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New L'Opificio fabrics at Maison&Objet 2022. An edition with a focus on sustainable luxury: durable, timeless and handcrafted.

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L'Opificio is taking part in the March 2022 edition of **Maison&Objet** with a range of products that interpret the fair's "New Luxury" theme via the company's own philosophy.

L'Opificio luxury translates into **superior quality products** that are **made to last, offering timeless style** and the **value of fine contemporary craftsmanship**, with an eye towards encouraging **non-consumeristic use** of textiles. It's **sustainable luxury** that favours **pure yarns and materials** without formaldehyde, heavy metals or any other substances that may be toxic for people and the environment.

Two new Jacquard Fabric collections for interiors and furnishings - **Montagna Magica** and **Viceversa** - are presented for the occasion. There's also a focus on the recent **restyling of the Velluto di Lino collection**. New textiles, colours and patterns, all designed to complement the existing collections and items in L'Opificio's catalogue.

The stand created for Maison&Objet, styled by Bruno Tarsia, is intended as a hymn to joy, offering a **positive, optimistic view of the future**. The **materials and finishings** used for this mini architectural structure are mainly **salvaged elements** - in keeping with the company's concern about the environment - redesigned, reconstructed and reassembled to **create a showcase setting for the 2022 edition of the Paris trade fair**.

The space is designed to connect with **retailers, interior architects and interior designers alike**. The selection **ranges from fabrics to velvets to the Home Haute Couture collection of décor accents**, including beautiful touches for the bed and sofa - with over 200 models of cushions and 30 coverlets - and endless possibilities for bespoke creations offered by our tailor-made service.

In addition to the textiles selection, **wallpapers and paints conceived and designed by L'Opificio** are intended to complement the fabrics, guaranteeing a **comprehensive offering for business and private clients**. **Wallpapers and paints are produced especially for the brand by two exemplars of "Made in Italy", Inkiostro Bianco and Wilson&Morris, chosen as partners for their affinity with L'Opificio in terms of style and quality.**



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Montagna Magica | Design by Elisa Seitzinger | Lampas Jacquard

Montagna Magica is the result of **l'Opificio's** collaboration with **illustrator and visual artist Elisa Seitzinger**, who interprets the brand through her world of imagery populated by fantastical creatures and Gothic flourishes.



Montagna Magica | 7 Colors | H. 140 CM
Composition: 65%VI 35%PL

Montagna Magica is a collection inspired by the **evocative imagery of walks in the mountains**, fairy-tale book illustrations and the mysterious magic of a wild wood.

"It's an invitation to get visually lost in the imagery and invent new stories – like when we were children and we could conjure up invisible animals and creatures for our own adventures in nature."

Elisa Seitzinger

So, in these decorative patterns we find flora and fauna: **botanical elements**, like **Hellebore**, a symbol of rebirth, **Ferns**, a symbol of mystery and the unknown and **Mushrooms** with their aura of magic; and **animals** of the wood, like the **Deer**, a symbol of strength, the **ibex**, symbol of the Alps, the **Hare**, representing creative forces, the **Squirrel**, guardian of the wood, the **Skylark**, carrier of messages between the human and the divine, the **Barn owl**, friend of wizards and witches and the **long-eared Owl**, symbol of clairvoyance and wisdom.

Montagna Magica is a triple-weft lampas-jacquard available in 7 colours, from Neve white to Verde Oliva green, to Castagna brown to Rosso red.



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Viceversa and Viceversa Monet | Design by Barbara Bertoldo | Gobelin "DoppioDritto" textured jacquard

Viceversa is the new jacquard fabric **designed by Barbara Bertoldo, l'Opificio's Art Director**. The idea for the collection springs from an analysis of how things have two sides in nature: **light and shadow, stasis and movement, fullness and void**.



Viceversa | 5 Colors | H. 140 cm | Composition: 46%VI 32%CO 14%LI 8%NY

Viceversa is a **DoppioDritto (double-face) Gobelin** that's usable on both sides. Viceversa and Viceversa Monet: each side has its own shade and pattern, offering twice the variations, two for each of the 5 available colours. In addition to doubling the creative possibilities, **DoppioDritto (double-face) patterned fabrics make optimal use of materials, allowing reduced consumption of raw materials while maintaining a wide range of variations.**

The charming, buoyant pattern lets customers play with nuances and like all l'Opificio collections, Viceversa and Viceversa Monet **are designed to mix harmoniously with the maison's other existing collections.**

Wallpapers and Paints

For Maison&Objet, l'Opificio also presents the **new Montagna Magica wallpaper, inspired by illustrator Elisa Seitzinger's collection and created in collaboration with Inkiostro Bianco, and the new colour options for the Perlain collection.**

The **l'Opificio Wallpaper** collection reinterprets the concept of wallpaper, creating an **innovative and original decorative experience** that creates the illusion of a relief and offers vivid, rich colours. The patterns are inspired by l'Opificio fabrics, redesigned and reportioned for use on walls.

Each **wallpaper is developed and customised** to suit the needs of a given space, making it a completely unique, personalised element. Two base options are available: **vinyl** for walls and ceilings and **fibreglass** – a Mapei certified product – for floors, walls and ceilings of bathrooms or damp rooms.



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The styling for the Paris event display also includes wall paints created by **Wilson&Morris** for l'Opificio, in particular in **Senape/Mustard (Code PIT2119)** in Emulsion Matt finish, a hymn to joy and positivity.

The l'Opificio **line of wall paints** is **inspired by the brand's Velvet collections: 24 shades** that play on the depth and intensity of colours, an aspect of great importance to the maison's Art Director **Barbara Bertoldo**.

l'Opificio

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