





nidi



Maison&Objet
17–21.01.2020



Nidi @ Maison & Objet
KIDS & FAMILY area
Hall 2 Stand H5



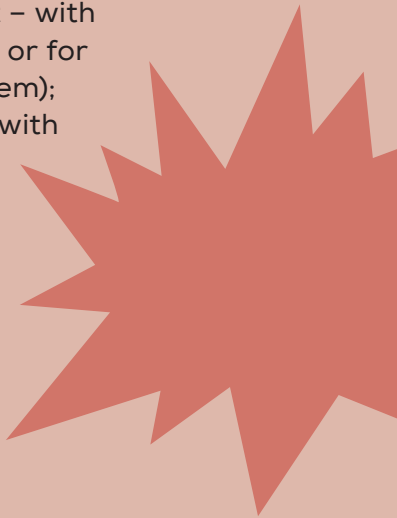


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For the second year running, **Nidi** - the kids and teen space brand from furniture company **Battistella Company** - will be at the important Paris event, **Maison & Objet**, from 17 to 21 January 2020, with an unmistakable, well thought-out renewal of its collection that is set to turn heads.

Inside the show's Kids & Family area (Hall 2), **Nidi's** 60 square metres of exhibition space will be outfitted with different furniture **arrangements, complements, fabrics** and **colour palettes**, mixing classic elements with unprecedented solutions, to create extraordinary rooms where kids can play, do their homework, and sleep, as well as dream, experiment and, above all, grow.

A large wall fitted with a wardrobe - featuring nuvola-coloured doors and coloured interiors - makes a perfect perimeter for the **Nidi** space: the featured configuration cut to accommodate a slope ceiling is designed to provide great storage, a signature of the Italian company's solutions. Coloured open shelving adds a lighter touch to break up the run of wardrobe doors: in order of appearance, an opening in rosa housing the TV thanks to the innovative multifunctional **Loop** system, with built-in TV mounting bracket; a second ciliegia-red recess is home to a trio of practical drawer units - which also provide a comfortable place to sit with the addition of the padded seat - with the **Jack** unit (for listening to music via the Bluetooth speakers, or for charging devices with the double USB socket and wireless system); while the back wall is given a functional treatment on one side with



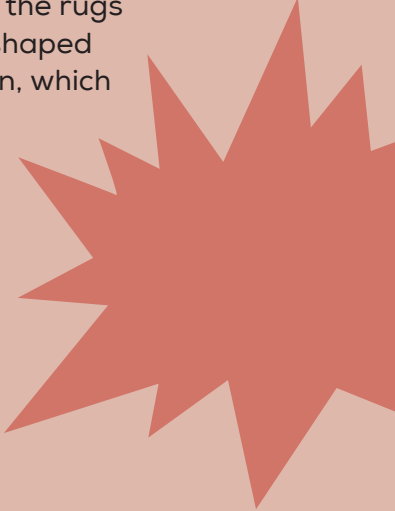


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the **Dots** wooden pegboard accessorized with a shelf, tidy trays and mirror, and, on the other, given a cosier look with the padded fabric of the **Becky** panels; next up are open shelves set in a papaya-coloured vertical opening, a small zenzero-coloured opening at the top and, to finish, a pino-coloured recess housing the **Loop** structure with white connectors and wooden shelves.

Nidi has come up with a smart idea for furnishing the bedroom “for two”, by organizing the space across two levels: the light look of the **Dots** bunk bed with fixed ladder and padded shaped guards; and the geometric design - like a 3D puzzle - of the **Regoli** bed, a floorstanding module with drawers and open shelving, integrated with base storage units. A muted overall look is created by decking out the wall with padded panels (**Becky**), slim shelves, coloured clothes hanger knobs (**Woody**) in various sizes, and an extra-deep (88 cm) wardrobe with **Pann** padded side panel. This first bedroom nook is enriched with the texture of the **Tartan** rug and colours of the **Galaxy** wallpaper.

The other **Nidi** bedroom solution is the Pillow single bed with its generous padded headboard and wooden legs (**Dots**), together with the **Iori** ottoman - which doubles as a soft bedside table - the desk (**Vanny**) with practical pen holder, and the upholstered chair on castors (**Leaf**). Accessories are not to be underestimated: hence the addition of the rugs - **Stars** with its myriad dots forming a night sky, and the cuddly shaped **Polar Bear** - as well as the **Klove** ottoman and **Disco** floor cushion, which are ideal for lounging and playing when a friend comes over.





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The **Nidi** stand ends with an arrangement of three **Surfy** freestanding bookcases, with their light and airy structure, nuvola-coloured shelves and vertical elements revealing **Nidi**'s extensive colour palette: the cemento, basalto and lavagna greys; the ciliegia red; the raperonzolo and rosa pinky tones; the zenzero yellow; the papaya orange; the pistacchio, erba and pino greens, and the mirtillo, mare and denim blues.

All products are easy to find on the nidi.it website, which also has a Dealers section listing the brand's top stores, in Italy and worldwide.

About Nidi

Nidi's history is tied to that of a longstanding company based in the northern Italian province of Treviso: Battistella, a leading name in furniture since 1953 and the first company in Italy to begin producing laminate children's bedroom furniture.

A solid tradition, highly specialized know-how and the development of new technologies - in the spirit of a sustainable culture - are the values that set apart the company's approach, its quality and the creativity of all its products.

The Nidi design project was born in 2013, inheriting Battistella's focus on design, its artisan-like approach and its manufacturing capabilities.



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DESIGN SPACE FOR CHILDREN
nidi.it

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MAISON&OBJET

www.maison-objet.com

17 - 21.01.2020

Friday - Monday 9.30 am - 7 pm

Tuesday 9.30 am - 6 pm