

## **altreforme meets Wrap and Wall: two Italian excellences conquering Paris**

*altreforme* takes part for the first time in **Maison&Objet**, the iconic Parisian fair from 18 to 22 January 2024 at the Parc des Expositions in Paris; the brand will enchant accessories and furnishing lovers from all over the world.

For its debut in the Ville Lumière, *altreforme* has chosen an exceptional partner, *Wrap and Wall*, a young brand specialised in the study, design and creation of high-end bespoke wallpapers whose motifs, developed manually, allow the creation of real storytelling to adapt to different environments.

Original, innovative, tailored and unique: *altreforme* and *Wrap and Wall* share a one-of-a-kind approach to the product, handcrafted by real artists to satisfy the desires of each single customer. All obviously 100% made in Italy.

Behind these projects there are stories of passion, creativity, initiative and entrepreneurial spirit: **Valentina Fontana**, founder and art director of *altreforme*, and **Shanti Rigamonti**, owner and creator of *Wrap and Wall*, are two women who have transformed their love for design into two successful realities, which enhance the local fabric and female employment, with an “all-pink” guide and staff.

The leitmotif of the Parisian project of the two brands is colour, that is studied, researched and realised in a **harmonious pattern** in which the “a” of “altre” and the “f” of “forme” embrace and merge to give life to a harmonious chromatic texture, presented here in three colour variations but **completely customizable**.

Stand C75 ***altreforme meets W&W*** [Wrap and Wall] will greet visitors to Pavilion 7 in the prestigious Signature section: the colourful patterns created by *altreforme* to celebrate its XV anniversary stand out on the **wallpaper** made by *Wrap and Wall*, creating a lively set that will let participants get carried away in a colourful world populated with vases, trays, boxes, seats, giant lollipops and mini chairs, the *altreforme accessories*, as always made of pure aluminium.

The newness prepared exclusively for Maison&Objet by *altreforme* don't stop here: for the first time ever, the brand associates its name with a new category of products, the textile one, presenting its own line of **plaids and cushions** also inspired by new pattern designed just this year by *altreforme* to celebrate the important anniversary.

Comfort, elegance, personality: the soft blankets and pillows, made of wool and cashmere and produced for *altreforme* by *EDA Milano* in natural yarns, recall the colours and patterns of the wallpapers, in a bold matchy matchy combination.

Also in this case, plaids and cushions are completely **customizable**, thanks to the wide range of colour proposals made available by *EDA Milano*, perfect for satisfying every client's need and integrating into any chromatic context.



Aluminium, paper, natural fabrics: sustainability is always pursued and ensured, thanks to ecological and recyclable materials; no less important is the short distribution chain that unites the entities involved, located between Lake Como and Brianza, less than an hour from Milan.

Come to discover these all-Italian excellences!



## ALTREFORME

*altreforme* is an Italian company that produces collections of **high-end furniture and made to measure projects** mainly made of **aluminium** and aimed at those who like to stand out, choosing to surround themselves with original and refined, but also **environmentally friendly** products. Customers are offered **endless possibilities of customization** that can reflect their personalities.

*altreforme* was founded in 2008 as an ambitious diversification project of Fontana Group, since 1956 the world leader in the design and production of **luxury car bodies** in aluminium, including Ferrari and Rolls Royce.

The long experience with major automakers inspires this creative project that transfers the know-how and the vanguard technologies from the automotive sector to the design world, creating **shapes, colours and finishes hitherto impossible**.

For this reason, *altreforme* is considered a point of reference for **architects, interior designers and contractors** around the world, and the line *altreforme sartoria*, allows them to realise customised products and projects, in series or unique pieces, that challenge the properties of aluminium with sinuosity never seen before, original finishes and elaborate surface decorations.

*altreforme* has won important international awards including the **Elle Decor Design Award** and the 2022 **Archiproducts Design Award**, in the sustainability category, with the Otto divider, designed by Doriana and Massimiliano Fuksas and altreforme's first circular economy project.

Every year, in the prestigious context of Milano Design Week, *altreforme* presents new exclusive collections, characterised by iconic and innovative design.

The catalog collections are signed by famous designers and archi-star: **Aziz Sariyer, Marco Piva, Garilab, Elena Cutolo, Antonio Aricò, Serena Confalonieri, Marcantonio, Alessandro Zambelli, Giorgia Zanellato and Daniele Bortotto, Elena Salmistraro, Doriana and Massimiliano Fuksas, Matteo Cibic** and by two extravagant Fashion brands like **Yazbukey and Moschino**.

The creative achievements of *altreforme* aimed at creating new scenarios and styles of living, more and more representative of the personality and desires of each customer.

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## **WRAP AND WALL**

Wrap and Wall is a new interior division of an historic Italian textile company. Dedicated to the creation of tailor-made wallpapers: tailor-made decorations printed from graphic files, photographs, paintings or from the pure imagination.

The possible applications provided by Wrap and Wall have a versatile soul and can be used in private, commercial, exhibition spaces, shop windows and showrooms.

Each Wrap and Wall is customized according to the chosen design, creating a new and exclusive alternative to the classic wallpapers on the market.

The graphics are studied both by CAD and by an artist's hand, this allows us to work on large dimensions and to create real story-telling which adapts to different environments.

The canvases, printable with the latest UV technology - with Greenguard certified inks - are ecological and fireproof.

For Wrap and Wall the watchword is customization in its maximum expression. The result is a unique and inimitable project, a mirror that reflects the personality of everyone.

The goal is to create a perfect harmony with customers and anyone who comes into contact with them.

## **EDA MILANO**

EDA Milano is a new project by Enzo degli Angiuoni as an evolution of a very long textile tradition of undisputed international prestige. It is a brand aiming to set itself as a reference for the home interior design and the hotel industry in the production and sale of throws, bed runners and pillows.

High quality and strong attention to details are the distinctive elements of Enzo degli Angiuoni, that have been brought also to this new challenge, with the possibility to customize products with woven logos and graphics.

We created EDA Milano as a bearer of renewal, contemporaneity and internationality. Its character is Milanese - a worldwide synonym for style, exclusivity and a particular allure.

Just like quality, exclusivity is born from research, a trip that can take us far away to other parts of the world, to the endless horizons where magnificent animals live, giving us our yarns.

The trip can also take us back home to the world we know so well out of experience. It can make us travel through time, back to ancient tradition and forward to technological innovation. As we see it, the only way to render homage to an art so innate to humankind as weaving is to impregnate it with contemporaneity. And so, without ever forgetting our origins, we invest enormously in research and development for the production process.

We use cutting-edge machinery and adapt it to our quality standards and creative requirements.

We expand the boundaries of what is possible to obtain from the yarn by continuously blending creativity, experimentation and technique. Our creative approach is based on



tireless curiosity for the world's ongoing changes, which leads to the mixing of styles, traditions and impulses.

We bring our deepest and strongest roots to interact with the lively impressions of present-day culture in order to obtain products that are full of history, but always new.