

# Kartell

## **KARTELL 2008 – FULL COLOUR, FULL SPEED A TRADEMARK STYLE**

Kartell is set to present an amazing range of new products and innovative, original and highly distinctive proposals at the 2008 Milan Furniture Fair, confirming the great expansion that the company is currently undergoing.

Indeed, the stand will feature an amazing 20 new products, in a triumph of colours and shapes celebrating Kartell's relentless creative verve and constant striving for innovation.

These contemporary products recount the company's experimentation with plastic and its different applications and performances, embodying a unique style that has become Kartell's trademark.

Kartell products are the creative fruits of a world-famous team of designers who have developed a unique affinity with the company over the years. They are manufactured using sophisticated cutting-edge technologies and express their versatility and multipurpose nature in their applications: indoors, outdoors, offices, bathrooms, lighting.

The company dedicates particular attention to experimenting with texturisation and to the quest for new tactile, visual, aesthetic and chromatic effects. Quality and aesthetics merge in a uniquely comprehensive and multipurpose range. An iconic design firm and market leader, Kartell is also an acknowledged symbol of Italian production throughout the world, also due to its wide international distribution and the completeness of its range.

### **Indoor-outdoor: versatility revealed**

Multipurpose, eclectic, adaptable, hardwearing: these are the features that make many Kartell products perfect for both indoor and outdoor use. The high quality and characteristics of the plastics from which Kartell products are manufactured ensure that they are able to withstand all kinds of weather and changes in temperature, thus allowing them to preserve their good looks outdoors.

On occasion of the 2008 Furniture Show, the "**Kartell Outdoor Collection**" – the entire Kartell product range, perfectly suited for use in gardens, on terraces, around swimming pools and in outdoor areas of public premises and cafés – will be presented in a highly striking display in the Triennale Gardens in Milan.

### **The world of lighting: an unremitting success**

The great international popularity, huge product runs and progressive expansion of the lighting range, which the company revived in 2000 following the successes of the 1970s, have required Kartell to make **new investments and launch new projects** in the lighting sector, culminating in the recent creation of a dedicated business unit.

The Kartell lamps designed by Ferruccio Laviani play with plastic materials, exploiting their lighting capabilities and reworking the classic forms of table, floor and suspension lamps. The success will be celebrated at the Metropolis with an exclusive event staged in cooperation with Dolce&Gabbana: "**Laviani Plastic Lamps – Kartell Lights Collection**".

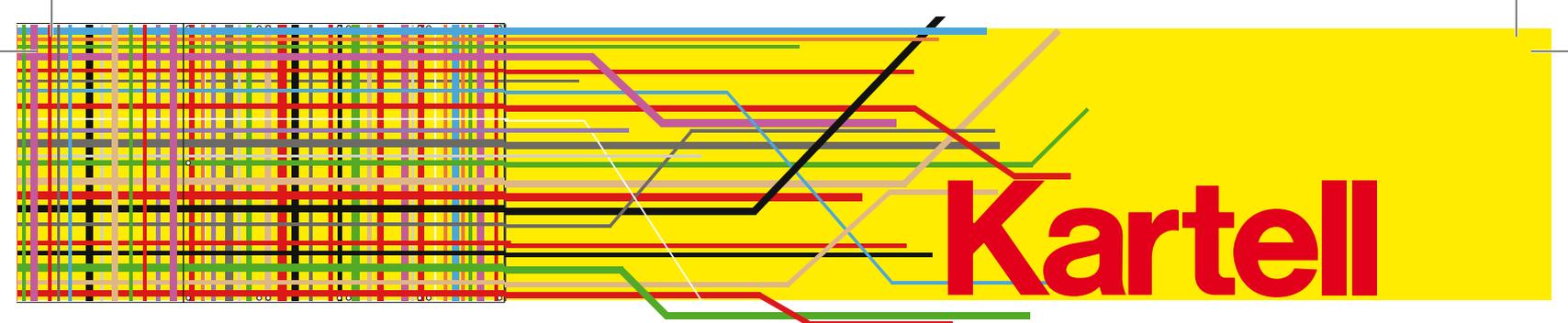
### **The sales network: the expansion continues with a retail plan that is unique in the sector**

The Kartell product range has given rise to an escalating commercial success and ever-wider distribution, through a unique retail network in the sector. Indeed, the brand is exported to 96 countries worldwide and sold in 120 single-brand Flag Stores and 150 Shop in Shops situated in the world's most beautiful cities, as well as over 4000 multi-brand outlets. These widely distributed retail points recount and encapsulate the spirit of the brand, which combines tradition and state-of-the-art design, humour, originality, innovation and practicality.

### **The story of a brand yesterday, today and tomorrow: the Kartell Museum in Noviglio and the "Temporary Museum" in the Milan Flag Store**

Tradition and present, past and future, innovative materials and classic forms, epoch-making products and previews: the Kartell Museum in Noviglio, located next to the company headquarters, traces **the brand's 60-year history** with a unique heritage of Italian design culture.

In order to bring its Museum's collection to the public, Kartell will transform its single-brand store in Via Turati in Milan into a temporary branch of the institution with a special layout devised by Ferruccio Laviani. A display of the company's iconic products, posters and historic catalogues will creatively and amusingly illustrate the main stages in the history of the brand that has become the symbol of Italian design.



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## THE PRODUCTS: ALL-ROUND CREATIVITY

- *Transparency is the brand's recurrent theme and the extensiveness of its range is its strength. Kartell's wide range continues to make it the market leader in its sector.*

**AMI AMI & AMI AMI TABLE (Tokujin Yoshioka):** Ami Ami is the first chair created by the Japanese designer for Kartell and features woven effects, the typical stylistic hallmark of Oriental culture. The entirely polycarbonate chair is the result of complex research and is available in a range of delicate colours. It is accompanied by a square table, whose polycarbonate top features the same woven effects.

**HI-CUT (Philippe Starck with Eugeni Quitllet):** this polycarbonate "jewel" chair with an ergonomic seat and sleek lines is available in three versions (transparent, black and white) and is embellished with an iridescent top in a rainbow of colours that makes it original and versatile.

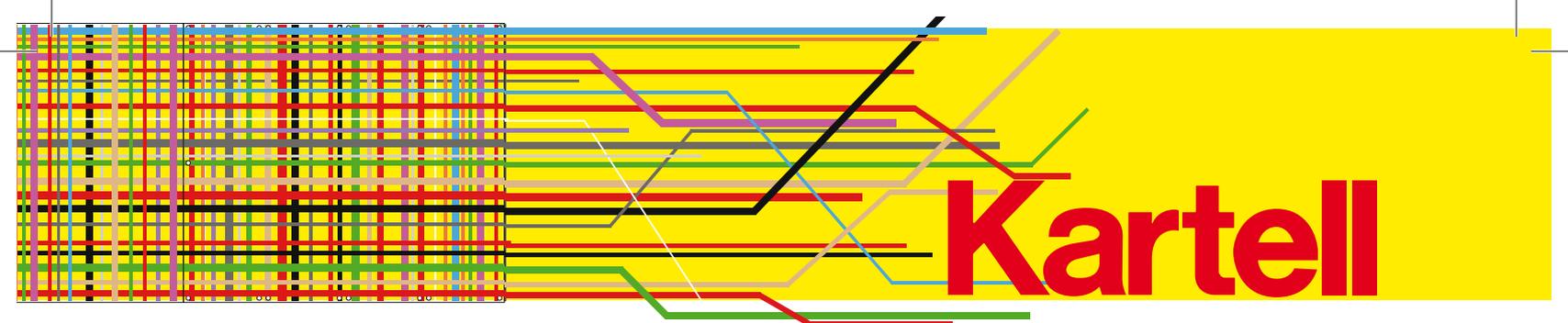
**FRILLY (Patricia Urquiola):** a product born out of the idea of an industrial sculpture transformed into an alluring transparent or coloured polycarbonate chair, offering light and sensual optical effects.

**PAPYRUS (Ronan and Erwan Bouroullec):** the first armchair designed by the Bouroullec brothers for Kartell has a highly contoured "skeleton" around which a seat with a patterned surface is built, entirely covered with narrow vertical lines.

**LOU LOU GHOST (Philippe Starck):** derived from one of Kartell's greatest bestselling products of all times, this chair is the "baby" version of the famous Louis Ghost, whose design, material, ergonomics and indestructibility it has inherited in order to teach children to use small-sized chairs but with adult forms.

**SPOON TABLE (Antonio Citterio with Toan Nguyen):** a new folding table, perfect for use in small spaces and easily transportable, which recalls the design of the Spoon Chair.

**DR. SEY (Philippe Starck with Eugeni Quitllet):** the ideal table to accompany the Dr. Yes chairs, which is perfectly at home outdoors, due to its weather-resistant structure.



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- *The definitive versions of Kartell's greatest hits enter production.*

**MR. IMPOSSIBLE (Philippe Starck with Eugeni Quitllet):** Kartell's "Mission Impossible" chair, which deploys state-of-the-art technology for the laser welding of its two transparent egg-shaped frames.

**THALYA (Patrick Jouin):** a chair boasting soft lines and surprising elegance and purity of form, embellished with a "scratched" motif that covers the entire surface.

**LIZZ (Piero Lissoni with Carlo Tamborini):** a minimalist chair that is versatile yet elegant, with a linear design and bold colours.

**DR. YES (Philippe Starck with Eugeni Quitllet):** a chair that combines practicality, solidity and good looks, destined for outdoor use.

**HONEYCOMB (Alberto Meda):** this chair with its original honeycomb texture has been designed for those seeking a lightweight folding seat and occupies very little space when closed (7 cm).

**FLIP (Antonio Citterio with Toan Nguyen):** this folding trolley, belonging to Kartell's range of furnishing accessories, vaunts a winning combination of plastic surfaces and a metal frame.

**NEUTRA (Ferruccio Laviani):** a suspension lamp, whose flying-saucer form creates diffused light.

**BOURGIE white/gold (Ferruccio Laviani):** the Bourgie lamp is one of Kartell's best-sellers, whose precious colour range has now been extended to include an opulent white and gold version.

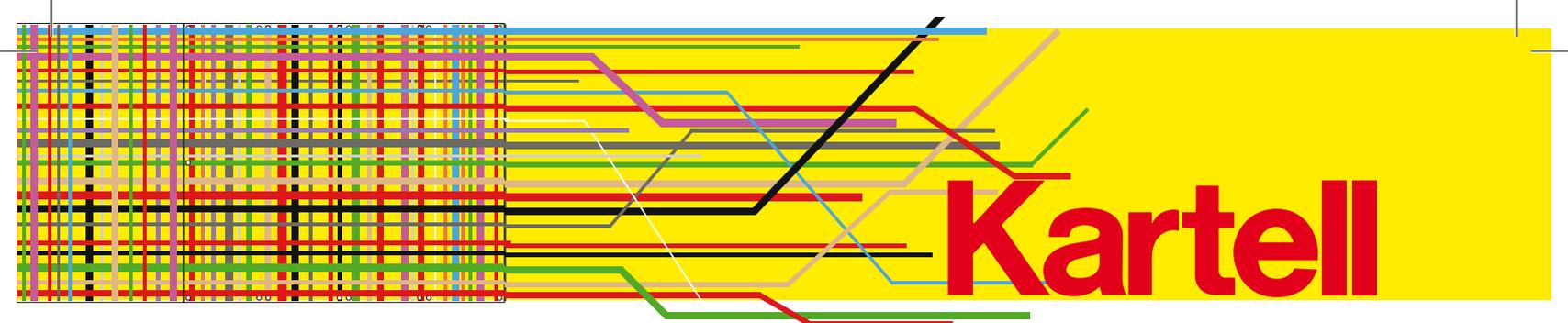
**TOPTOP Crystal (Philippe Starck with Eugeni Quitllet):** The new version of the TopTop table has a rectangular black and white top covered with a sheet of glass.

- *A celebration of multipurpose objects: Kartell products simultaneously perform several functions and are perfectly suited for outdoor use*

**POP (Piero Lissoni with Carlo Tamborini):** the modular sofa with transparent or black frame is now available with a new look suitable for outdoor settings, as it is upholstered in waterproof cotton fabric.

**BUBBLE CLUB Total Black (Philippe Starck):** a black reinterpretation of Kartell's first mass-produced plastic sofa.

**MISSES FLOWER POWER (Philippe Starck with Eugeni Quitllet):** a series of "giant-size" polycarbonate vases 164 cm tall, also available in the new opaque version, in red, white and black.



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## AMI AMI e AMI AMI TABLE

Design Tokujin Yoshioka

Inspired by the weave of a fabric, but made from polycarbonate in a single mould, Ami Ami (“weaving” in Japanese), is the new chair designed by Tokujin Yoshioka, a new addition to the Kartell team. Ami Ami was born out of the desire to reproduce woven effects, the typical stylistic hallmark of Japanese culture. The simple square lines contrast with the rich decorative motif, visible on both the inner and outer surfaces and created using a complex process. Ami Ami combines references to Oriental culture with the use of innovative materials like polycarbonate and is available in a range of delicate colours – amber, mother of pearl, smoke grey, opaline and transparent – and the saturated shades of white, red and black. The chair is accompanied by a table with aluminium legs and a 70x70 cm square polycarbonate top entirely covered with the same woven motif.

Material: transparent or mass-coloured polycarbonate  
Dimensions of chair: w. 41 cm; seat w. 35 cm; d. 50 cm; seat d. 39 cm; h. 85 cm; seat h. 46 cm  
Dimensions of table: top 70 x 70 cm; h. 72 cm  
Colours: transparent, amber, mother-of-pearl, opaline smoke grey  
opaque: white, black, red





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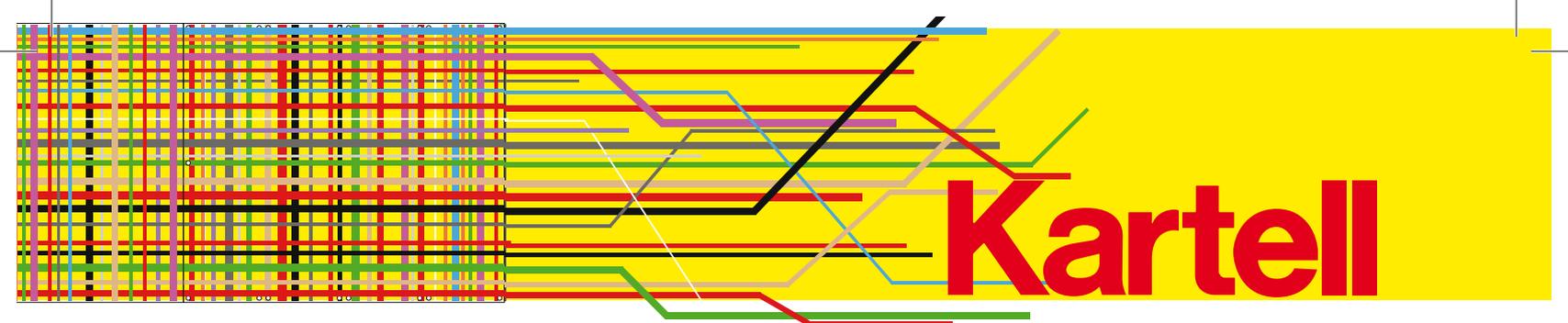
## HI CUT

Philippe Starck con Eugeni Quittlet

Kartell presents the latest development in transparency: Hi Cut, the new polycarbonate chair designed by Philippe Starck, which offers a perfectly ergonomic seat combining elasticity and solidity. The iridescent vertical lines in the structure of the top that customises the chair creates seductive plays of light and glints. The veritable rainbow of colours of the top and the possible combinations – 15 in all – give the chair an art deco air and make it extremely eclectic and precious, adding a touch of personality and originality to its surroundings. Hi Cut is available in three different versions (transparent, black and white) to be teamed with a range of fluorescent shades (purple, red, green and orange) plus the more classic transparent and smoke grey tones. The design of the structure of the chair, moulded in a single piece, is based on contrasting curves and angles: the front legs and front part of the seat are squared, while the rear legs and back have a softer, rounded form, which reverts to the angular design in the upper backrest.

Materials: transparent or black and white mass-coloured polycarbonate  
Dimensions: w. 46 cm; seat w. 36 cm; d. 55 cm; h. 84 cm; seat h. 44 cm  
Colours of structure: white, black, transparent  
Colours of top: red, grey, orange, green, purple





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## FRILLY

Design Patricia Urquiola

The new Frilly transparent polycarbonate chair designed by Patricia Urquiola for Kartell was born out of the idea of an industrial sculpture transformed into an alluring ergonomic form. The undulating effect that runs throughout the entire structure gives the chair a soft light appearance, like pleated fabric, creating a sensual optical effect that evokes natural forms: a crystal-clear waterfall, a petrified lava flow, the iridescent wings of a butterfly or the effect of the wind on a grassy meadow. The wide range of colours in which it is available reinforces parallels with the natural elements and gives it a further graceful touch.

Material: transparent polycarbonate  
Dimensions: w. 42 cm; seat w. 41 cm; d. 50 cm; seat d. 43 cm; h. 80 cm; seat h. 48 cm  
Colours: transparent, yellow, ochre, turquoise, red, pink, fuchsia, purple, chocolate, smoke grey, orange  
Opaque: white, black





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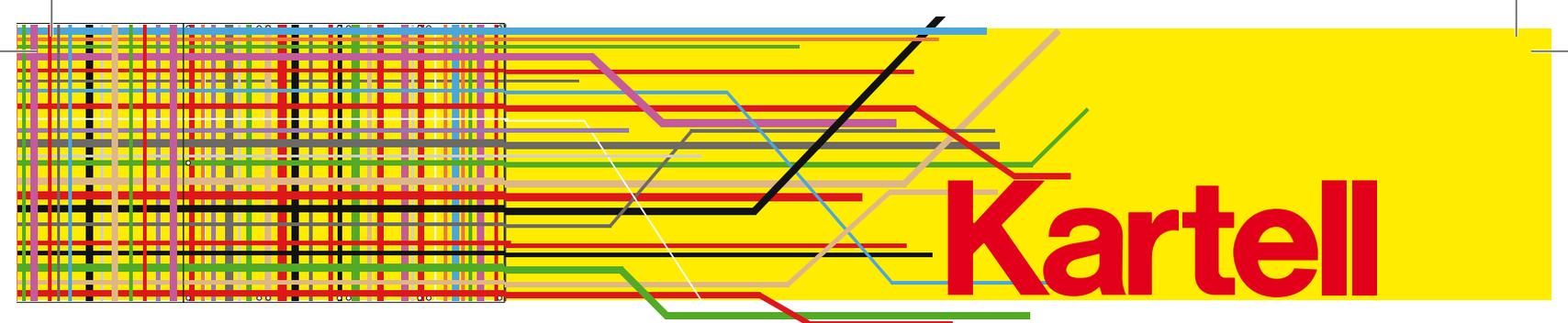
## PAPYRUS

Design Ronan and Erwan Bouroullec

The new transparent polycarbonate Papyrus armchair is inspired by the linear, well-defined structure of vintage chairs. Papyrus combines a translucent structure with a very fine vertical ridged pattern, which covers the outer surface of the rounded backrest, with its soft, enveloping design. The seat is comfortable and welcoming, and the entire chair is very light. The range of transparent colours in which it is available heightens the special effects created by the patterned surfaces.

Material: polycarbonate  
Dimensions: w. 60 cm; seat w. 48 cm; d. 49 cm; h. 79 cm; h. seat 44 cm  
Colours: transparent, yellow, green, purple, smoke grey, brown, blue and red





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## LOU LOU GHOST

Design Philippe Starck

The relentless success of Louis Ghost has spawned a “baby” version of Philippe Starck’s famous chair. Lou Lou Ghost has inherited its progenitor’s classic design, material, indestructibility and ergonomics, teaching children to use small-sized chairs but with adult forms. Lou Lou Ghost is available in a range of playful mouth-watering shades: fluorescent orange and green, sugar pink, blue, sky blue, purple, lilac, pale green and, of course, transparent.

Material: transparent or mass-coloured polycarbonate  
Dimensions: w. 38 cm; seat w. 28 cm; d. 34 cm; h. 63 cm; h. seat 32 cm  
Colours: transparent, pink, fluorescent orange, blue, yellow, green, light green, lilac, light blue  
mat: black, red and white





# Kartell

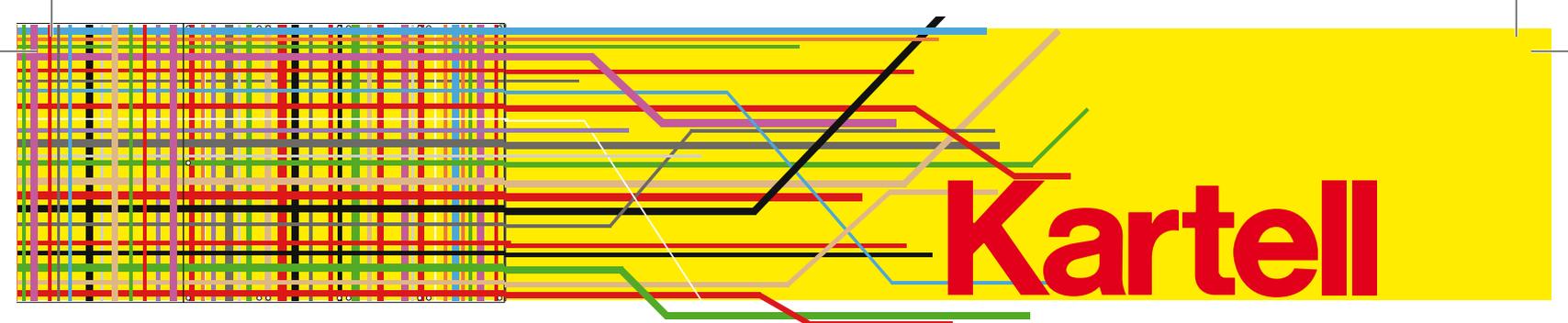
## SPOON TABLE

Design Antonio Citterio with Toan Nguyen

The new folding Spoon Table by Antonio Citterio has a technological top just 15 mm thick, which is both steady and lightweight. The bi-component moulded legs ensure sturdiness and good looks, while the knee mechanism has been designed to make it easy to fold and unfold, making Spoon Table easily transportable and ideal for use in small spaces.

Material of legs: mass-coloured modified polypropylene aluminium and melamine laminate honeycomb top  
Dimensions: w. 200 cm, d. 90 cm, h. 72 cm, h. 160 cm; d. 80 cm, h. 72 cm  
Colours: top white and leg in orange, white, blue, black and grey.





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## DR. SEY

Design Philippe Starck with Eugeni Quitllet

Designed to accompany the Dr. Yes chairs, the Dr. Sey table is also ideal for outdoor use. The scratchproof satin-finish top echoes the inner part of the Dr. Yes chair. The table features a single weatherproof painted aluminium leg and a monochrome aluminium base.

Material:           MDF top for outdoor use coated with scratchproof plastic laminate  
                          Leg: painted aluminium  
                          Base: monochrome aluminium

Dimensions:       base 45 x 45 cm  
                          top 60 x 60 cm; 70 x 70 cm  
                          h. 72 cm

Colours:           white, black, orange-red, grey, yellow, brown, orange





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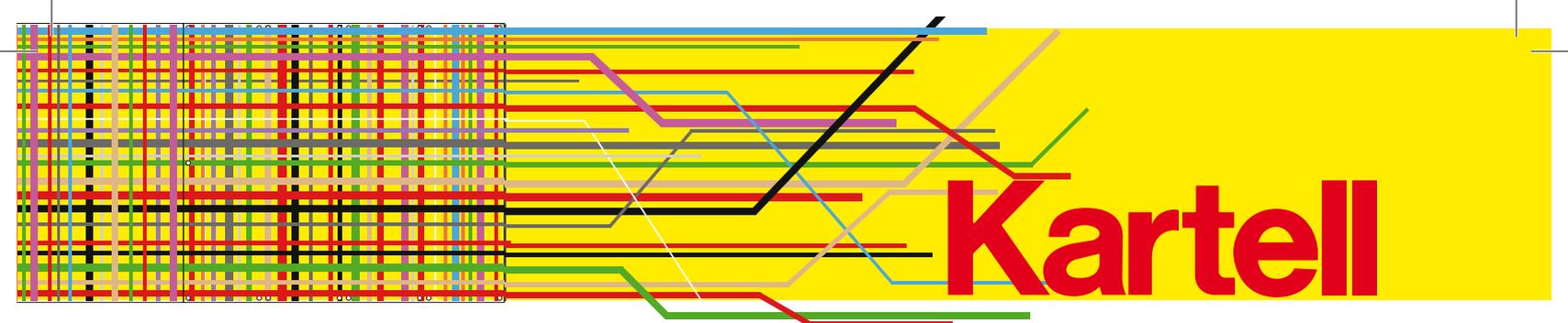
## DR. YES

Design Philippe Starck with Eugeni Quitllet

Dr. Yes is a chair with a unique stylistic character made from highly resistant material, making it ideal for contract furnishing and outdoor use. The structure has angular lines that curve slightly downwards, ensuring a comfortable seat. It is made from modified polypropylene using gas injection technology. The inner part of the chair has an opaque finish, almost resembling a soft fabric, while the surface of the back and the legs is glossy. The distinguishing features of the chair are its comfort, ease of cleaning and wide range of colours.

Material: mass-coloured modified polypropylene  
Dimensions: w. 51.5 cm; h. 79.5 cm; d. 49 cm  
Colours: white, black, orange-red, grey, yellow, brown, orange





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## MR. IMPOSSIBLE

Design Philippe Starck with Eugeni Quitllet

“Mission impossible” for Kartell and Starck: the new Mr. Impossible chair, a shell that seems to float in the air. This chair, characterised by an organic enveloping form, represents the first application of laser technology in the field of design and combines comfort with good looks. Mr. Impossible is a synthesis of the most sophisticated design and the most advanced plastics manufacturing technology. Kartell rose to this new challenge by adopting a highly sophisticated technical procedure to weld two hemispheres together: the transparent frame and the seat, in opaque and translucent versions, are indestructibly joined, ensuring a truly surprising visual effect. The welding of two oval frames gives the plastic a new two-coloured effect that is also three-dimensional, for it allows the seamless merging of a transparent and a coloured surface, upturning our perception of the material, which becomes rich and ultra-technological. Hollow circular transparent legs support the chair, giving the impression that it is suspended in the air and creating a sensation utter lightness and harmony.

Material: transparent or mass-coloured polycarbonate  
Dimensions: w. 55 cm; d. 54 cm; h. 84 cm  
Colours: transparent, yellow, green, purple, smoke grey, brown, blue and red





# Kartell

## THALYA

Design Patrick Jouin

Thalya boasts a surprisingly simple design with a strong graphic impact that captures the attention. It is a transparent or coloured polycarbonate chair made using gas injection moulding. Its particular manufacturing process allows the surface to be incised with a pattern of irregular vertical and horizontal stripes covering the entire back of the seat and the backrest. The lines are gentle, with rounded corners, creating an “almost feminine” form.

Material: transparent or mass-coloured polycarbonate  
Dimensions: w. 40 cm; d. 39 cm; h. 84 cm  
Colours: transparent, green, purple, smoke grey, brown and red





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## LIZZ

Design Piero Lissoni with Carlo Tamborini

Lizz has just entered production, joining the already wide and original collection of Kartell chairs, each with a distinctive identity. The range is rich and diverse to offer a specific and complete response to the various shades of contemporary taste. It is couched in different design languages and expressed using the most sophisticated production technologies. This imprinting has given rise to the versatile Lizz chair, which is ideal for all settings due to its linear design, square forms wittily inspired by the archetype of the chair, and bold colours that “whisper” its identity in the living area. It is a simple product, but with a complex design process. Created using gas injection technology, the chair is formed in a single piece. The properties of the material used make it shockproof, scratch-proof and weatherproof.

Material: mass-coloured thermoplastic technopolymer  
Dimensions: w. 49 cm; d. 53 cm; h. 74 cm  
Colours: white, black, grey, green, orange, blue, coral red



## HONEYCOMB

Design Alberto Meda

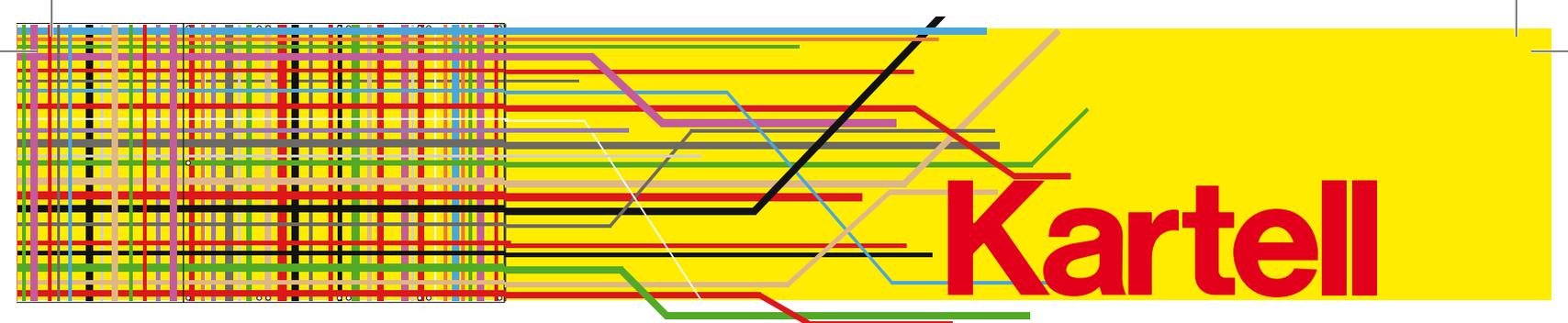
A folding chair with simple lines and an extremely elegant design, which was until now missing from the Kartell product range. The product's functional features are fully consonant with its aesthetic qualities. Designed by Alberto Meda, the chair is synonymous with elegance, utmost functionality and infinite attention to constructional details. Its seat and backrest have a structured texture arranged in hexagonal modules, combining striking good looks with practicality and ergonomics. Honeycomb is a folding chair with a steel frame and a transparent plastic backrest and seat. The honeycomb structure of the seat and backrest ensures the sturdiness and lightness required of a folding chair, while its three-dimensional pattern magically reflects the light. Honeycomb is easy to close, lightweight and elegant.

Material: transparent or coloured polycarbonate seat and backrest  
mat/brill anodised aluminium frame

Dimensions: open w. 44 cm; d. 44 cm h. 81 cm; h seat 46 cm  
closed w. 44 cm; d. 7 cm; h 92 cm

Colours: transparent, smoke grey, blue, green, yellow  
mat: white





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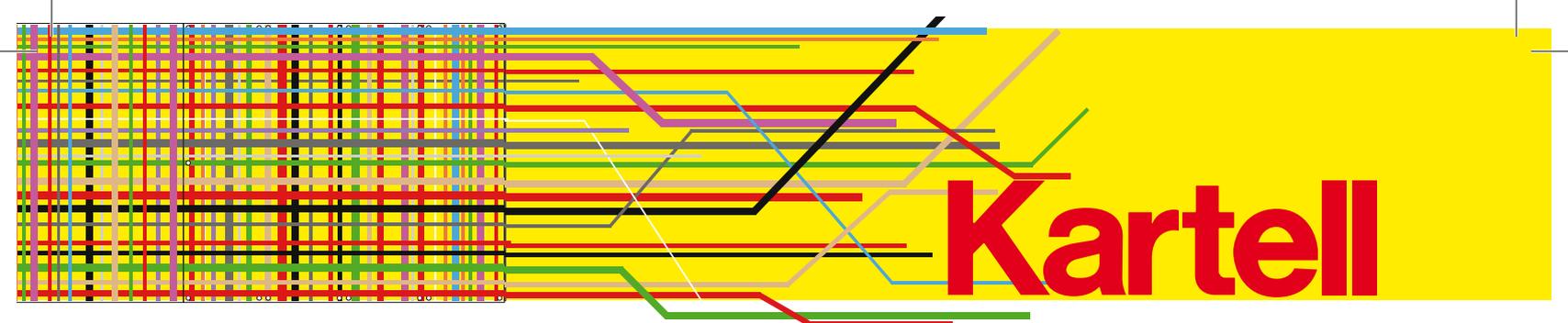
## FLIP

Design Antonio Citterio with Toan Nguyen

A new folding trolley joins the Kartell collection: Flip, which successfully combines plastic trays with a metal frame. The trays are made from PMMA lenticular sheet, constituting the utmost expression of practicality and sophisticated design. Flip can be used as a trolley, ideal for aperitifs and buffets, but also as a handy coffee table (the trays are independent). When folded up it occupies a very small space, making it easy to store.

Material: PMMA trays and chromed steel frame  
Dimensions: w. 80 cm; d. 40 cm; h. 72 cm.  
Colours: transparent version: crystal, orange, blue  
opaque version: black, white





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## NEUTRA

Design Ferruccio Laviani

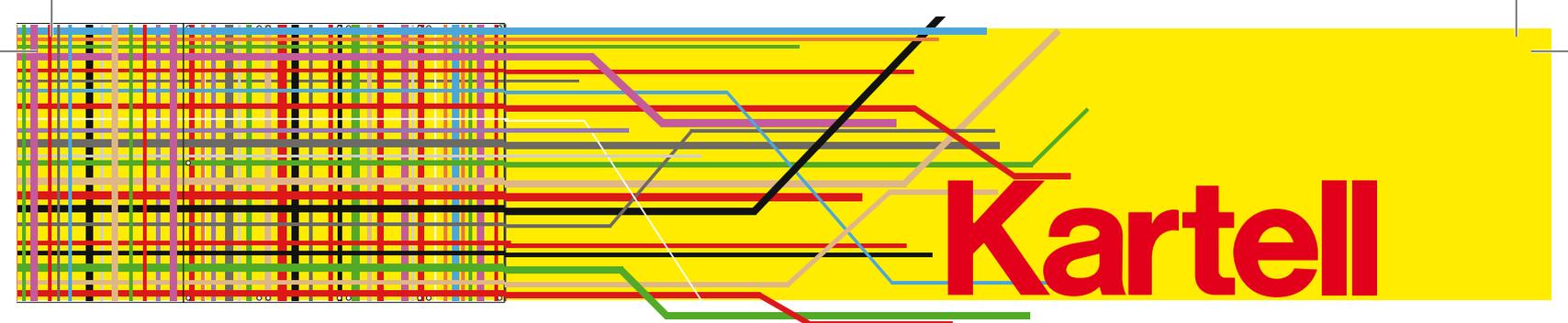
Elegant, austere and minimalist: Neutra is a suspension lamp made of two shell-like elements that encase the structure. It is a generously sized circular lamp ideal for contract furnishing or decidedly large rooms. The lamp's particular form ensures that light is diffused evenly over the entire area, while a handy adjustable system allows it to be levelled simply and easily.

Materials: mass-coloured PMMA diffuser  
Polycarbonate inner structure

Dimensions: Ø 90 cm; h. 22 cm

Colours: white, black.





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## MISSES FLOWER POWER

Design Philippe Starck with Eugeni Quitllet

An imposing piece, which redefines the surrounding space and enhances the time dedicated to floral décor. Misses Flower Power is a transparent polycarbonate vase with a “vintage effect” surface, which is decidedly oversized. The vase is manufactured by rotation moulding technology, applied for the first time to polycarbonate, resulting a single piece with an inner section that conveniently holds compost, water, plants or flowers. The base, manufactured in the same colour as the structure, ensures excellent stability.

Material: transparent or mass-coloured polycarbonate  
Dimensions: h. 164 cm; Ø 57 cm; base Ø 47 cm  
Colours: transparent: green, red, yellow  
opaque: white, black, red





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## **BOURGIE bianca/oro**

Design Ferruccio Laviani

Following the great success of the transparent, black, gold and chromed versions, Kartell presents a new and even more sumptuous white and gold interpretation of its celebrated Bourgie lamp. Its lavish, classic, traditional styling is infused with quirky innovativeness. Three intersecting decorated planes constitute the baroque-style base, while the large shade has a pleated effect that creates striking patterns when lit. The adjustable height of the shade enables the lamp to be assembled at three different heights (68, 73 and 78 cm), according to its intended use. Bourgie is thus ideal as a stunning decorative lamp on tables or desks. However, it can equally well be used on a side table in the living room, as an atmospheric light on a bedside table, as a floor-standing sculpture, as a reading companion on a handsome desk, and in many other ways due to its flexibility and great communicativeness.

Material: transparent or mass-coloured polycarbonate  
Dimensions: D. 37 cm, h. 68–78 cm  
Colours: Transparent, black, silver and gold, white/gold





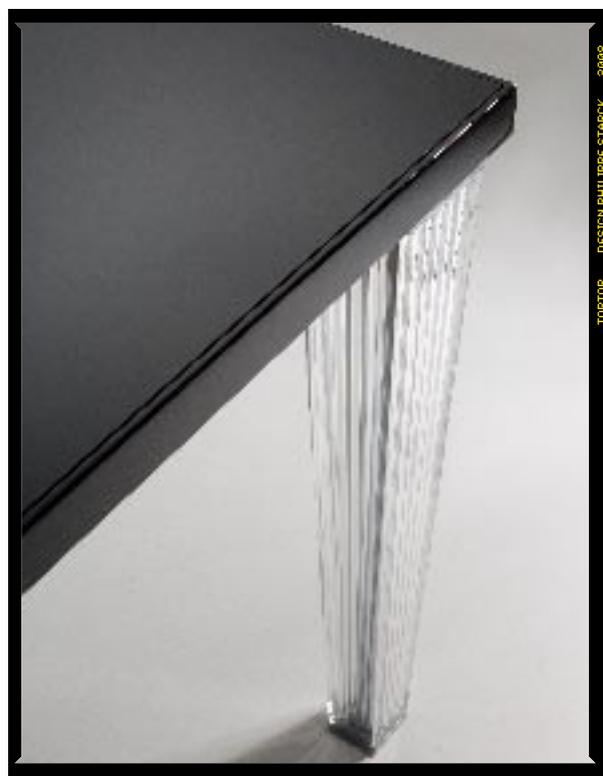
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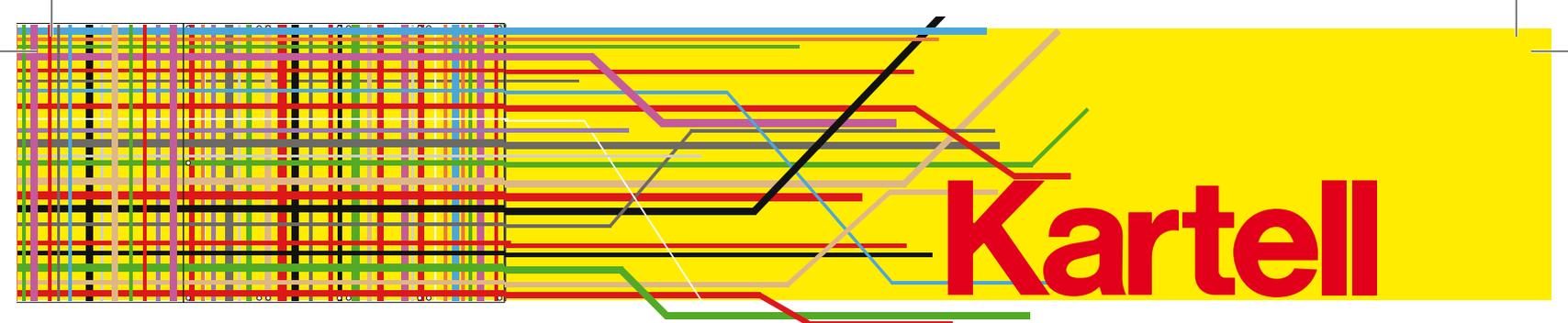
## **TOPTOP crystal**

Design Philippe Starck con Eugeni Quitllet

The new version of the TopTop table has a rectangular black and white top covered with a sheet of glass. TopTop Crystal is highly versatile and suited to different uses, combining simple, clean minimalist lines with a sophisticated elegant design. The tapered transparent legs with square-section and “pleated” surface have a metal core.

|             |  |
|-------------|--|
| Materials:  | Lacquered polyester and glass top<br>PMMA legs                     |
| Dimensions: | w. L.160 cm; d. 80 cm. h. 72 cm<br>w. L.190 cm; d. 90 cm. h. 72 cm |
| Colours:    | white, black   |





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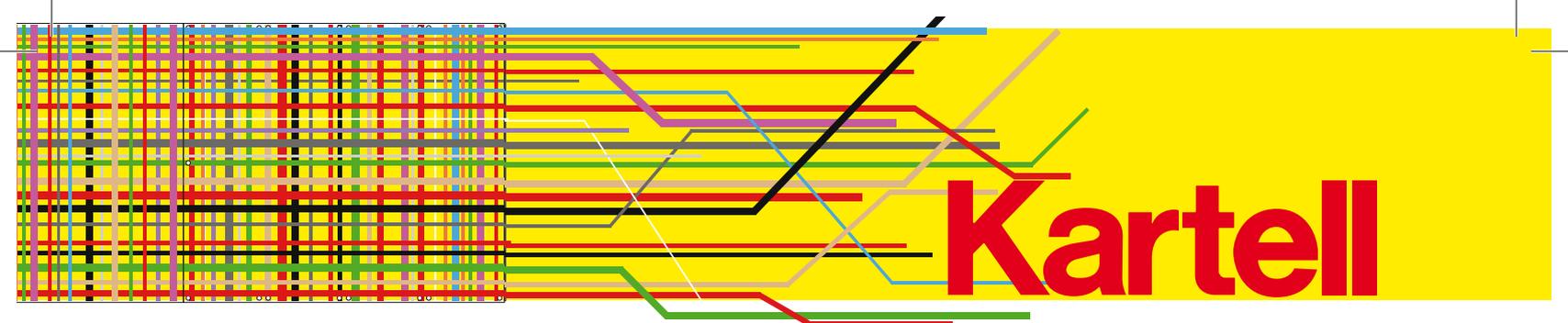
## POP

Design Piero Lissoni with Carlo Tamborini

Kartell presents a series of new versions of the POP sofa, including an outdoor adaptation with polyurethane filled cushions and waterproof technical fabric upholstery. For those seeking colour, POP is available in a brand new series of patterns and shades. There's also a version upholstered in a new jute fabric, and the polycarbonate frame is now available in elegant, fashionable glossy black, as well as the classic transparent option. Finally, the sofa becomes more flexible with the introduction of a corner module that also allows the addition of soft armrests. POP is a versatile and infinitely modular sofa that conveys the Kartell soul, through its transparent plastic frame, visual lightness and eclectic nature, combined with a strong identity. Lissoni has played with the basic concepts of seating, teaming roomy down-filled cushions, whose appearance varies according to the different upholstery materials, with a polycarbonate frame. This sofa once again demonstrates Kartell's ability to overcome prejudices about plastic with its high-quality designs, proposing a series of comfortable upholstered products characterised by an excellent price/quality ratio – a competitive advantage that has determined its commercial success.

Material: transparent and mass-coloured polycarbonate  
Dimensions: armchair: w. 94 cm; d. 94 cm; h. 70 cm  
sofa: w. 175 cm; d. 94 cm; h. 70 cm; seat h. 35 cm  
Colours: transparent and black frame





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## **BUBBLE CLUB, Total Black**

Design Philippe Starck

Kartell's Outdoor range is extended with Bubble Club, proposed in the new black finish for the Furniture Fair. The mass-coloured polyethylene Bubble Club is the pioneer of a new furniture concept: the all-plastic mass-produced sofa. Technology and research have allowed Kartell to be the first design company to mass-produce what has traditionally been handcrafted. Bubble Club is a large two-seater sofa, characterised by the soft line of the armrests, which contrast with the more linear rational form of the backrest. Together with the armchair and small table, featuring the same finishes and colours, Bubble Club is now a complete family, offering a "mass-produced living room". The exceptional weather resistance of all the Bubble Club products allows them to survive perfectly outside, making them ideal for furnishing gardens, terraces and pool areas.

Material: mass-coloured polyethylene  
Dimensions: Sofa w. 195 cm; h. 80 cm; d. 77 cm  
Armchair w. 105 cm; h. 80 cm; d. 77 cm  
Colours: zinc white, pale grey, pale yellow, pale green, earth red and black



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