

Chairs: Promosedia

FFVFW

DESIGN INFORMATION SYSTEMS, INTERIORS, MATERIALS, MARKETING, COMMUNICATIONS

Architects and designers in search of a specialist show at which to explore the latest developments and material innovations in European chair design had a treat at last month's Promosedia 2006. The 20th International Chair Exhibition in Ulm, Italy, from conservative to lively concept and fairly residential, the 2006 mainly local exhibitors came to show off fresh designs, being prototypes and one or two real luxuries. It's nothing like a lot of British furniture week's evidence, with fads a hotchpotch of striking dark wings, lighter woods, distressed leathers and vibrantly coloured plastics and resins. In structure, smooth curves were very much in, with the emphasis on inviting the 12,500 visitors to curl up comfortably. Highlights of the year's show included the Top Ten Awards for domestic and residential chairs (right) (p. 56), the not yet set young designers' exhibition, the Calceus Memorial Challenge International Design Competition, and an exclusive visit to Italy's premier furniture testing laboratory CAVAB, all supported with local politicians' (laughs). And of course, not having to worry about tired legs from all that wandering around. For more information and news from the show visit www.promosedia.it.



New company design of designer **Stefano Piva** (left) and **Luca Cusi** (right) received a gold award at the 2006 International Chair Exhibition in Ulm. It is one of the new models from a single piece of cast aluminium structure designed in the 'V' series. It incorporated the design of the integrated seat and backrest, which are made of a single piece of cast aluminium in the modern frame.



Wood Furniture Part of the Promosedia exhibition was particularly notable. It showcased various models, including the **Stefano Piva** (left) and **Luca Cusi** (right) models. The chairs are made of a single piece of cast aluminium in the modern frame.



Overall, the exhibition in the competition for the exhibition of the year. **Stefano Piva** (left) and **Luca Cusi** (right) received a gold award at the 2006 International Chair Exhibition in Ulm. It is one of the new models from a single piece of cast aluminium in the modern frame.



Further information on the exhibition and other events can be found on the website www.promosedia.it. The exhibition was held in the modern frame.