

FLEXFORM

FLEXFORM | MADE IN ITALY

FLEXFORM
around
the
world



Sentirsi
a casa,
sempre,
ovunque.

Feel at home anywhere and at any time.



FLEXFORM | MADE IN ITALY

*Quella di Flexform è la storia
di un'azienda di famiglia.
Una storia tutta italiana che dal 1959
racconta di divani e poltrone,
di chaiselongue e letti.
Che parla di grande comfort,
di sobria eleganza, di eccellente fattura.*

*È la storia di un prodotto fatto in Italia
che viaggia per il mondo e si ferma nelle case
di ogni angolo del pianeta portando
con se un po' di quella bellezza italiana
misurata e rassicurante, fatta di proporzioni,
stile, qualità.*

*È soprattutto la storia di una promessa mantenuta.
Quella di regalare a chiunque scelga Flexform,
una sensazione unica:
Home at last, sentirsi a casa. Finalmente.*

*La casa, il porto sicuro dove approdiamo
alla fine delle nostre giornate.
La casa, il sogno di un'intera vita.*

*Che il viaggio abbia inizio.
Perché a farci sentire a casa,
ovunque ci troviamo, ci pensa Flexform.*

*The story of Flexform revolves around
a family-run company.
It is a quintessentially Italian story that has been
giving an account of sofas, armchairs,
chaises longues and beds since 1959.
It tells of great comfort, understated
elegance and exceptional workmanship.*

*It is the story of a product that
is made in Italy and travels to
homes all over the world, bringing with
it the typically Italian low-key, reassuring
beauty that is built on proportion,
style and quality.*

*Most importantly, it is the story
of a promise fulfilled.
The promise is to give everyone who chooses
Flexform a unique feeling: Home at last.*

*Home is the safe haven that welcomes us
at the end of every day.
Home is the dream of a whole lifetime.*

*Let the journey starts.
Because no matter where we are,
Flexform will make us feel at home.*

Home at last.



Alex Bellini

*è un esploratore italiano
nato ad Aprica, un piccolo paese
tra le Alpi, nel 1978.
Le sue imprese in solitaria
lo hanno reso noto come
esploratore estremo,
speaker motivazionale
e mental coach, ma Alex è
prima di tutto un viaggiatore.
Ha attraversato il Sahara,
esplorato l'Alaska, navigato dal
Mediterraneo all'Atlantico.
È partito dal Perù per arrivare
in Australia, solcando l'Oceano
Pacifico in kayak ed ha visitato
gli Stati Uniti correndo da Los
Angeles a New York in 70 giorni.
Per Alex, la sensazione Home at
last è in tutto il mondo.*

*is an Italian explorer
who was born in 1978
in Aprica, a little Alpine village.
Thanks to his solo feats,
he has become a renowned
extreme explorer, motivational
speaker and mental coach,
but first and foremost
Alex is a traveller.
He has crossed the Sahara,
explored Alaska and rowed
across the Mediterranean
and the Atlantic. He also rowed
across the Pacific Ocean from
Peru to Australia and he ran
across the United States from
Los Angeles to New York in 70 days.
Alex gets that Home at last feeling
all over the world.*

*Tutto comincia con un'immagine.
Si forma dal niente, alle volte da un rumore,
altre da una paura. Forse è il silenzio
ad accenderla, come una cassa
di risonanza dei miei pensieri più inconsci.
O forse è, semplicemente,
che ad un certo punto inizio a provare
un'insostenibile nostalgia per quelle cose
che solo a casa posso trovare.*

Allora perché privarsene?

*So di essere una persona particolare.
Vivo l'eterno conflitto di desiderare ciò
che non posso avere. Quando sono a casa
desidero la lontananza, il gelo, il silenzio,
il buio; attenzione a non intenderlo come
uno scappare, il mio è piuttosto un inseguire.
Quando invece sono lontano desidero
sprofondare nel comfort di casa. Ecco, vorrei
alle volte sentirmi più normale.
È una bella giostra la mia vita, attratto
ora da un estremo ora dall'altro, ma questi
due poli così lontani e così diversi
sono necessari per mantenere tutto
in un perfetto disequilibrio che
di fatto è la vera molla per continuare
a muoversi.
Andare, tornare, sognare, andare nuovamente...*

*Continuo ostinatamente a preferire
il viaggio in solitaria. Forse sarà per sempre
così. Ma tutte le volte che la vita mi regala la
possibilità di trasformare un sogno in qualche
cosa di concreto attraverso cui esplorare
i confini, dentro e fuori di me,
mi rendo conto che l'esperienza più bella
è quando sono vicino alle persone che amo.
In quel momento il mio viaggio, qualunque
esso sia, non è più un andare verso la mia
destinazione, verso il coronamento di un
sogno, verso qualcosa di ancora più lontano,
ma diventa un lungo e lento ritornare.
Finalmente a casa.*

*Everything starts with an image.
It takes shape by itself, sometimes taking its cue
from a sound and sometimes from a fear.
Perhaps it is silence that sets it in motion,
like a resonance chamber for my most
unconscious thoughts. Or perhaps I simply
get to a point where I become unbearably
nostalgic about the things
that I can only find at home.*

So why should I deprive myself of them?

*I know that I am an unusual person.
There is a constant battle inside me because I
always want what I cannot have. When I am at
home, I want to be far away, in the cold,
the silence and the dark; although it is important
to note that rather than running away from
something, I am chasing it. When I am far away,
I long to indulge in home comforts. Sometimes
I would like to feel more normal. My life swings
to and fro, as I go from being attracted by
one extreme to feeling the draw of the other.
However, these two distant, different ends
of the spectrum are necessary in order to keep
everything in the perfect imbalance
that actually serves as the real driving force
to keep me moving.
Leave, come back, dream, leave again...*

*I stubbornly continue to prefer to travel alone.
Perhaps I always will. But every time life
presents me with the chance
to make a dream come true and explore
the boundaries both inside me and in the
outside world, I come to appreciate that the
most wonderful experiences are
those that I enjoy alongside the people
that I love. When that happens, no matter
what sort of journey I am on, I find that
I am no longer heading to a destination,
the realization of a dream and something even
further away, but slowly following the long path
back, until I am home at last.*



People and pigeons fill a courtyard,
seen from cathedral on the square
DUOMO SQUARE, MILANO, ITALIA



Italy



PENTHOUSE AT BOSCO VERTICALE BUILDING, MILANO, ITALY
PROJECT: STUDIO MATTEO NUNZIATI















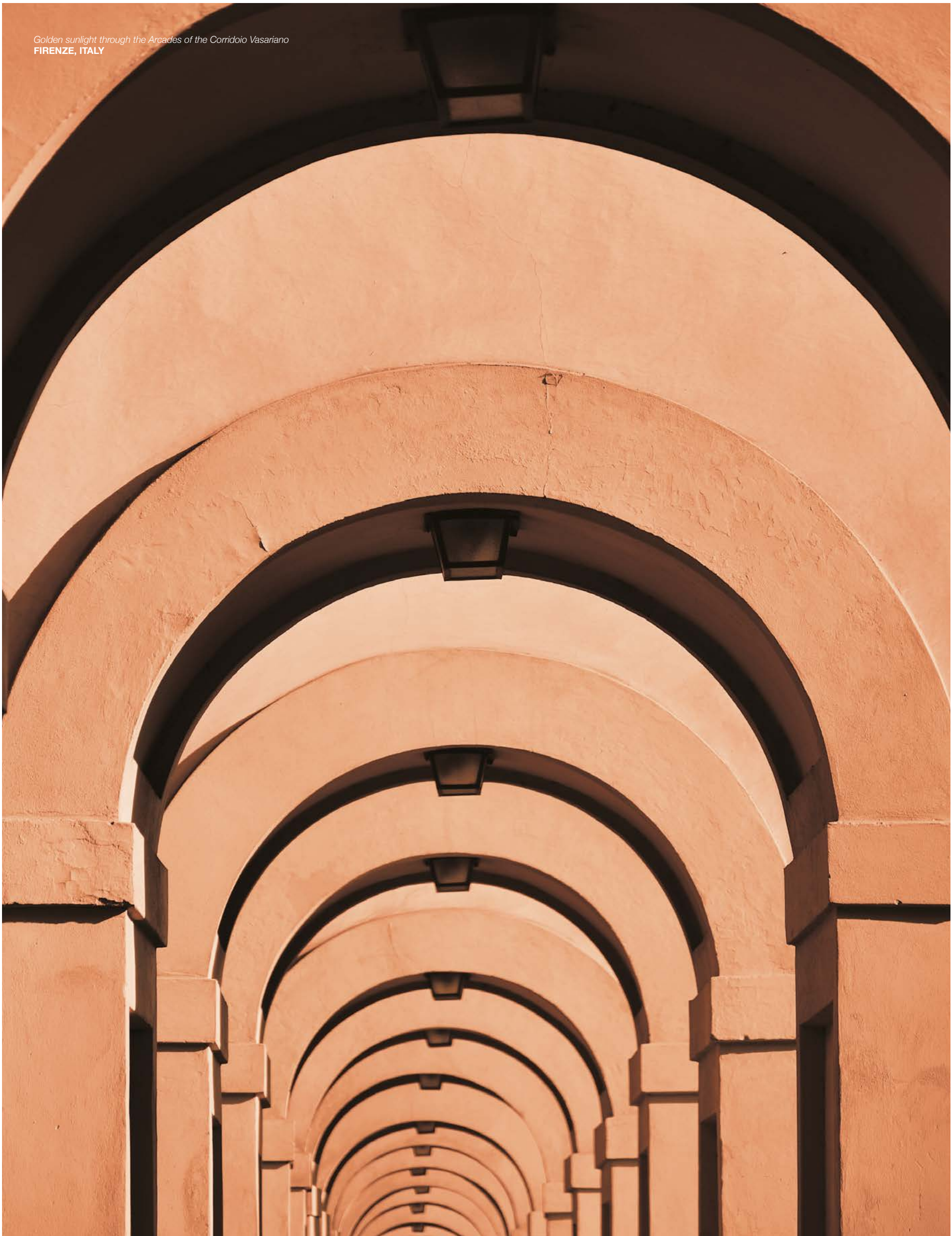








Golden sunlight through the Arcades of the Corridoio Vasariano
FIRENZE, ITALY





AQUAZZURA HEADQUARTER IN FIRENZE, ITALY
PROJECT: CASA DO PASSADIÇO
PHOTO: FRANCISCO ALMEIDA DIAS





SANLORENZO YACHT SL 106 615









*"You may have the universe
if I may have Italy"*

Giuseppe Verdi





Compass rose mosaic square,
view from Monument to the Discoveries
EMPIRE SQUARE, BELÉM, LISBON, PORTUGAL





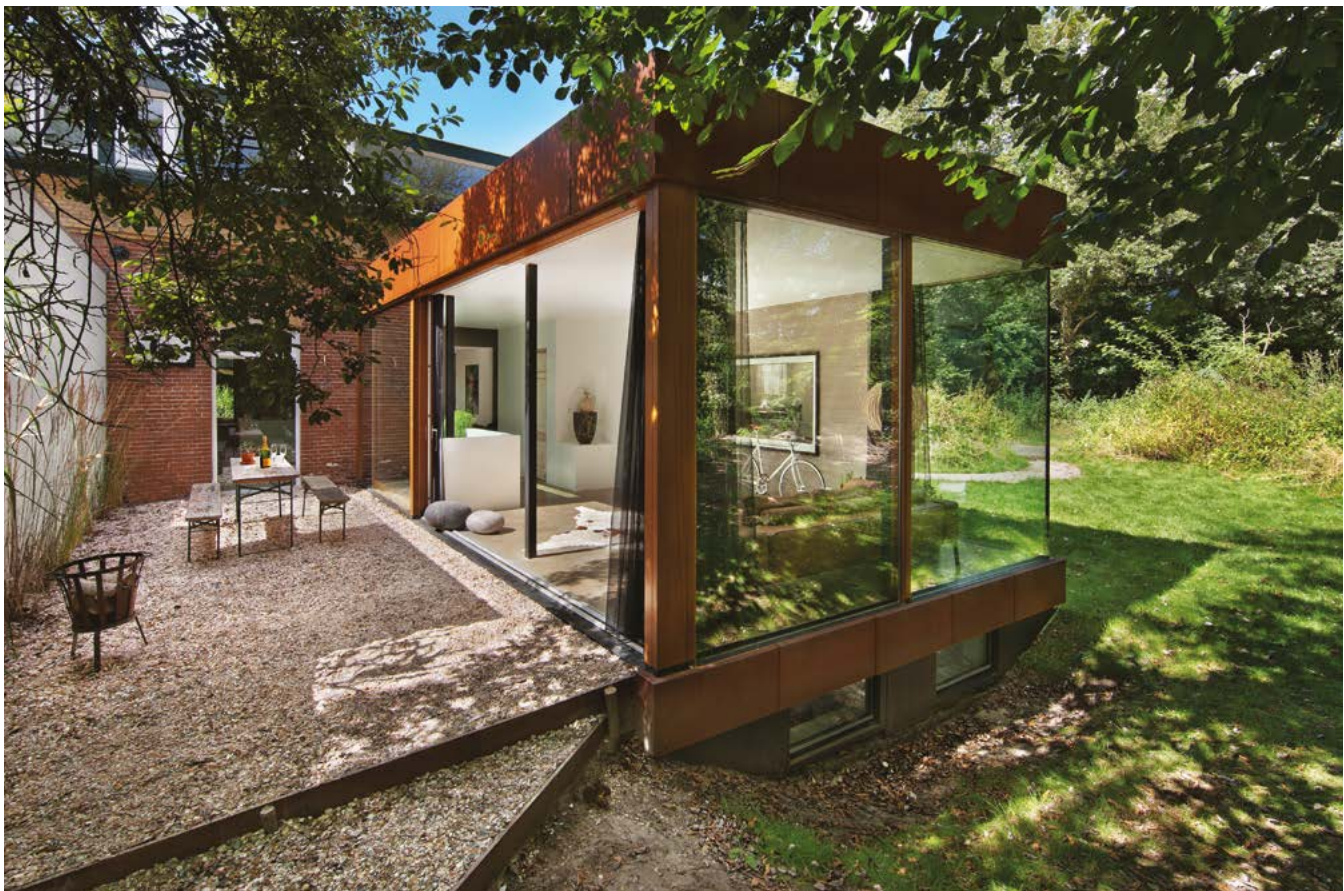
Europe





RAILWAY HOUSE SANTPOORT, HOLLAND
PROJECT: ZW6 INTERIOR / ZECC ARCHITECTS
PHOTO: CORNBREAD WORKS













W.I.N.D. HOUSE, HOLLAND
PROJECT: UNSTUDIO
PHOTO: INGA POWILLEIT

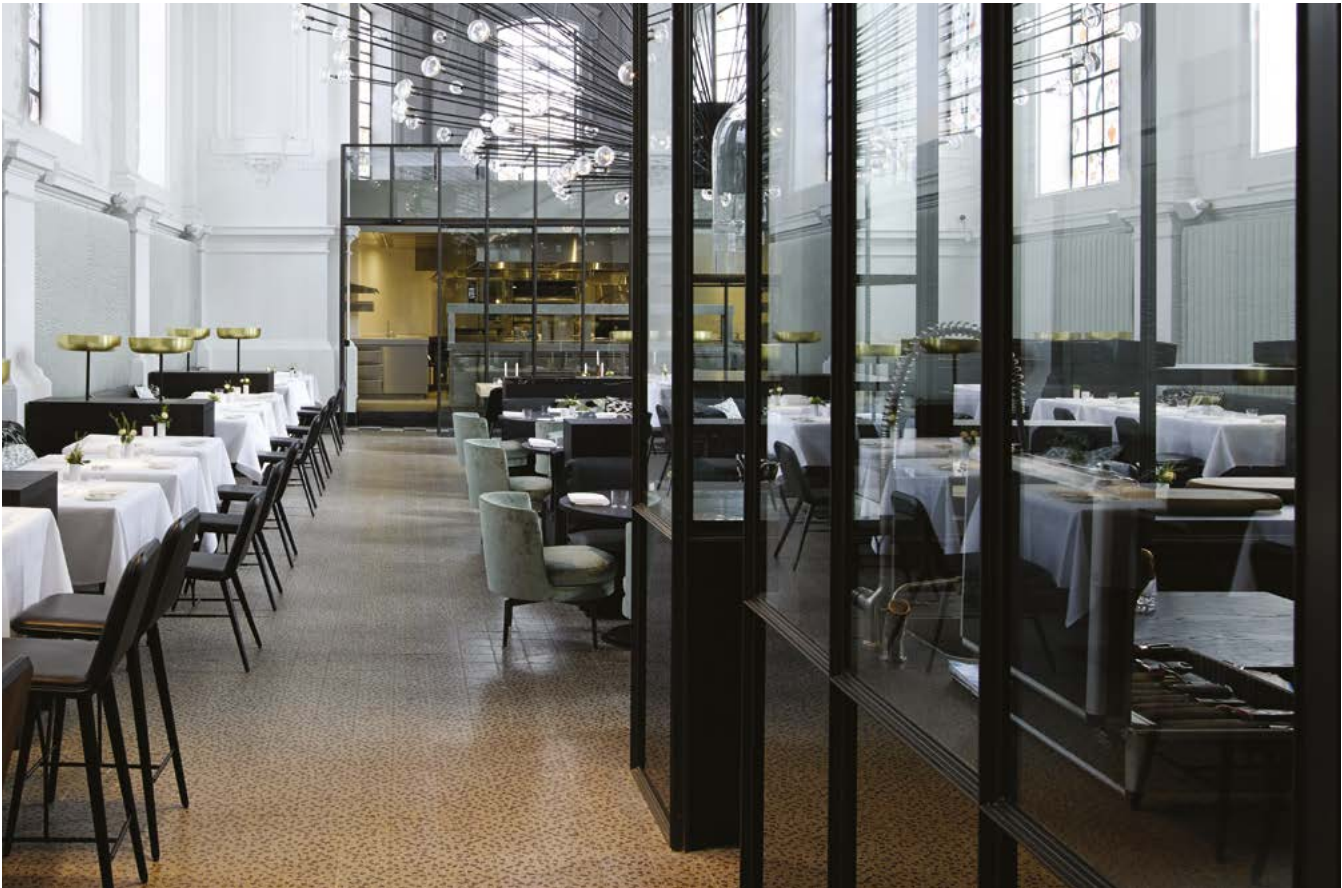


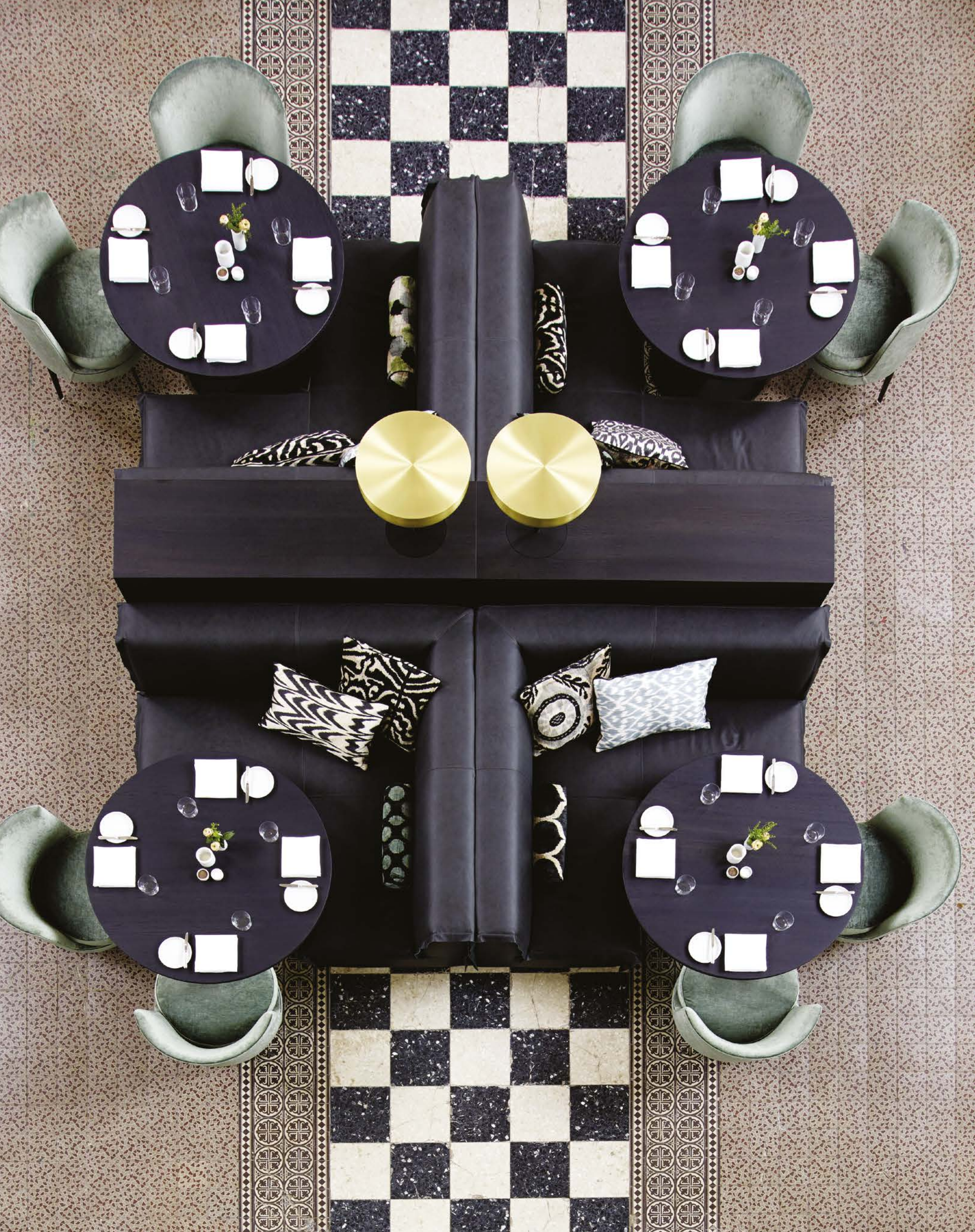
HOUSE IN HAELEN, HOLLAND

PROJECT: Lab32 architecten / ROB ZEELEN INTERIOR

PHOTO: WIM PAUWELS BETA-PLUS

























HOUSE IN WARSAW, POLAND
PROJECT: FJ INTERIOR DESIGN
PHOTO: SARA NIEDZWIECKA



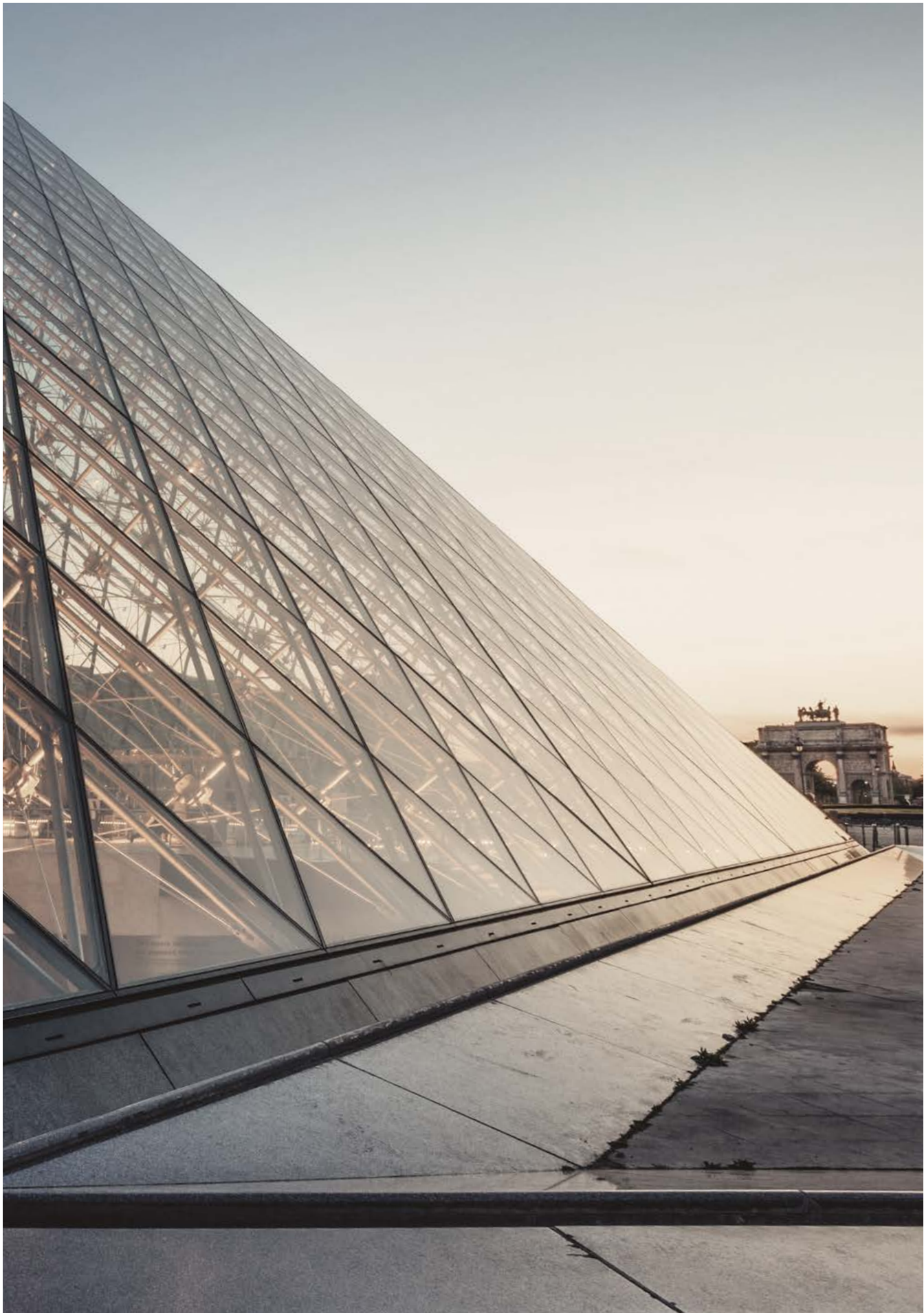










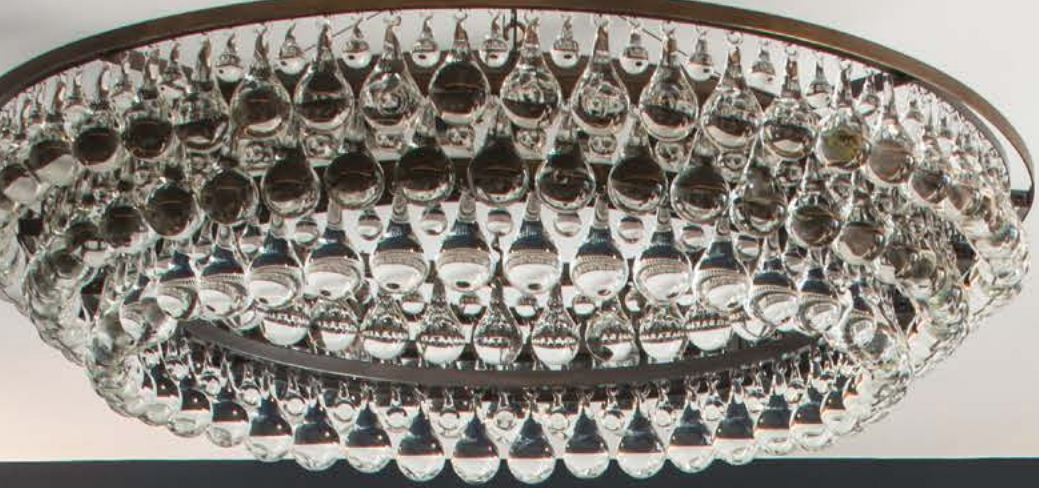














Croissants







CHALET MONT-BLANC MEGÈVE, FRANCE
PHOTO: STUDIO BERGOEND





















THE VIEW LUGANO HOTEL, SWITZERLAND



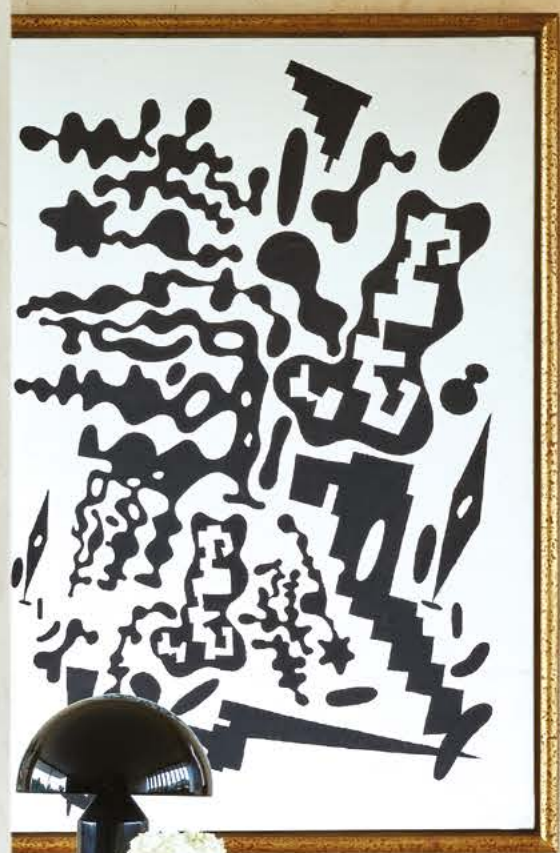


*"Following the light of the sun,
we left the Old World"*

Christopher Columbus









HOUSE IN PALMA DE MALLORCA, SPAIN











YURBBAN TRAFALGAR HOTEL, BARCELONA, SPAIN

FAMILIAR HOUSE IN MARBELLA, SPAIN
PROJECT: A-CERO, JOAQUIN TORRES
PHOTO: JACOBO ESPAÑA (NEGAMI)











*"If you have a garden and a library
you have everything you need"*

Cicerone







HOUSE IN ALGARVE, PORTUGAL
PROJECT: STAFFAN TOLLGARD DESIGN GROUP
PHOTO: VASCO CÉLIO























North America





Caribou
NORTHWEST TERRITORIES, CANADA









HOUSE IN SAN JUAN ARCHIPELAGO, WASHINGTON STATE, USA
PROJECT: HELIOTROPE ARCHITECTS
PHOTO: SEAN AIRHART















*"In geography, as in morals,
it is very difficult to know the world
without going from home"*

Voltaire























A glowing tower of the Golden Gate Bridge rises above the fog
SAN FRANCISCO BAY, CALIFORNIA, USA











FLIP FLOP HOUSE, IN VENICE BEACH, CALIFORNIA, USA
PROJECT: DAN BRUNN ARCHITECTURE
PHOTO: TREVOR TONDRO





THE VENTANA CANYON HOUSE, ARIZONA, USA
PROJECT: RICK JOY ARCHITECTS
PHOTO: JEAN-LUC LALOIX

*"Life, Liberty and the pursuit
of Happiness"*

*Quote from United States
Declaration of Independence*







Kanarra Creek slot canyon in Zion National Park
UTAH, USA

KONA RESIDENCE IN HAWAII, USA
PROJECT: BELZBERG ARCHITECTS
PHOTO: BENNY CHAN











Central and South America









Brazilian beach





APARTMENT IN SAO PAULO, BRAZIL
PROJECT: DIEGO REVOLLO
PHOTO: ALAIN BRUGIER



HOUSE BRAGANÇA PAULISTA, SÃO PAULO, BRAZIL
PROJECT: DÉBORA AGUIAR ARQUITETOS
PHOTO: MARCO ANTONIO







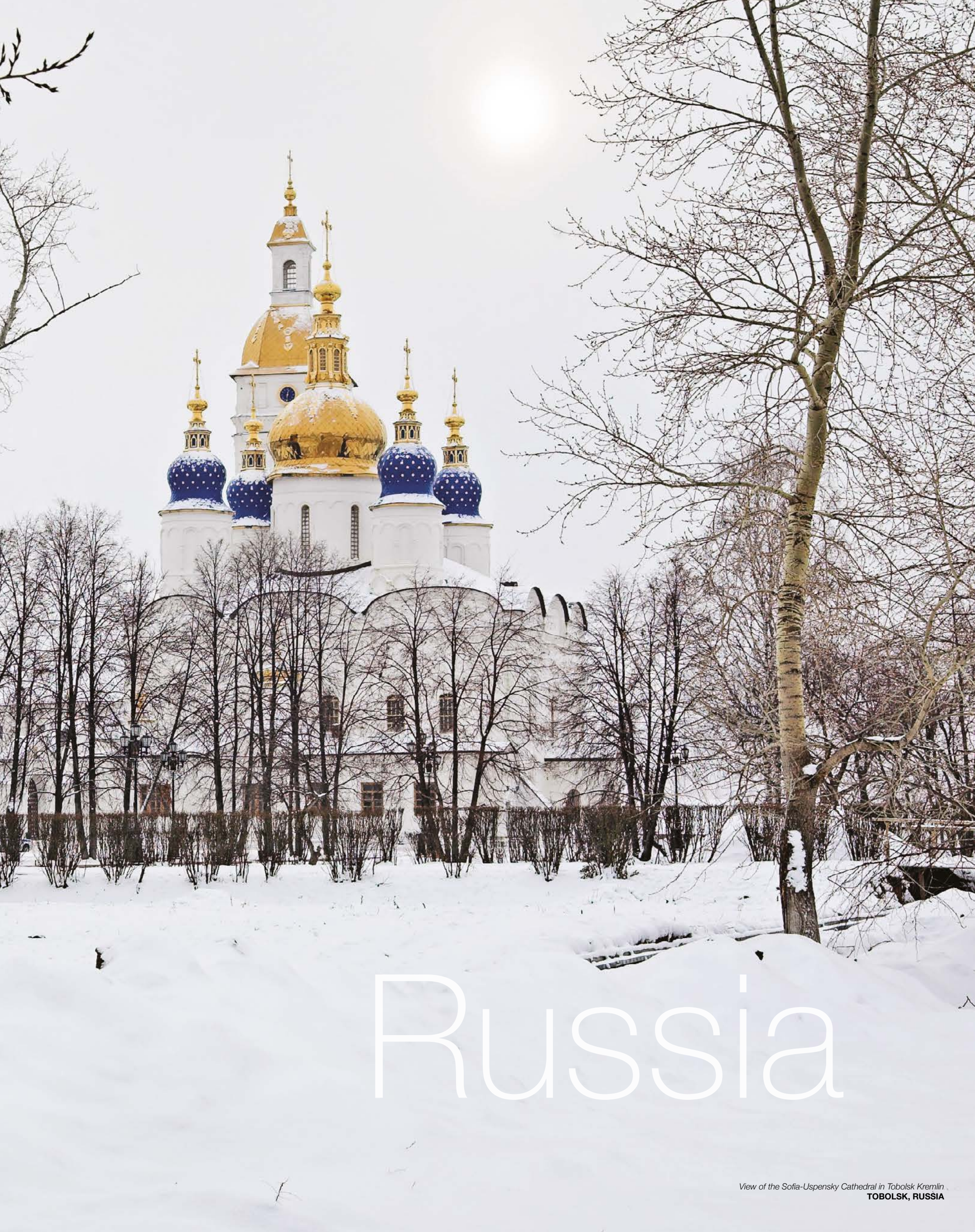












Russia



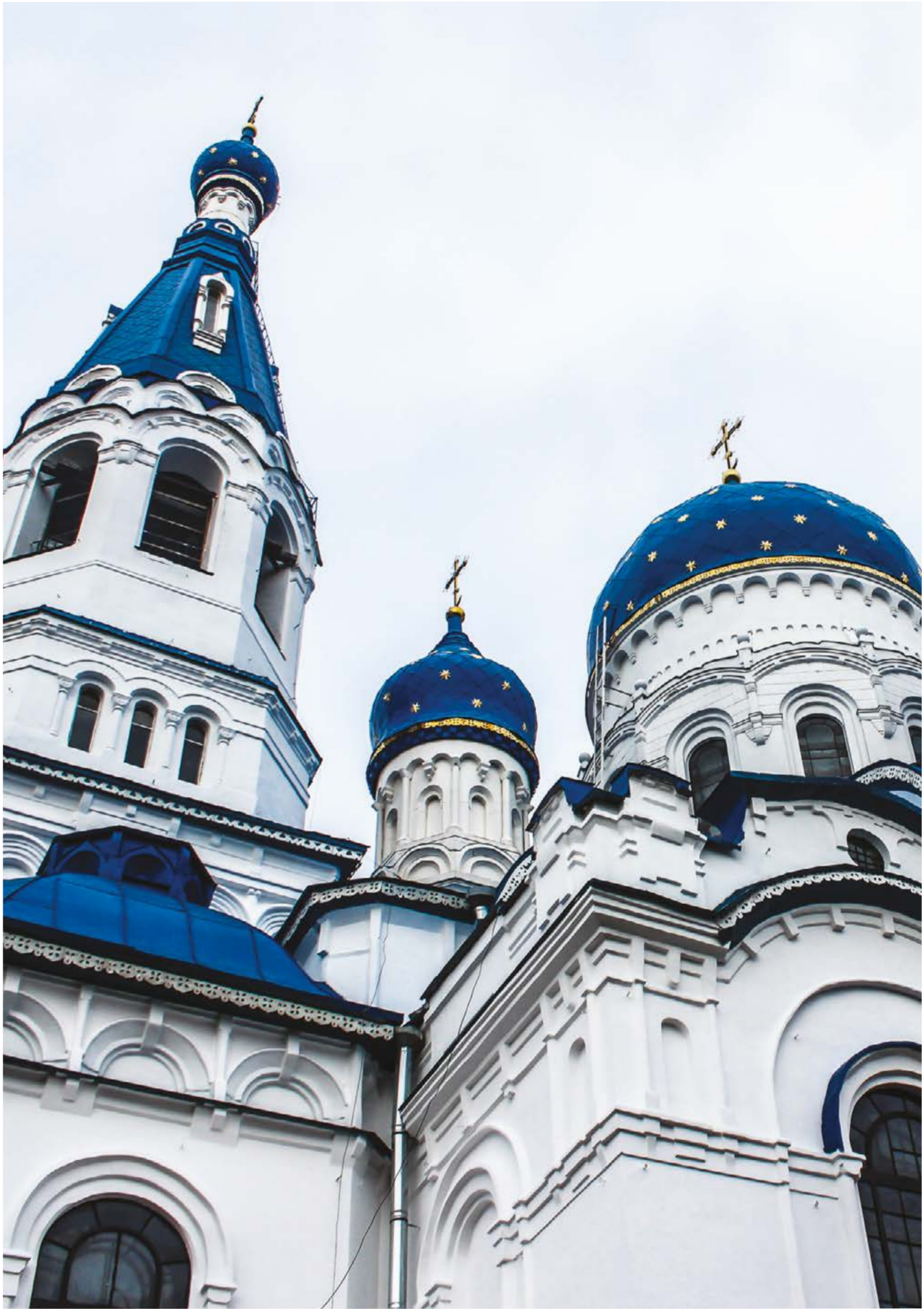


*"There are no roads in Russia.
Only directions"*

Napoleon Bonaparte



HOUSE IN MOSCOW, RUSSIA
PROJECT: M17
PHOTO: RICHARD POWERS









Middle East



MANDARIN ORIENTAL HOTEL, BODRUM, TURKEY









A dark sky filled with thousands of birds
NEAR JERUSALEM

*“Traveling. It leaves you speechless,
then turns you into a storyteller”*

Ibn Battuta















A bird jumping around from one branch to another
IMPERIAL PALACE, TOKYO, JAPAN

Asia and Oceania

























Opera House from under the Harbour Bridge
SYDNEY, AUSTRALIA



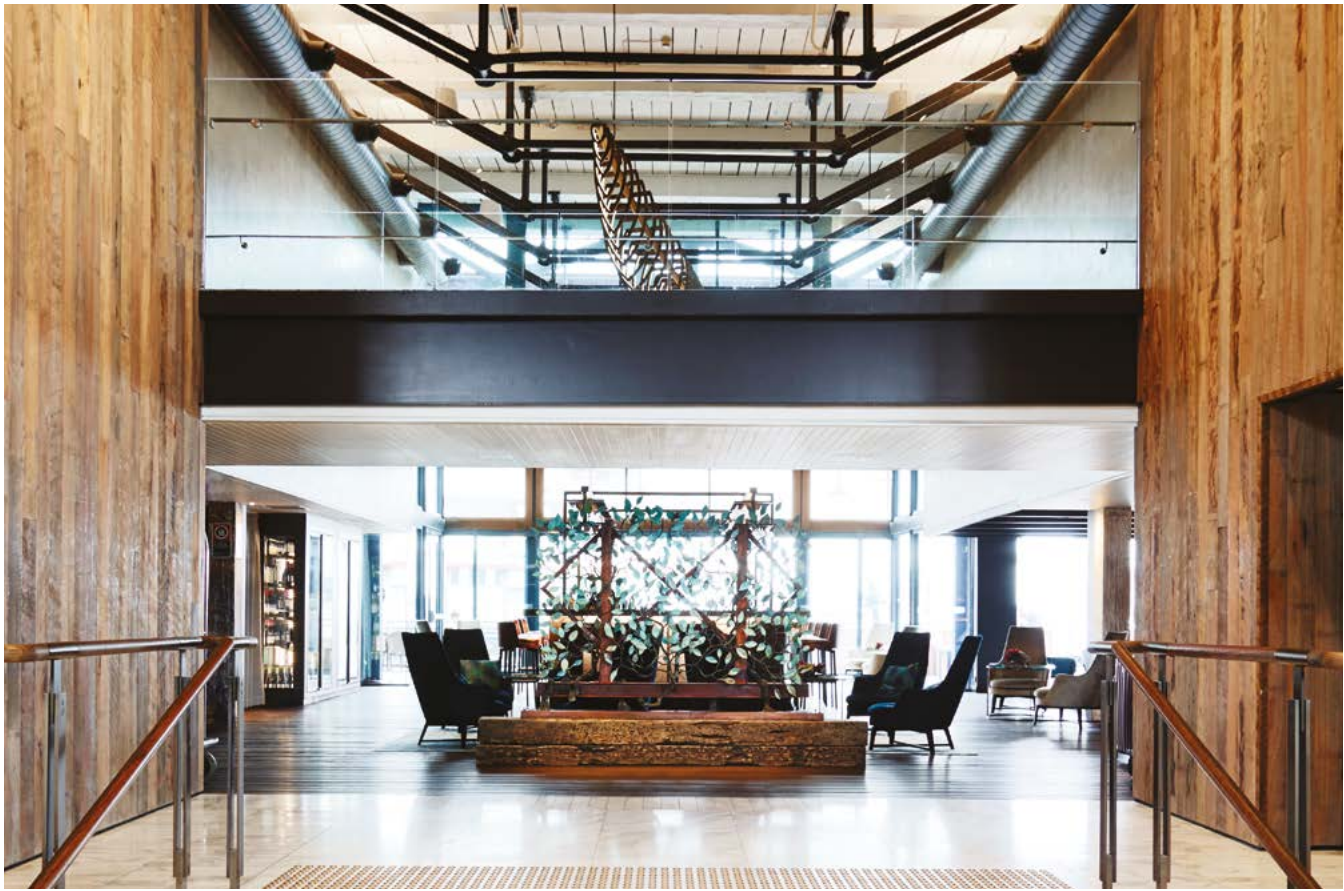


*"It does not matter how
slowly you go as long as you
do not stop"*

Confucius













HOBSON BAY HOUSE, AUCKLAND, NEW ZEALAND
PROJECT: JULIAN GUTHRIE
PHOTO: PATRICK REYNOLDS











Africa

APARTMENT IN CAPE TOWN, SOUTH AFRICA
PROJECT: K/M2K ARCHITECTURE & INTERIOR DESIGN
PHOTO: ADAM LETCH







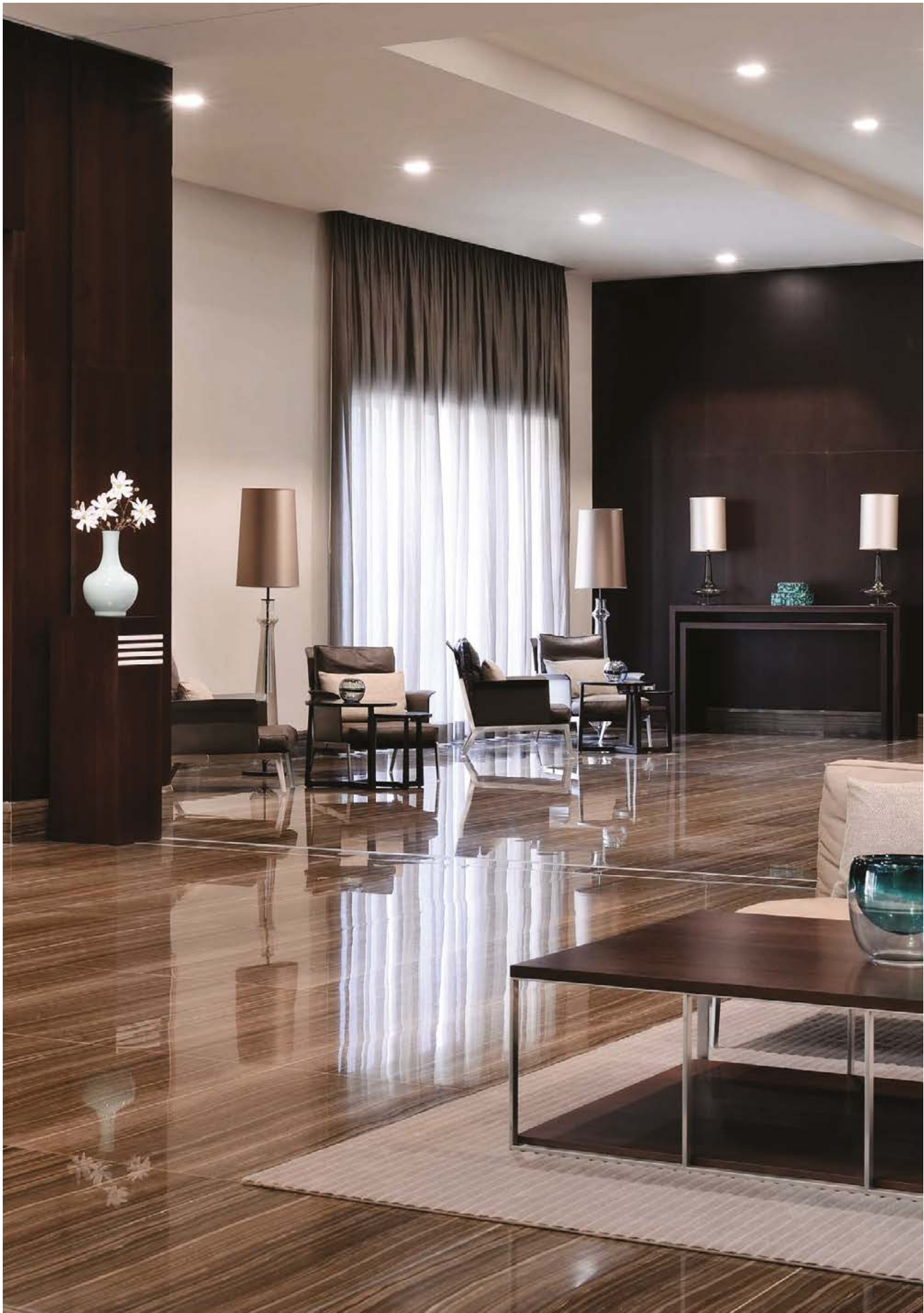












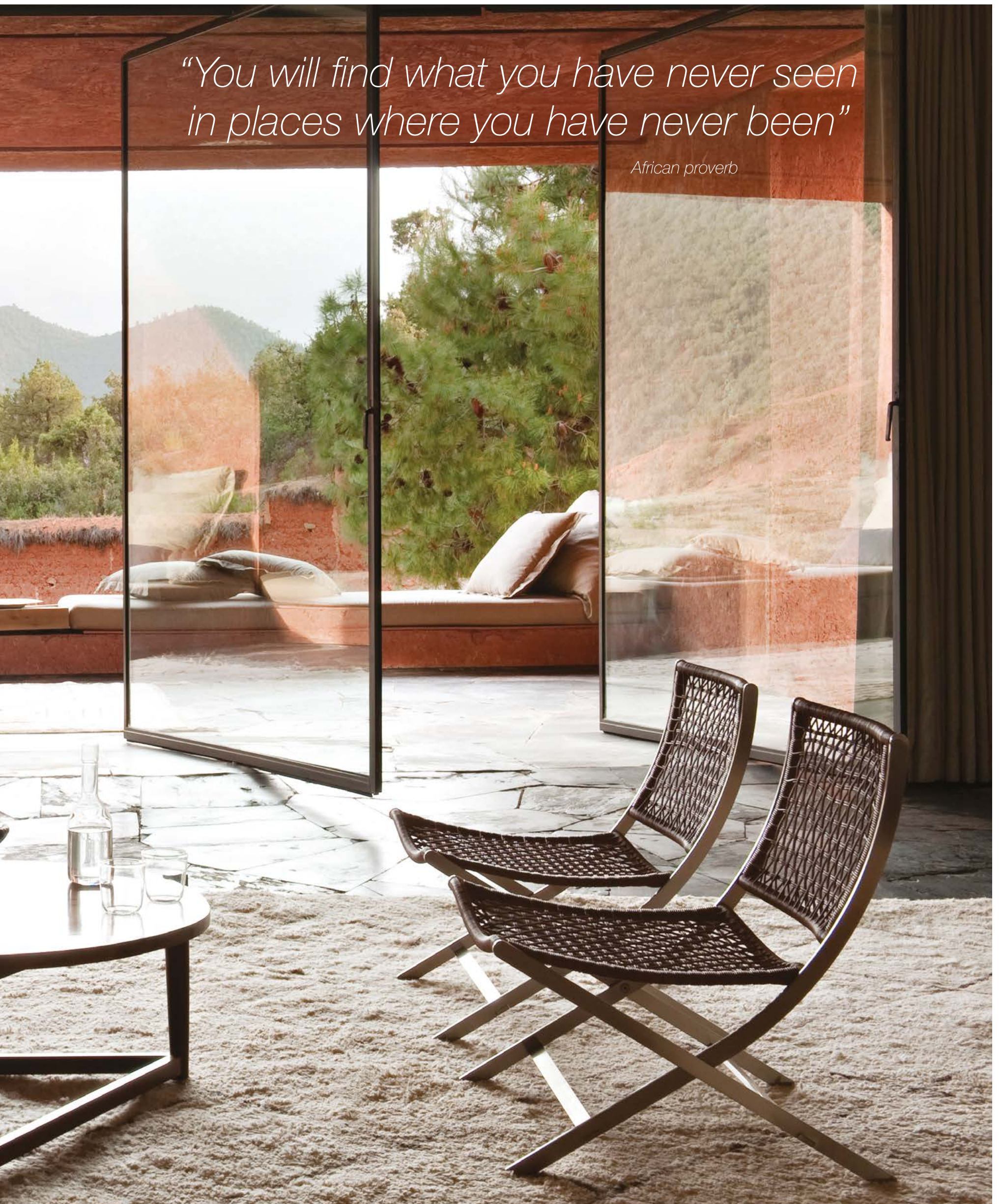




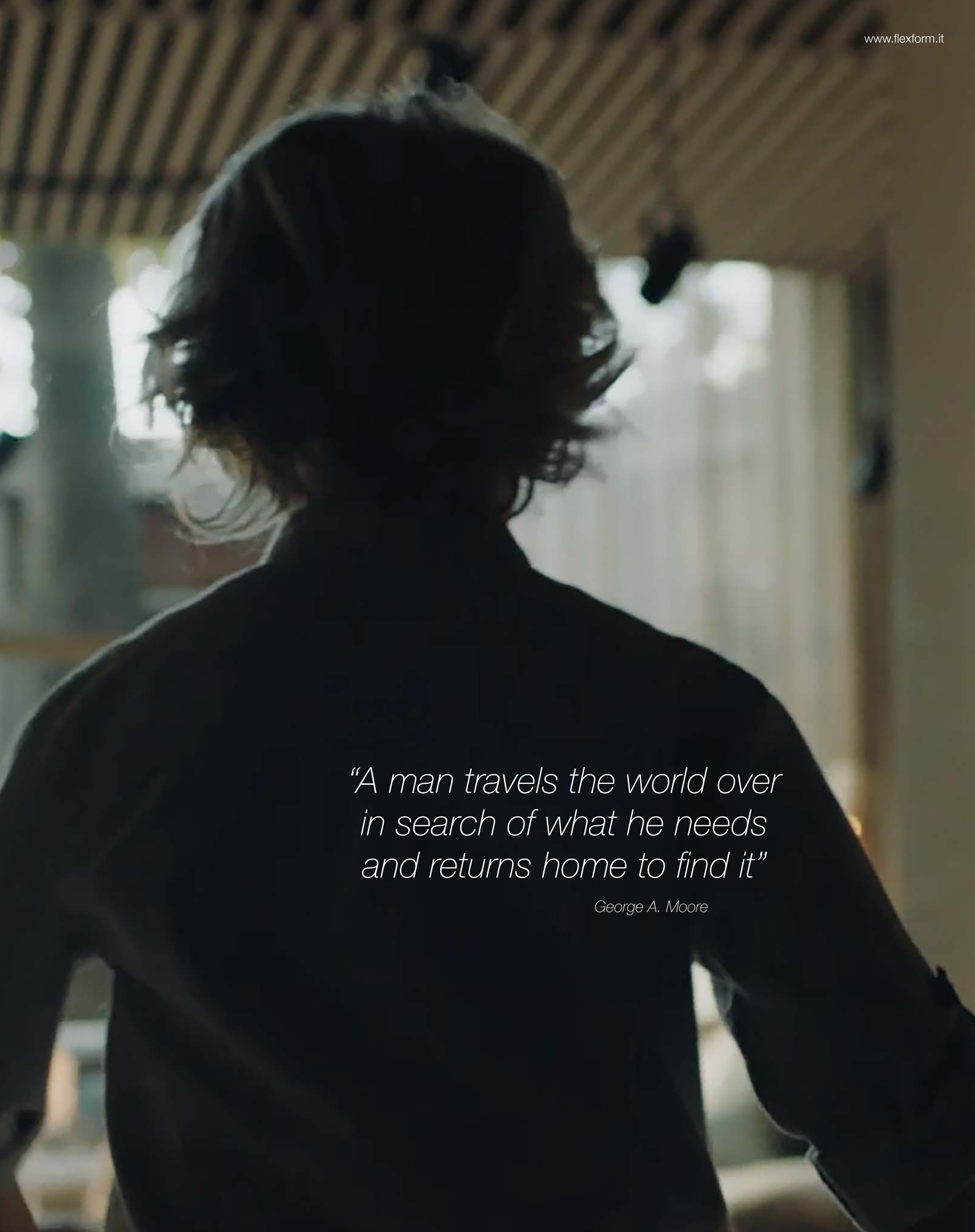
HOUSE IN MARRAKECH, MOROCCO
PHOTO: NICOLAS MATHEUS

*"You will find what you have never seen
in places where you have never been"*

African proverb





A person is shown from the back, in silhouette, looking out of a window. The person's hair is dark and curly. The background is a bright, out-of-focus view of a city street with buildings and a car. The lighting is soft, creating a contemplative mood.

*"A man travels the world over
in search of what he needs
and returns home to find it"*

George A. Moore

Index

Italy

8 PENTHOUSE AT BOSCO VERTICALE BUILDING, MILANO, ITALY

PROJECT: STUDIO MATTEO NUNZIATI

SECTIONAL SOFA: SOFT DREAM

ARMCHAIRS: GUSCIO

OTTOMAN: BANGKOK

SMALL TABLE: FLY

12 MANDARIN ORIENTAL HOTEL, SUITE FORNASETTI, MILANO, ITALY

PHOTO: SANTI CALECA

SOFA: GUSCIO

ARMCHAIR: BOSS

SMALL TABLE: FLY

14 QC TERME, WELLNESS CENTER, SAN PELLEGRINO, BERGAMO, ITALY

ARMCHAIRS: A.B.C.

OTTOMANS: A.B.C.

16 EDEN HOTEL, BORMIO, ITALY

PROJECT: ANTONIO CITTERIO

PATRICIA VIEL AND PARTNERS

SOFA: FEEL GOOD TEN ALTO

SMALL TABLE: FLY

CHAIRS: GELSOMINA

21 AQUAZZURA HEADQUARTER, FIRENZE, ITALY

PROJECT: CASA DO PASSADIÇO

PHOTO: FRANCISCO ALMEIDA DIAS

SOFA: GUSCIO

ARMCHAIRS: GUSCIO

22 SANLORENZO YACHT SL 106 615

SECTIONAL SOFA: CESTONE

CONSOLE: JIFF

OTTOMANS: BANGKOK

SMALL TABLE: FLY

24 VILLA IN TREVISO, ITALY

PROJECT: ZAETTASTUDIO

PHOTO: ALBERTO FERRERO

ARMCHAIRS: A.B.C.

26 FARMHOUSE IN TODI, UMBRIA, ITALY

PROJECT: ALHADEFF ARCHITECTS

PHOTO: MARK ROSKAMS

SECTIONAL SOFA: GROUNDPIECE

Europe

32 VILLA IN KLAMPENBOR, DENMARK

PROJECT: ARNE JACOBSEN

PHOTO: KRISTIAN LÜTZAU

SOFA: MAGISTER

34 RAILWAY HOUSE, SANTPOORT, HOLLAND

PROJECT: ZW6 / ZECC ARCHITECTS

PHOTO: CORNBREAD WORKS

SOFA: LIFESTEEL

36 W.I.N.D. HOUSE, HOLLAND

PROJECT: UNSTUDIO

PHOTO: FEDDE DE WEERT

PHOTO: INGA POWILLEIT

DORMEUSE: EVERGREEN

SOFA: EVERGREEN

40 HOUSE IN HAELEN, HOLLAND

PROJECT: Lab32 Architecten,

ROB ZEELEN INTERIOR

PHOTO: WIM PAUWELS BETA-PLUS

SECTIONAL SOFA: LIFESTEEL

CHAISE-LOUNGUES: HAPPY

42 THE JANE RESTAURANT, ANTWERPEN, BELGIUM

PROJECT: STUDIO PIET BOON

PHOTO: RICHARD POWERS

ARMCHAIRS: FEEL GOOD

44 PRIVATE HOUSE IN CORNWALL, UK

PROJECT: LAURENCE ASSOCIATES

SECTIONAL SOFA: GROUNDPIECE

46 OAK HILL, HOUSE IN HAMPSTEAD, LONDON, UK

PROJECT: CLARIDGE ARCHITECTS

SECTIONAL SOFA: GROUNDPIECE

ARMCHAIR: THOMAS

50 BVLGARI HOTEL LONDON, UK

HIGH STOOLS: MORGAN

52 HOUSE IN WARSAW, POLAND

PROJECT: FJ INTERIOR DESIGN

PHOTO: SARA NIEDZWIECKA

SECTIONAL SOFAS: CESTONE

54 HOUSE IN COLOGNE, GERMANY

PHOTO: CHRISTIAN SCHAULIN

SOFA: HAPPY

SMALL TABLE: FLY

ARMCHAIR: HAPPY-HOUR

SMALL TABLE: DIDA

OTTOMAN: SOFT DREAM

SOFA: SOFT DREAM

ARMCHAIR: PETER

SMALL TABLE: MARGARET

SMALL TABLE: DANY

58 LA RÉSERVE PARIS HOTEL AND SPA, FRANCE

DORMEUSE: VICTOR

SECTIONAL SOFAS: GROUNDPIECE

SMALL TABLES: GROUNDPIECE

SMALL TABLE: OCEAN

SECTIONAL SOFA: LONG ISLAND

62 APARTMENT IN PARIS, FRANCE

PROJECT: GÉRARD FAIVRE

PHOTO: MATHIEU FIOL

SOFAS: GUSCIO

ARMCHAIRS: GUSCIO

64 HOUSE IN LYON, FRANCE

PROJECT: CLAUDE CARTIER

PHOTO: GUILLAUME GRASSET

SOFA: HAPPY

67 RIVEA RESTAURANT AT BYBLOS HOTEL, SAINT-TROPEZ, FRANCE

HIGH STOOLS: FEEL GOOD

68 CHALET MONT-BLANC MEGÈVE, FRANCE

PHOTO: STUDIO BERGOEND

ARMCHAIR: GUSCIOALTO

SECTIONAL SOFAS: GRANDEMARE

OTTOMAN: GRANDEMARE

72 APARTMENT IN LYON, FRANCE

PROJECT: CLAUDE CARTIER

PHOTO: STUDIO ERICK SAILLET

CHAISE LONGUES: HAPPY

SECTIONAL SOFA: CESTONE

SMALL TABLES: DANY

75 CHALET IN VAL D'ISÈRE, FRANCE

PROJECT: HELLE WALSTED

PHOTO: WICHMANN + BENDTSEN

SOFA: VICTOR

76 HOUSE IN BRISSAGO, SWITZERLAND

PROJECT: WESPI DE MEURON ROMEO ARCHITECTS

PHOTO: HANNES HENZ

SECTIONAL SOFA: SOFT DREAM

78 **THE VIEW LUGANO HOTEL,
SWITZERLAND**

ARMCHAIR: A.B.C.

SMALL TABLE: VIENNA

80 **SON VIDA HOUSE,
PALMA DE MALLORCA, SPAIN**

PROJECT: JORGE BIBILONI STUDIO

SOFAS: SOFT DREAM

ARMCHAIRS: A.B.C.

SMALL TABLE: VIENNA

84 **HOUSE IN PALMA DE MALLORCA, SPAIN**

SECTIONAL SOFA: GROUNDPIECE

OTTOMANS: BANGKOK

CONSOLLE: JIFF

86 **SANT FRANCESC HOTEL SINGULAR,
PALMA DE MALLORCA, SPAIN**

ARMCHAIRS: FEEL GOOD

OTTOMANS: FEEL GOOD

88 **YURBBAN TRAFALGAR HOTEL,
BARCELONA, SPAIN**

SOFAS: GUSCIO

90 **FAMILIAR HOUSE IN MARBELLA, SPAIN**

PROJECT: A-CERO, JOAQUIN TORRES

PHOTO: JACOBO ESPAÑA (NEGAMI)

SECTIONAL SOFA: LIGHTPIECE

92 **VILLA GOLF PERELADA, GIRONA, SPAIN**

PROJECT: RUIZ NARVAIZA ASSOCIATS

PHOTO: JORDI MIRALLES

DORMEUSE: CESTONE

SMALL TABLES: PLAIN

BOOKSHELVES: INFINITY

SECTIONAL SOFAS: CESTONE

SMALL TABLES: CESTONE

SLOT-IN TABLES: CESTONE

94 **HOUSE IN PRAIA DA LUZ, PORTUGAL**

PROJECT: MÁRIO MARTINS

ATELIER / REFLEXÕES

CONTEMPORARY DESIGN,

WILLEMEN VAN DER BURG

SECTIONAL SOFA: SOFT DREAM

ARMCHAIRS: HAPPY-HOUR

98 **HOUSE IN ALGARVE, PORTUGAL**

PROJECT: STAFFAN TOLLGARD DESIGN GROUP

PHOTO: VASCO CÉLIO

SECTIONAL SOFA: LIGHTPIECE

SMALL TABLE: FLY

102 **SANLORENZO YACHT SD112 KATHLEEN**

PROJECT: ANTONIO CITTERIO

PATRICIA VIEL AND PARTNERS

SOFA: LARIO (CUSTOMIZED VERSION)

STOOL: CARLOTTA

ARMCHAIRS: EMILY

SMALL TABLES: OLIVER

CHAISE-LOUNGUES: AIR

104 **HAKKASAN RESTAURANT,
LING LING, MYKONOS, GREECE**

SMALL ARMCHAIRS: MARGARET

HIGH STOOLS: FEEL GOOD

106 **PRIVATE HOUSE IN BUCAREST, ROMANIA**

PROJECT: NUCA STUDIO & SQUARE ONE

SECTIONAL SOFAS: CESTONE

SMALL TABLE: CESTONE

CHAISE LONGUE: HAPPY

North America

110 **MAISON DU BOISÉ, QUEBEC, CANADA**

PROJECT: DESJARDINS BHERER

PHOTO: ANDRÉ DOYON

SOFAS: SOFT DREAM

OTTOMANS: SOFT DREAM

SMALL TABLES: MARGARET

114 **HOUSE IN SAN JUAN ARCHIPELAGO,
WASHINGTON STATE, USA**

PROJECT: HELIOTROPE ARCHITECTS

PHOTO: SEAN AIRHART

DORMEUSE: FEEL GOOD

119 **HÔTEL AMERICANO,
NEW YORK CITY, USA**

PHOTO: COURTESY OF HOTEL AMERICANO

SOFA: LIFESTEEL

120 **HOUSE IN SAGAPONAC, NEW YORK**

PROJECT: BATES MASI + ARCHITECTS

PHOTO: MICHAEL MORAN

ARMCHAIRS: PETER

BED: GROUNDPIECE

SECTIONAL SOFAS: GROUNDPIECE

ARMCHAIRS: EMILY

124 **PRIVATE HOUSE IN MIAMI,
FLORIDA, USA**

SECTIONAL SOFA: GROUNDPIECE

DORMEUSE: LIFESTEEL

ARMCHAIRS: THOMAS

128 **THE MIAMI BEACH EDITION HOTEL, USA**

ARMCHAIRS: HAPPY-HOUR

OTTOMAN: FEEL GOOD

130 **SEBASTOPOL RESIDENCE, CALIFORNIA, USA**

PROJECT: TURNBULL GRIFFIN HAESLOOP

PHOTO: DAVID WAKELY

SOFAS: GROUNDPIECE

BED: GROUNDPIECE

BED-SIDE TABLE: GROUNDPIECE

135 **GRAND HYATT HOTEL SAN FRANCISCO, USA**

DORMEUSE: CESTONE

ARMCHAIRS: HAPPY

SMALL TABLES: JIFF

136 **HOUSE IN MENLO PARK, CALIFORNIA, USA**

PROJECT: BUTLER ARMSDEN ARCHITECTS, REBA JONES

PHOTO: MATTHEW MILLMAN

SECTIONAL SOFA: SOFT DREAM

CHAISE LONGUE: HAPPY

SMALL TABLE: DANY

ARMCHAIR: PETER

ARMCHAIR: GUSCIO

138 **FLIP FLOP HOUSE, IN VENICE BEACH,
CALIFORNIA, USA**

PROJECT: DAN BRUNN ARCHITECTURE

PHOTO: TREVOR TONDRO

SECTIONAL SOFA: LIFESTEEL

140 **THE VENTANA CANYON HOUSE, ARIZONA, USA**

PROJECT: RICK JOY ARCHITECTS

PHOTO: JEAN-LUC LALOUX

SECTIONAL SOFAS: GROUNDPIECE

OTTOMANS: GROUNDPIECE

144 **KONA RESIDENCE IN HAWAII, USA**

PROJECT: BELZBERG ARCHITECTS

PHOTO: BENNY CHAN

SECTIONAL SOFA: GROUNDPIECE

Central and South America

150 **HOUSE IN SAO PAULO, BRAZIL**

PROJECT: STUDIO MK27

PHOTO: FERNANDO GUERRA

SOFAS: LIFESTEEL

155 **APARTMENT IN SAO PAULO, BRAZIL**

PROJECT: DIEGO REVOLLO

PHOTO: ALAIN BRUGIER

ARMCHAIRS: HAPPY-HOUR

156 **HOUSE BRAGANÇA PAULISTA, SÃO PAULO, BRAZIL**

CREDITS: DÉBORA AGUIAR ARQUITETOS

PHOTO: MARCO ANTONIO

SECTIONAL SOFAS: CESTONE

160 **APARTAMENT IN BARRA DA TIJUCA, RIO DE JANEIRO, BRAZIL**

PROJECT: ANA LÚCIA JUCÁ

SECTIONAL SOFA: GROUNDPIECE

ARMCHAIRS: CAROLINE

DORMEUSE: LIFESTEEL

SMALL TABLE: JIFF

162 **COLUMBUS YACHT 40SH**

SOFA: BIG BOB

SMALL TABLE: DANY

OTTOMANS: BANGKOK

CHAIRS: ISABEL

Russia

166 **W ST. PETERSBURG HOTEL, RUSSIA**

SOFAS: FEEL GOOD TEN

ARMCHAIRS: FEEL GOOD

OTTOMANS: FEEL GOOD

SMALL TABLES: FLY

168 **HOUSE IN MOSCOW, RUSSIA**

PROJECT: M17

PHOTO: RICHARD POWERS

CHAISE LONGUE: NONNAMARIA

170 **ELITE HOUSE IN ROSTOV, RUSSIA**

PROJECT: ARCHITECTURAL STUDIO CHADO

PHOTO: INNA KABLUKOVA

SECTIONAL SOFA: BEAUTY

Middle Est

174 **MANDARIN ORIENTAL HOTEL, BODRUM, TURKEY**

SOFAS: GRANDEMARE

ARMCHAIRS: DROP

SMALL TABLES: FLY

OTTOMANS: BANGKOK

SMALL TABLES: GIPSY

176 **MINTHIS HILLS, GOLF CLUB AND RESORT IN CYPRUS**

SOFAS: FEEL GOOD

ARMCHAIRS: FEEL GOOD

SMALL TABLES: DIDA

178 **NAPA MERMAID HOTEL & SUITES, CYPRUS**

ARMCHAIRS: THOMAS

SMALL TABLES: KIDD

180 **PENTHOUSE IN TEL-AVIV, ISRAEL**

PROJECT: ASAF LERMAN ARCHITECTS

ARMCHAIRS: GUSCIOALTO

OTTOMAN: SOFT DREAM

SMALL TABLE: FLY

SOFA: SOFT DREAM

182 **PRIVATE HOUSE, GEZER, ISRAEL**

PROJECT: KEDEM SHINAR DESIGN & ARCHITECTURE

PHOTO: AMIT GERON

ARMCHAIRS: HAPPY

SECTIONAL SOFA: GROUNDPIECE

OTTOMAN: GROUNDPIECE

184 **HOLIDAY PENTHOUSE IN TEL AVIV, ISRAEL**

PROJECT: GERSTNER ARCHITECTS

FOTO: AMIT GERON

SOFA: CESTONE

ARMCHAIRS: CESTONE

Asia and Oceania

188 **DAIKANYAMA TSUTAYA BOOKS, LIBRARY, TOKYO, JAPAN**

PROJECT: KLEIN DYTHAM ARCHITECTURE,

KENYA HARA, TOMOKO IKEGAI

PHOTO: NAKASA & PARTNERS

SOFA: HAPPY

ARMCHAIRS: HAPPY

ARMCHAIRS: BETTY

ARMCHAIRS: JENNY

190 **KYU KARUIZAWA HOTEL, NAGANO, JAPAN**

ARMCHAIRS: EMILY

192 **HOUSE IN SINGAPORE**

PROJECT: ROBERT GREG SHAND ARCHITECTS

PHOTO: AARON POCOCK

SOFAS: GROUNDPIECE

OTTOMAN: GROUNDPIECE

196 **RESORT CHEVAL BLANC RANDHELI, MALDIVES**

SECTIONAL SOFAS: CESTONE

SLOT-IN TABLES: CESTONE

202 **LITTLE NATIONAL HOTEL, CANBERRA, AUSTRALIA**

SOFA: GUSCIO

ARMCHAIRS: HAPPY

SMALL TABLE: DIDA

STOOL: PETER

204 **HOTEL PIER ONE SYDNEY HARBOUR, AUSTRALIA**

ARMCHAIRS: GUSCIOALTO

HIGH STOOLS: FEEL GOOD

208 **HOBSON BAY HOUSE, AUCKLAND, NEW ZEALAND**

PROJECT: JULIAN GUTHRIE

PHOTO: PATRICK REYNOLDS

SECTIONAL SOFA: GROUNDPIECE

ARMCHAIRS: THOMAS

SMALL TABLE: PLAIN

Africa

214 **APARTMENT IN CAPE TOWN, SOUTH AFRICA**

PROJECT: K/M2K ARCHITECTURE & INTERIOR DESIGN

PHOTO: ADAM LETCH

DORMEUSE: LIFESTEEL

SMALL TABLE: OLIVER

ARMCHAIR: ANTHONY

SOFAS: GRANDEMARE

ARMCHAIRS: A.B.C.

SMALL TABLE: JIFF

219 **HOUSE IN ABIDJAN, COTE D'IVOIRE**

PROJECT: AD ARCHITECTURE & DESIGN

SOFAS: CESTONE

222 **CONSTANTINE MARRIOTT HOTEL, ALGERI, ALGERIA**

ARMCHAIRS: HAPPY-HOUR

SMALL TABLES: JIFF

SECTIONAL SOFAS: CESTONE

SLOT-IN TABLE: CESTONE

ARMCHAIRS: FEEL GOOD

SMALL TEBLE: VIENNA

224 **HOUSE IN MARRAKECH, MOROCCO**

PHOTO: NICOLAS MATHEUS

ARMCHAIRS: PETER

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