

B&B Italia Outdoor 2020 *Collection*

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For 2020, B&B Italia presents three new outdoor collections, which complement its offer by opening up to three different complementary worlds. We are faced with the work of three undisputed masters of international design, who embody three unique approaches to product design.

The typically Italian touch of Antonio Citterio gives shape to **Hybrid**, a seating system that masterfully combines design rigor and comfort in a project that puts textile at the center. With the **Ayana** seats and tables, Naoto Fukasawa blends Far East and Northern Europe, thanks to a unique combination of essential shapes and natural wood, made possible by ingenious technical solutions that are as complex as they are invisible. The genius and the ironic twist of Philippe Starck, in his very first collaboration with B&B Italia, are best expressed with **Oh, it rains!**, a sofa and an armchair so full of ideas and surprises that ideally make them the founders of a new product category.

With the contribution of Citterio, Fukasawa and Starck, B&B Italia recounts three new outdoor stories, approaching project areas not previously explored by the company, also taking the opportunity to continue in the search for increasingly environmentally friendly solutions.

Combined with the vision of B&B Italia, each of these collections uses unique and distinctive aesthetic languages. Three stories suitable for different spaces, from traditional buildings to the most extreme architectures, from private spaces to public areas, from gardens to yacht decks, in some cases with products designed for the outside that could also be perfect indoors.

The fabrics, materials and finishes are an integral part of the Outdoor 2020 collections. B&B Italia further expands its proposal of outdoor fabrics by adding over 30 new references to its catalogue. The fabrics, made by the best Italian weavers, are produced from mass-dyed polypropylene yarns, a choice that guarantees better colour performance. Moreover, thanks to a special spinning technique, these fabrics look and feel warm and natural, while being waterproof and water-repellent. The care devoted to patterns, colours, trims and surface effects is part of the project, and all the elements are carefully studied to be combined perfectly and to adapt to different product families, new and existing. In this way, every single upholstered piece can be personalized, still maintaining the identity and uniqueness of the original design.

Hybrid

design *Antonio Citterio*



After the great success of Ribes, Antonio Citterio developed some design ideas behind it and created **Hybrid**, an innovative new system of modular seating elements that it is so versatile it can be arranged into an almost infinite number of combinations.

The key role of the textile dimension stands out immediately, with upholsteries that cover completely the generous padding, the absolute protagonist. These are typical elements of indoor furnishings, which find with **Hybrid** an outdoor interpretation. Hence the name of the collection, which is proposed as a real link between the inside and the outside of the house. **Hybrid** represents in fact the perfect furnishing element for climates and spaces that are defined by a continuous blend of inside and outside environments, with rooms that open to an en-plein-air dimension, and for living spaces integrated into terraces and gardens.

The combination of opposites happens not only visually, but also through the sense of touch. **Hybrid** guarantees in fact the typical comfort of traditional upholstered furniture for interiors, thanks to a new type of mattress seat conceived for outdoor furnishing. The cushions are actually made with paddings with different densities, carefully designed to pleasantly accommodate the body and support it at the same time, without sinking.

The supporting structures are almost invisible, and the seat seems to float a few centimeters above the floor. The solid base is formed by a frame in extruded aluminum painted in the colours sage, clay and anthracite, and is completed by a platform with fiberglass slats. The backrest conceals an aluminum structure, covered with soft polyurethane, which is in turn covered with a padded sheath, completed with a cover in waterproof fabric.

The platform is available in eight sizes and two depths, while the armrest and backrest come in two heights. To guarantee further comfort to the deeper seat, the low backrest can be raised with an additional headrest cushion. Additional cushions in various sizes enrich the range, offering countless design and chromatic solutions.

The **Hybrid** collection also includes a series of new outdoor fabrics made with mélange polypropylene yarn in five colour variants that are accented by refined trims. Choices that confirm a decisive and elegant presence for interiors and outdoor spaces.

All the objects in the **Hybrid** collection can be dismantled completely. At the end of the life cycle, each individual element can be separated and disposed of following the path best suited to each material.

Ayana

design *Naoto Fukasawa*



Minimalist and innovative, the **Ayana** collection becomes a new chapter in the story that connects B&B Italia to Naoto Fukasawa. It sees wood as the protagonist, interpreted in an unusual way, with a pleasant oriental touch.

The entire collection is based on structures with a round section, a far cry from the traditional square section that defines many outdoor furnishings. As if they were made of sticks simply set next to one another, the **Ayana** structures are made of natural teak. The wood is unpainted to allow it to age and evolve in the most genuine way, respecting the intrinsic characteristics of this material. An ancestral choice that recalls ancient tools and primitive constructions, which however conceals ingenious technical solutions. The structures are also distinguished by the presence of invisible joints that do not include metal elements such as screws, but only wooden pins. An aesthetic choice that is also a functional one: in fact, this allows the wood to continue its transformations as weather conditions change, without however causing irreversible cracking or deformation.

In Fukasawa's vision, round sections and untreated wood create a more natural look that is completed with a seat style that is halfway between the Far East and contemporary Scandinavian. If the depths and heights are a clear reference to the south-east Asian tradition, the backrest recalls a Swedish wall bar, an exercise equipment turned into a load-bearing element. Thanks to this solution, the elements of the **Ayana** collection can be enjoyed and appreciated at 360 degrees, discovering on each side a new elegant interplay of intersections and proportions.

Two and three seat sofas and the armchair have armrests at different heights. The armchair armrest is higher to guarantee a more ergonomic seat. The sofa armrest, which is lower, can be combined with a cushion that is easy to be fastened and removed, and helps to lie down more comfortably if necessary. The upholstery of this collection stands out for the individual cushions, all covered with waterproof fabrics.

Ayana's warm minimalism is completed with a chair, a dining table and a low table. The dining chair recalls the stylistic features of the other seats, for a perfect family feeling, with the structure in natural teak wood and two generously padded cushions covered in fabric. The table stands out for its oval top in serpentine, a typical stone of the Alps. The supporting structure in natural teak appears light but is extremely robust, able to resist weather and support the heavy top. Even the coffee table has a round section structure in natural teak, with a top in serpentine. Its broad dimensions allow to create a pleasant convivial atmosphere in outdoor settings.

Ayana is a project with a green soul. The teak used to make the structures is FSC certified (Forest Stewardship Council) and all the materials that make up the various elements of the series, at the end of the product's life cycle, can be separated and disposed of with respect for the environment.

Oh, it rains!

design *Philippe Starck*



“Is it raining? No it isn’t. Oh, it rains!”

The first B&B Italia and Philippe Starck partnership created the **Oh, it rains!** collection which offers a sofa and an extremely elegantly designed outdoor armchair. The visionary collection fits functionally and perfectly into any public or private environment.

Oh, it rains! impresses at first glance because of its generous backrest, which provides an intimate and protective space naturally. It has elegant lines and many comfortable optional cushions, and a large backrest with impeccable ergonomics. Form and function combine in a quick and effective movement, which allows the backrest to be reclined during bad weather. It is perfectly suited to any environment, **Oh, it rains!** combines timeless elegance, maximum comfort and innovative design.

After years of work, the B&B Italia Research and Development Centre and the creator Philippe Starck have developed an original mechanical joint which allows the backrest to be reclined. The **Oh, it rains!** Collection’s aluminium mechanism is visible as an evocative element of interaction between form and function. This gives the sofa and armchair the necessary support and stability on any ground or weather condition.

“Oh, it rains! is an innovation. It is not about style, not about trend. It is only about the rain.

It is high technology with high quality, high intelligence and comfort. It is very B&B.” - Philippe Starck

The materials used are available in a palette of warm and natural tones ranging from beige to brown, while the raffia-inspired fabrics are water-repellent, making the furniture completely waterproof.

All elements, including the backrest, are customisable. The seat structure can be integrated with a side table in Mediterranean stone.

Oh, it rains! can be completely disassembled and, at the end of its life cycle, the materials of each element can be separated, to dispose of them in the most appropriate way according to their type.

Tramae

design *unPIZZO*



unPIZZO, a design studio and textile handicrafts laboratory specialized in interlacing for furnishing, continues its research on the revival of ancient craft techniques with **Tramae**, a brand new ottoman for B&B Italia. Available in three dimensions, this small object full of character stands out for its hexagonal shape, which is rounded until the edges are no longer visible. The surface shows a singular dynamic mix of materials and colors that come to life through an exclusive weave that reinterprets the tradition of wicker basket making in a contemporary key. At the end of its lifespan, **Tramae** can be dismantled completely so that each component can be separated and disposed of in the best way for each material.

Hospes

design *CR&S B&B Italia*



The B&B Italia's Research & Development Centre has developed **Hospes**, an extremely versatile ottoman that is at its best in any room. A dynamic complement that can be used in different ways and fits perfectly with different product families. Made in two sizes and three colors - overseas blue, stone, anthracite - it is based on a robust aluminum frame covered with an interlacing of waterproof ropes. On top, the interlacing is held up by webbing that provides support and comfort.