBTW











## modalle Living the Life

Modalle was founded in 2010 and through the past years, the company has been building a solid brand with internationally recognized design and quality. Mixing innovation, materials and artisanal finishing, Modalle has become a reference in living area, making it a special place where people share unforgettable moments. All of our pieces are signed recognized Brazilian designers, who make each creation unique, using

## modalle\_moveis www.modalle.com.br

materials such ropes, wood, aluminum, concrete and Laminam. Headquartered in Votuporanga, in the countryside of the state of São Paulo, our products can be found in stores in Brazil and other countries: USA, Dominican Republic, Peru, Bolivia and Paraguay. Modalle offers more than furniture, we share with our costumers the best experiences in life.





**Lamp Jericoacoara** by Marta Manente



**Side Table Andros** by Marta Manente



**Armchair Sancho** by Marta Manente

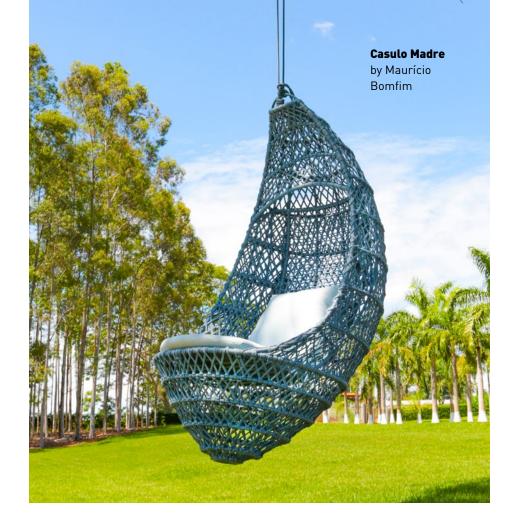


**Center Table Bonna** by Ibanez Razzera



**Table Faros** by Maurício Bomfim













**Round Kitchen**by Ricardo Bello Dias + Studio Ornare

### ORNARE

Ornare is one of the most sophisticated international brands of premium furniture. Its journey began in 1986 with its first showroom. Its first factory was then inaugurated in 1989 along with the showroom at Alameda Gabriel Monteiro da Silva in 1993. The company's projects are targeted towards luxury products. such as closets, wardrobes, kitchens, wall system panels, home theater systems, and bath & bed furniture. In Brazil. Ornare has showrooms in Brasília. Salvador. Ribeirão Preto, Cuiabá, Goiânia, Belo Horizonte, Curitiba, and Florianópolis. Ornare's sophisticated projects can also be found abroad, in cities such as Miami. Dallas, Houston, Los Angeles, New York, and Hamptons. Its new Square Round collection was released in July 2021 in Brazil, signed by Ricardo Bello Dias and by designer architects Vivian Coser and Patrícia Martinez, with the coordination of Murillo Schattan. CEO of Ornare. The project releases are always signed by renowned architects like Patrícia Anastassiadis, Marcelo Rosenbaum, Ruv Ohtake. Guto Índio da Costa. Zanini de Zanine, Arthur Casas, among others.

ornare\_official www.ornare.com.br









**Shaker Kitchen**by Ricardo Bello Dias + Studio Ornare















## O stjamesoficial www.saintjames.com.br

#### A History of Tradition, Quality and Design

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 wellbeing 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. Breaking the Brazilian aesthetic standards of that time, St. James was a pioneer in the manufacturing of pieces with modern styles and clean lines. In less than 2 years, we were already selling our products overseas, to customers in the US, Europe, the Middle East and Latin America. Ever present in our DNA, the combination between craftsmanship, quality and design helped St. James become a reference in luxury products for the home. We favor the talent and mastery of the people behind each product, through the balance between material, design and the technique of the craftsmen who work the metal. Innovation is also an integral part of St. James's history in its many manifestations, be it through design, the combinations of materials, the multifunctionality of the pieces, the unusual metal finishes and partnerships that transcend the universe of home accessories. Our main vehicle, silver, has great symbolic power. It's a material with a life cycle longer than most and that bridges the past – tradition, history – and the future, for its durability and the timeless design of the products.

For us, the times we live in have highlighted the importance of the home and family and being surrounded by less clutter and more meaning. In a world where most things are meant to be disposable, our products offer a different approach, giving those who own them, the right to believe they will last forever.

#### **ARTISANAL TECNHIQUE**

In our factory in São Paulo, the metal gains shape through the careful work of skilled craftsmen, who give life to unique products, made by the hands of people who are passionate about the craft. The St. James quality comes from the selection of the best raw materials, the care that is put into the making of every piece, in every detail, in the silver plating. The result is a product that is better, more beautiful, more resistant, more delicate-looking, yet more robust. These are the great attributes of the St. James quality.

#### THE SILVER PLATE

Our plating process uses German technology, with the application of hardened, pre-brightened silver, which guarantees greater durability and easier maintenance.

#### DETAILS THAT MAKE ALL THE DIFFERENCE

Our impeccable polishing leaves surfaces smooth and shiny like mirrors. Our applied borders make pieces more beautiful and stronger. Our finishing hides soldering marks and smoothens out corners and edges. The difference lies in the details!



















**Smooth** by Matteo Cibic







**Fiocco** by Studio Sette7







Botanique

by Studio Sette7

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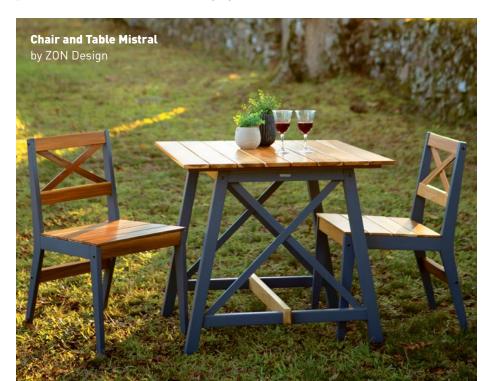


## **TRAMONTINA**

# O tramontinaoficial www.tramontina.com.br

More than just numbers, what truly defines Tramontina is the constant effort to make people's lives better. The small iron mill founded by Valentin and Elisa Tramontina in 1911 in southern Brazil was the beginning of a group that now encompasses 10 manufacturing units and has kept the century-old tradition of delighting people with simple gestures. The secret for maintaining this essence is believing in people. Tramontina values each one of its over 10,000 employees so they can deliver functional, stylish products to the market. bringing

inspiration to people's daily living and creating experiences to generate value and satisfy clients, consumers and communities. All this is apparent in the more than 22,000 items that carry the values of a unique brand. Kitchen utensils and equipment, appliances, tools for agriculture, gardening, industrial and automotive maintenance, construction, electrical hardware, wood and plastic furniture, and a wide range of ride-on equipment is manufactured for the domestic market and exported to over 120 countries.











# uulti,

# uultis 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, hence the inspiration for the creation of

the brand: a 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.





**Chair Nowe** by Sérgio Batista

**Chair Vine** by Sérgio Batista

**Chair Mat** by Sérgio Batista

**Chair Stemma** by Sérgio Batista



**Center Table Plot** by Estudio Uultis







**Side Table Rion** by Sérgio Batista

### Sofa and Armchair Aura

by Sérgio Batista





**Side Table Mandacaru** by Estevão Toledo



**Side Table Saí** by Brunno Jahara



**Armchair Carioca** by Ronald Sasson

**Dining Table Cone** by Estudio Breton





A tale from two continents

Milano Design Week 2022

June 6th - 12th

# CRISTINA CELESTINO

New collection PANORAMA





100 years Centennial Celebration



Via Pietro Maroncelli 13 + 14

# Design Project Integrated with the Industry

**DESIGN TRASFORMA** is an initiative between ABIMÓVEL (Brazilian Association of the Furniture Industry) and ApexBrasil (Brazilian Trade and Investment Promotion Agency), through the project Brazilian Furniture. The exhibition is the result of a rich work of 21 furniture industries and 12 Brazilian designers.

The products in the exhibition reflect the geographical and cultural diversity of Brazil, represented by a wide range of materials and creative tradition that has its origins in the rich craftsmanship of the country's native and Afro-Brazilian people, passing from European colonial influences and modernism, reaching the contemporaneity of new materials and sustainability.

The partnership between industries and designers, exhibited in the **DESIGN TRASFORMA**, combines creativity, innovation and sophistication with technology, productivity, and quality, highlighting the goal of the Brazilian furniture industry in combining the state of the art with authenticity, also based on the international trends and competitiveness.

DESIGN TRASFORMA, a simple Brazilian square, offers a tour into the ability of Brazilian industry and designers to create products for the international market, with a solid Brazilian personality.

### Welcome to Brazil!

# DESIGN BRAZIL+INDUSTRY



Containers Square / Fuorisalone in Milan, 2022 Piazza Santo Stefano, 20122 - Milan, Italy.



### **ACIOLE FÉLIX**

### (c) aciolefelix

Aciole Félix is an Industrial Designer graduated from the University of Brasilia and has a master's degree in Design from the Polytechnic of Milan. He has been working for more than 15 years designing products for the national industry, working for large companies, highlighting his experience of designing for brands such as Alfa Romeo and Fiat in Turin, Italy. In 2013 he turned his attention to the development of authorial furniture.

Since then, he has exhibited his work in the main addresses of the world design calendar, including the Design Weeks in São Paulo, Milan, Paris and New York. With great knowledge of industrial production processes, its products are characterized by the mixture of materials and constructive solutions. His line, always very clean and decisive, is a reflection of the profound influence of the modernist architecture of his hometown, Brasília.

### **INDUSTRIES**



# **Msul**

www.msulmoveis.com.br

Msul has been operating since 1999 producing furniture for dining and living rooms. It conquered the market for the refined and technological work done with solid wood, its main raw material. Allied to artisanal processes, where both go hand in hand in all stages of production, resulting in furniture with an attractive, functional, durable and well-being design. The company is recognized for its large and developed industrial park, production capacity and quality. Located in Serra Gaúcha, in the city of Paraí, RS – Brazil.







**Chair Lina** by Aciole Félix

# uulti,

o uultis www.uultis.com

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brand: a 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.



**Armchair Laguna** by Aciole Félix



#### **BRUNO FAUCZ**

O brunofaucz

Bruno Faucz is from Santa Catarina (state of Brazil). He was born in 1986, he grew up with a pencil and paper always in his hand. Bruno graduated in Furniture Design in 2007 and he has a master's program in Master International Design. He lived Design in the factory for 7 years, time when he applied design effectively in a vision applied to the production. He traveled around Brazil searching the aspects connected to the "moment of buying". In 2013 Bruno started his on Design Studio. Studio Bruno Faucz is based in three cornerstones: Market- Industry -Design, always willing to bring products that are complete in all their stages, from the production to the everyday use in the house of the people. In the first year of the Studio, Bruno Faucz was invited to exhibit at Design Weeks in Sao Paulo, New York city and Paris. He had more than 120 releases until 2015 in the best magazines of House and Decor sections. It's worth mentioning

### **INDUSTRIES**



### TRAMONTINA



the highlight to Canela chair that is in "Design Brasileiro de móveis" book (Brazilian Furniture Design) that features the main seat pieces from 1928 to 2013. In 2014 and 2015 he was the jury of Casa Cor Santa Catarina, the biggest event of interior architecture of the country, where he attended a Talk Show with great journalists and professionals of the area. He began 2015 exhibiting in Brazil S.A and in iSaloni in Milan. He also exhibited in EXPO in the same city, an invitation of Arthur Casas Architecture Office. In May he ended his first semester exhibiting his pieces in ICFF in NYC and in September of the same year he exhibited again in Joseph Galerie during Paris Design Week. Bruno defines Design as "the materialization of the information". because he believes that a good project is conceived based in information collected from a big variaty of fields of knowledge.

# JAMES

moveisjameswww.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.



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(a) tramontinaoficial www.tramontina.com.br

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delaviedecor
www.treboll.com.br

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.





#### **INDUSTRIES**

# 2 Butzke

### DIOGO GIÁCOMO TOMAZZI

@ giacomotomazzi

Diogo Giácomo Tomazzi has a degree in architecture and urbanism with an emphasis on product design. In 2011 he opened his own studio, developing authorial projects and later collaborating with companies in the furniture sector. The studio is based in São Paulo and it offers a line of furniture, lighting and objects, produced by hand or industry, using manufacturing with a brazilian soul and incorporating beauty, quality and style.

de azzi

Armchair Canto Grande by Diogo Giácomo Tomazzi

# 2 Butzke

butzkemoveiswww.butzke.com.br

Founded in 1899 and located in Timbó, Santa Catarina, the company Butzke has a conscious trajectory, and keeps its eyes on the future for more than 120 years. With several pioneering initiatives, Butzke was the first Brazilian company and one of the first of the world to produce FSC® certified furniture. Identifying this certified stamp in a product is the guarantee that it is the result of a sustainable and conscious management policy. The Butzke portfolio includes wood

furniture for leisure and outdoor areas, that are distributed in the domestic market and abroad. Butzke furniture is developed having the main eco-design concepts, architecture and decoration tendencies as guideline, with special and exclusive finishing, signed by the best Brazilian Designers. Millennial Inheritance: An ancestral knowledge, that transposes generations of master craftsmen since XIX century: this is the relation between Butzke and the wood for more than 120 years.



**Armchair Canto Grande** by Diogo Giácomo Tomazzi



### **EMERSON BORGES**

@ emersonborgesdesign

Majored in Design by the Pontifícia Catholic University with more than 40 years of experience in the management and development of products, as well as in the graphic design area. Postgraduated in Marketing served as a consultant for several companies in strategic planning and development. He also worked as a professor at PUC PR and FAE universities in the areas of design and graphic design.

As creative director he worked in different communication agencies. With a minimalist style that values the proportion and conceptualization of the product, Emerson develops projects and works for several companies in Brazil, mainly acting in the industry of furniture and interior decoration.

**INDUSTRIES** 

artecouro

caemmun

**\$** granitos.com



# artecouro

artecourosofas
www.artecourosofas.com.br

Founded in 2007 in the furniture segment, Artecouro is specialized in the manufacture of leather sofas. We have a team of highly qualified professionals, continuously seeking greater efficiency in the production and sales process, where representatives are located throughout most of Brazil and MERCOSUR regions, always seeking to meet the needs and desires of consumers in the best possible way.





### caemmun

© caemmunmovelaria www.caemmun.com.br

We are a reference in the furniture market and this year we celebrate 30 years oh history. We are specialists when it comes to manufacture of wooden furniture for the living room, office and bedroom. Our furniture is present throughout the national territory and in more than 60 countries. We aim to ensure the best shopping

experience for our clients with products designed and developed to bring well-being to consumers. Our manufacturing strutucture is composed of 2 factories and we have a product mix of more than 150 SKUS.

**Shelf CLIP** by Emerson Borges



# **symples granitos**.com

**Table Seixo** by Emerson Borges

granitos.com www.granitos.com

With exclusive techniques, high technology, investing in design and bold projects, granitos.com transforms natural stones, such as marble and granite, and also works with Silestone and Dekton. a reference in materials that are consolidated in the market and in the design world. granitos.com stands out with the professional way in which treats imported marbles, monitoring every work from start to finish. Valuing Brazil's natural wealth. granitos.com combines a passion for nature, with exclusive techniques and the best equipment, to carefully extract, treat and polish each piece, respecting every detail. In addition, we are a reference in sustainability in the sector.







© serraltensesbs

www.serraltense.com.br

Founded on August 7, 1947 Serraltense initially produced wooden artifacts and small pieces of furniture. In 1969 began the production of furniture in large scale of colonial style. Since 1987 Serraltense started developing products to supply foreign markets all over the world. Since then, keep investing in Research and Development of new products, materials, finishings and machinery to meet high quality standards. The factory is Located in São Bento do Sul - SC, in south of Brazil with a built area of 43,900 square feet and approximately

200 qualified employees. The main markets served are: Brazil, United States of America, France, Holland and Germany and other several countries. The product range are from Tables & benches, Juvenal Bedrooms, Cabin Bunk beds, Entertainment Centers, Occasional pieces to Outdoor Furniture. All products are made by Pinewood and Eucalyptus wood harvested from planted forests, mixed with certified MDF panels with unique finishes that bring up a great looking and natural features of the real wood.

**Table and Chair Simbiose**by Emerson Borges





# estudiobola 🗘

### estudiobola FLAVIO BORSATO. MAURICIO LAMOSA

@ estudiobola www.estudiobola.com

Original design and formal simplicity. This sentence is the hallmark of the work of two architects from São Paulo. who graduated from Universidade Mackenzie. Flavio Borsato and Mauricio Lamosa went to school together and founded estudiobola sixteen years ago around this concept, creating products with personality and simplicity studied to exhaustion. A work free from fads and trends requires rigorous research on proportions and finishing in order to provide products with timeless results, which increase the lifespan of the pieces, making them pleasing to the eyes for years. This concept is applied in all estudiobola production, from creating a chair to designing lighting and upholstery projects. Some design awards along this path, such as the Museu da Casa Brasileira Award helped distinguish the work of this duo, which is renowned in the furniture segment for its excellence design and for always linking its work to the search important commercial results, consolidating relations with companies

that produce and resell their creations. The internal structure has grown over the years not losing the differential that brought them here, objective, sincere and professional service. The figure of the creation duo gave way to a competent professional team that helps place the company and its products in the best and most prestigious furniture and decoration stores in the country, and constantly participate in important national and international publications the segment. Estudiobola in currently envisioning other horizons and challenges, sharing its design expertise with the customer in its own premises. A warehouse in an old factory houses the furniture store for internal and external use, lamps, pictures and upholstery with exclusive and unique designs. And since April 2019 the brand has one more address in the city of São Paulo. A space it's worth visiting for its industrial exhibition concept, but mainly to be received by special team and see all this history applied in its products.



**Armchair Acácia** by estudiobola

**Chair Acácia** by estudiobola





### **FABRÍCIO RONCA**

#### @ fabricioroncca

Grew up in Belo Horizonte, Minas Gerais, Brazil, where he learned to see architecture, folklore and art in a playful and intimate way. During his childhood he attended the Faculty of Fine Arts with his mother, where he learned to naturally appreciate drawing, painting and sculpture. Architect and urban planner State University of Londrina - UEL. 2002. He has been working in the area since 2003 with architectural, interior and furniture and product design projects. He seeks beauty, sustainability, balance of materials and affective memory in his works. His main source of inspiration is Brazilian architecture. Graduate Specialist and Architecture UEL - 2004. Design Manager at UEL - 2005. Product and interior design professor at Unopar

from 2009 to 2013. Lives in Londrina -Paraná.

**Prizes:** Planet Casa . Editora Abril - 2008

Industrial Brazilianity. A lot of Brazil - Casa Claudia. 2013

Tidelli Outdoor Furniture Award. 2014 Finalist Salão design Casa Brasil. 2015 - 2016 - 2018

Finalist for the Museu da casa Brasileira award. 2015

Silver A'design Award 2018 - Italy Gold A'design Award 2019 - Italy Silver A'design Award 2018 - Italia Gold A'design Award 2019 - Italia Expo: Abimad Brasil, High Design, Casa Cor, Salone de Mobile - Milano - Italia Fuorisalone - Milano - Italia, Be Brasil - Italia

#### **INDUSTRIES**







@ metaltru

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".

#### **Armchair Ametista**

by Fabricio Ronca





# JAMES

@ moveisjames

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.





### **HENRIQUE STEYER**

(a) henriquesteyer

Henrique Steyer is Brazilian and lives in southern Brazil. Graduated in architecture and urbanism, he also has a postgraduate degree in advertising image and also in strategic design. He signs pieces for major brands and his creations have been published in more than 35 countries. He likes to work with his creativity in an unusual and impactful way. He is the author of two books and produces content in the field of design and architecture.

#### **INDUSTRIES**

# Sier



**Chair Carminha** by Henrique Steyer

# Sier

#### © siermoveis

www.siermoveis.com.br

Creating original, long-lasting products for the high-end furniture customers inspires us to to innovate constantly. The 670.000 Sq.ft. industrial facility combines robotics and traditional craftsmanship, together with high production capacity, autonomy and quick delivery. Our creation studio brings together a team of designers and professionals forged on the

factory floor, therefore, connoisseurs of the good woodworking. The quality of the materials and finishes are the hallmarks of Sier's furniture, which counts on our warranty and technical service. We serve all Brazilian states and, since 2009, export to 12 countries, and participate in major design events such as Isalone and ICFF NY.





#### MARCELO BILAC

@ marcelobilac

Born in the capital of Brazil, Bilac graduated in 1996 from the first Industrial Design class at the Federal Technical School of Mato Grosso, where he lived for 10 years. Still in Cuiabá, he worked as a designer until he returned to Brasília in 1998, working for 2 years as a graphic designer. Founded 2000, his company specialized in the manufacture of customized furniture for residential and corporate environments, creating in 2013 the first original pieces that have already reached a prominent position. Shown at events such as the 2014 World Cup and the 2016 Olympics, a piece -Banco Cavaletewas exhibited at the BRAZIL S / A 2017 in Milan. Combining work and family environment, his studio and home are gathered in a farm in

Brasília. Guided by inspiration in family, music and nature, his creationsare signed by the use of wood and steel, a striking feature that led the Boomerang Chair to be exhibited at BRAZIL S/A, representing once again in 2018 the Bilac's name at the Milan Design Week. With a view to repositioning its brand, in 2019 it simultaneously participates in two exhibitions at the São Paulo Design Week, having 7 releases divided between High Design and Made (Art and Design Market). In February 2020, it launched two works -Boomerang Quatro and Tatuzinhoat Paralela Design in São Paulo and captivated the culinary program Top Chef Brasil, which selected 10 pieces of furniture to compose the scenario of the reality show.

#### **INDUSTRIES**







# OFFICINA UNIQUE BRAZILIAN FURNITURE

officinamoveis
www.officinamoveis.com

The company was born in an artisanal way. Therefore, it presents a natural flexibility in the way of production. The quality of its production was acquired in years of experience. OFFICINA must also keep on the path of productivity gains as a result of a sum and not as a substitute for quality. In 2001, already trained in the area of Administration, Adeilton Pereira – Owner of OFFICINA Móveis Planados – decided to set up his own carpentry shop, after participating

in the history of his father Silvino, linked to carpentry. They thought of a simple name that would be part of his daily life until that moment. The name OFFICINA came up , as they grew up listening to their family talk in the workshop where they worked. During the trajectory of OFFICINA Móveis Especiais , many changes have taken place that reveal how much the company has grown and occupied a prominent place in the João Pessoa market.



## SR SIERRA

sierra\_oficial www.sierra.com.br

Idealize, design and produce furniture that fascinate in all details. In each piece we translate the true elegance and sophistication, with excellent design and high production quality. Founded in 1990, in the municipality of Gramado, Sierra Móveis is already a world reference in the furniture and luxury goods market. Every step taken throughout its history has been designed so that all the work will result in today's success, with unity and cooperation being one of the main foundations for success. Technology

also plays a key role in our projects. Tools brought from the world's largest innovation centers help us to offer an even more beautiful end result. In addition, we use the highest quality raw materials, with a wide variety of finishes and coatings, ranging from natural leather to the most nobles. All produced in a factory with more than 80 thousand m² of built area, using the highest technologies combined with handcrafted finishes. all for guarantee excellence and exclusivity in design that builds the success story of Sierra.





#### MULA PRETA ANDRÉ GURGEL . FELIPE BEZERRA

@ mulapreta www.mulapreta.com

In 2012 in the northeaster city of Natal, André Gurgel and Felipe Bezerra decided to unite their creative talents to found the Mula Preta design studio. André Gurgel is a product designer specializing in CGI and product visualization, born in Natal in 1988, and is ahead of his technology company Synco. Felipe Bezerra, also from Natal, is an architect graduated from UFRN and owns the Felipe Bezerra Arquitetos office since 2000 and is now a partner of Ema architecture office (Escritório Metropolitano de Arquitetura).

The name of the studio, Mula Preta, is inspired by the homonymous song by the King of Baião (musical genre), Luiz Gonzaga, who was one of the most complete, important, and inventive figures in Brazilian popular music. It represents the Northeastern culture and brings the irreverence of the region to its signature. The studio participated in international exhibitions and collected several awards around the world ever since.

#### **INDUSTRIES**



# Flexform innovating work

flexformbr
www.flexform.com.br

With three well-demarcated guidelines, Flexform has been building its credibility in the market for over 55 years. National leader in the manufacture of chairs and seats. Today, with more than 40 product lines in its portfolio that add up to close to one million combinations, including operational, executive, collectivity chairs and auditoriums, focusing on

transcending the act of manufacturing and marketing its products, the company launched in 2019 for the new positioning market "Innovating Work", with the aim of being a transformative agent for offices and consumers, contributing to the furniture industry in job innovation and ergonomics.

# My Chair by Baldanzi & Novelli Interpretation: Mula Preta

## modalle

modalle\_moveis
 www.modalle.com.br

Modalle was founded in 2010 and through the past years, the company has been building a solid brand with internationally recognized design and quality. Mixing innovation, materials and artisanal finishing, Modalle has become a reference in living area, making it a special place where people share unforgettable moments. All of our pieces are signed by recognized Brazilian designers, who make each creation unique, using materials such ropes, wood, aluminum, concrete

and Laminam. Headquartered in Votuporanga, in the countryside of the state of São Paulo, our products can be found in stores in Brazil and other countries: USA, Dominican Republic, Peru, Bolivia and Paraguay. Modalle offers more than furniture, we share with our costumers the best experiences in life.



**Armchair Pipa** by Mula Preta



#### **REJANE CARVALHO LEITE** rejanecarvalholeite

in

Graduated

#### Architecture Urbanism. Rejane Carvalho Leite migrated to design gradually, signing that complemented environments in her projects. In 2001, she started designing for the industry, dedicating herself exclusively to it. The way to search for knowledge in this sector was inside the factories, making prototypes and testing materials and techniques. She has experienced the Italian culture, bringing characteristics of the country that breathes design to her creations. She worked in partnership with an office in Florence, in addition to having taken improvement courses at the Polytechnic University of Milan. It is in architecture, nature, textures, music, poetry, visual arts, cinema, and other everyday experiences that she renews her inspirational source. Concerned with the conscious use of materials.

#### **INDUSTRIES**

and

#### **FLORENSE**

she seeks to use resources to minimize environmental impacts. Wood, metal, leather, aluminum, and fiber are on the list of raw materials Rejane uses in the production of new items, always attentive to uniting technology with craftsmanship.



**Gaveteiro Cava** by Rejane Carvalho Leite

#### **FLORENSE**

florenseoficial www.florense.com.br

Florense is a Brazilian Company with an Italian heritage. At Florense state of the art technology and craftsmanship operate hand in hand to produce furniture of impeccable quality. As a leader in the international design community, Florense is proud to employ conscious ecologically production processes. Florense has mastered industrial fabrication and yet are able customize each project as if made by an artisanal cabinetmaker. It offers flexibility in dimensions, materials and hundreds of finishes. The "fatto a mano" (handmade) culture has been present since the foundation of the Company in 1953 and that is the culture that drives Florense to make each project truly unique. All this makes Florense one of the world players in its field and justifies the acquired credibility for fine furniture.



#### Mancebo Lurch

by Rejane Carvalho Leite



#### **INDUSTRIES**

# ORNARE

### VIVIAN COSER O vivancoser

With a 16-year career forged in Brazil, the US, and other countries in Europe, architect and urban designer Vivian Coser shows a repertoire of ample research and experience in Italy, where she studied at the Istituto Europeo di Design (IED), having also traveled around the world to immerse herself in different cultures and integrate intriguing and modern aspects to her portfolio. It is with a multidisciplinary approach that she is signing the works of Studio Sette7, a premium brand she

founded in 2015 with her sister, Erika Coser. Their breathtaking, timeless designs are heightened by the richness of Brazilian raw materials, using natural rocks from the country as their foundation. Vivian and her team have established offices in Vitória and São Paulo to focus on excellence and make unique, personal dreams come true. "Our projects cover all ends. Our design process covers all macro and micro aspects."





**Move Trolley** by Vivian Coser

## ORNARE

ornare\_official www.ornare.com.br

Ornare is one of the most sophisticated international brands of premium furniture. Its journey began in 1986 with its first showroom. Its first factory was then inaugurated in 1989 along with the showroom at Alameda Gabriel Monteiro da Silva in 1993. The company's projects are targeted towards luxury products, such as closets, wardrobes, kitchens, wall system panels, home theater systems, and bath & bed furniture. In Brazil. Ornare has showrooms in Brasília, Salvador, Ribeirão Preto, Cuiabá, Goiânia, Belo Horizonte, Curitiba, and Florianópolis. Ornare's

sophisticated projects can also be found abroad, in cities such as Miami, Dallas, Houston, Los Angeles, New York, and Hamptons. Its new Square Round collection was released in July 2021 in Brazil, signed by Ricardo Bello Dias and by designer architects Vivian Coser and Patrícia Martinez, with the coordination of Murillo Schattan, CEO of Ornare. The project releases are always signed by renowned architects like Patrícia Anastassiadis, Marcelo Rosenbaum, Ruy Ohtake, Guto Índio da Costa, Zanini de Zanine, Arthur Casas, among others.





**Move Trolley** by Vivian Coser



metadilmoveis
 www.metadil.com.br

Mohile for better learning. We understand that manufacturing furniture for the educational segment goes far beyond simply generating objects that fulfill a basic function, such as a chair to sit on and a table to support the handling of study material. For us, making furniture means contributing to good teaching and learning. Our purpose is to fulfill a social function. We develop and manufacture high quality products through ethical and responsible conduct. We commit high technology, knowledge and constant improvements to transform furniture into solutions that provide comfort, ergonomics and practicality to meet the needs and profiles of each age group of students.

Quality and resistance: Metadil products are produced with high-tech machinery, resulting in furniture with a high level of quality. In addition, Metadil products undergo rigorous quality tests in order to ensure the user greater comfort and safety.

Metadil quality policy: All our products must stand out for their comfort, strength, durability, safety and aesthetics suited to their purpose. The service to our customers must be cordial, honest and fast. Our delivery deadlines must be met as promised. We understand that to have excellence in what we do, the search for continuous improvement is essential.



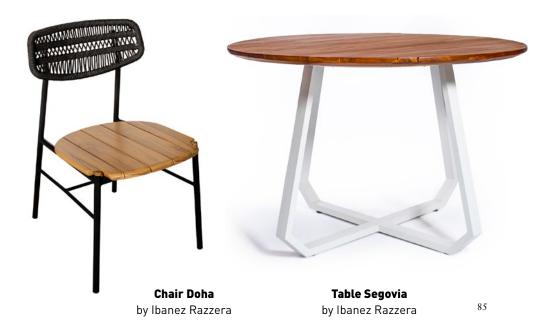


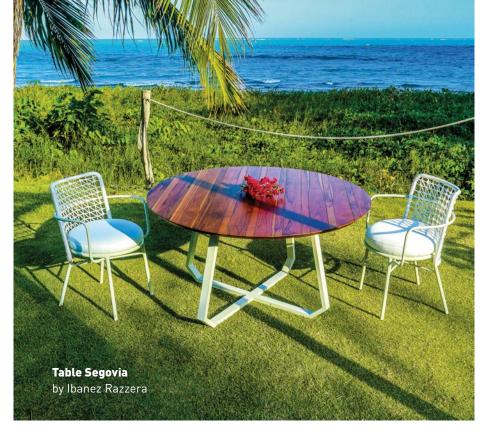


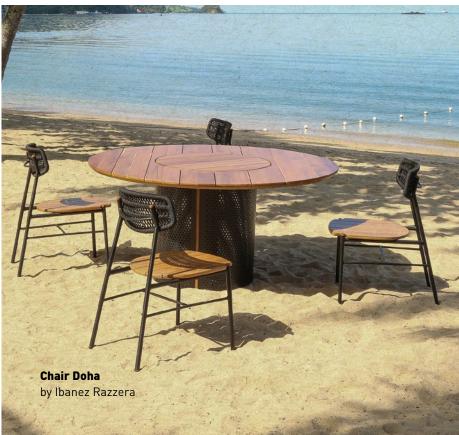
# modalle

modalle\_moveis
 www.modalle.com.br

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.







# Tidelli

(C) (atidellibrasil | (atidellioutdoor www.tidelli.com

In full expansion, Tidelli reinforces internationalization and presents all Brazilian bossa in the production of outdoor living furniture. One of the leading outdoor living furniture companies in the world, with a factory in Salvador, Bahia, Tidelli has a passion for furniture and innovation in its DNA. Founded in 1989, year after year it has presented differentiated products to the market - which has consolidated it as a brand of excellence, recognized for producing with differentiated design, cutting-edge technology, comfort and the "famous" Brazilian bossa. It was a pioneer in opening the outdoor living market in Brazil, which makes this market and its history confused today. Among its differentials is the production in an industrial way, but fully customizable from a wide variety of colors, fabrics, structures and materials. A pioneer in the world in the use of nautical ropes in outdoor furniture, Tidelli surprises with handwoven wefts and braids, in an exclusive artisanal process full of personality. This has to do with the main beliefs on which it is based: valuing the national product and the talent of the Brazilian people, who bring in their roots and in the miscegenation of races, a unique creativity, markedly present in the brand's DNA through the "handmade".

# **Armchair Painho**

by Marcelo Rosenbaum e Fetiche Design





**Garden seat Marina** by Luciano Mandelli



**Seat Spool** by Luciano Mandelli



**Side Table Fixa Flex** by Estudio Tidelli



**Armchair Medellín** by César Giraldo

#### **TRAMONTINA**

(iii) tramontinaoficial www.tramontina.com.br

More than just numbers, what truly defines Tramontina is the constant effort to make people's lives better. The small iron mill founded by Valentin and Elisa Tramontina in 1911 in southern Brazil was the beginning of a group that now encompasses 10 manufacturing units and has kept the century-old tradition of delighting people with simple gestures. The secret for maintaining this essence is believing in people. Tramontina values each one of its over 10,000 employees so they can deliver functional, stylish products to the market, bringing

inspiration to people's daily living and creating experiences to generate value and satisfy clients, consumers and communities. All this is apparent in the more than 22,000 items that carry the values of a unique brand. Kitchen utensils and equipment, appliances, for agriculture, tools gardening, industrial and automotive maintenance, construction, electrical hardware, wood and plastic furniture, and a wide range of ride-on equipment is manufactured for the domestic market and exported to over 120 countries.







# IBTW IN RETWEEN

ibtw\_furniture www.ibtw.com.br

IBTW - In Between is a brazillian company focused on the unique and exclusive design of each piece, the relationship between the utility and beauty, looking for a clean and elegant style that makes them essencials to the ambient. The company was born to attend the consumers' desire for sophisticated furniture with a modern and exclusive design. We used all expertise gained in 22 years being a consolidated brand in the outdoor furniture market. IBTW is the new master piece of GH Group, who came to attend the highest expectations of customers around the world. Our

brand brings COMFORT from the indoor to the outdoor through the finishes development and raw materials that guarantee the softness and light touch of the indoor quality without losing the endurance and durability of the outdoor. We're researching and developing material with advantage technology since 2019, ensuring that products stay beautiful for longer even if exposed to the weather, as they are 100% synthetic but with soft touch and aspect of the natural wicker. Besides that, we choose renowned and experients designers to create exclusives lines that will surprise and enchant everyone.







#### @ moreiradovalle

www.moreiradovalle.com.br

The Moreira do Valle Office works in the areas of design and development of projects in architecture, interiors, scenography, curatorship and events, all linked to the development of Brazilian design for more than 20 years in São Paulo, with the decorator José Roberto Moreira do Valle leading the company. The work is inspired by customer satisfaction, seeking to combine good taste, sophistication and creativity. In interior areas, we design and execute nationally and internationally, both residential and commercial, developing specific studies and research for each project according to the requests and needs of each client. Projects such as: Casa Petra stand out, which is an event space with 6.300 m<sup>2</sup> that was designed with multiple space options allowing different events at the same time; Chef Alex Atala's DOM Restaurant. which has a chic and modern Brazilian decor, without losing the relaxed and bold air; Nightclub SET that was a great challenge to create an exclusive

nightclub, optimizing the possibilities of an area of only 200 m<sup>2</sup>. In addition to developing specific projects for brands in the luxury corporate market, such as the showrooms of American brands: Guardian, of glass and KitchenAid, of home appliances; we created pop stores for the French brands Veuve Clicquot and Moet Chandon of the LVMH group; and we designed projects for the Scottish drinks brand of the Diageo drinks group, such as Johnny Walker. José Roberto created the Brazil S/A event, which has been taking place in Italy since 2010, during the biggest design week in the world, and its main objective is to promote Brazilian design. In 2012, he also developed the Chefs do Brasil project Brazilian cuisine promote national and international markets. goal is our client's goal.

