

Press Release - Adriano Di Marti Studio

FOR IMMEDIATE RELEASE

Adriano Di Marti Studio to Unveil the Arena Lounge Chair Made with Cactus at Maison&Objet Paris

Paris, France - July 2025 - Adriano Di Marti Studio, pioneers of plant-based material innovation, will officially unveil the Arena Lounge Chair this September at Maison&Objet 2025 in Paris. Upholstered in Deserttex-the studio's groundbreaking cactus-based material-the Arena Lounge Chair is set to make a bold statement in the realm of conscious luxury.

Crafted from cactus fibers grown in Mexico and refined through years of biomaterial research, Deserttex delivers a unique tactile experience: matte, breathable, durable, and purposefully engineered. Already favored by global luxury leaders such as Aston Martin, Mercedes-Benz, and BMW, Deserttex now takes center stage in high-end interior design.

The Arena Lounge Chair is a sculptural and minimalist creation. Its gentle curves mirror the soft geometry of desert dunes, paying homage to its botanical origin. More than a chair, it is a declaration of the studio's design philosophy-a seamless fusion of material science, aesthetic refinement, and environmental commitment.

"We believe in creating timeless pieces that are not just beautiful, but responsible," said Adrian Lopez Velarde, founder of Adriano Di Marti Studio. "The Arena Lounge Chair is more than a product - it's our first manifesto."

This unveiling in Paris marks a new trajectory for Adriano Di Marti Studio. Following its conceptual debut in Milan, the studio now prepares to introduce a full furniture collection shaped around Deserttex. It signals a

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future where sustainability and sophistication are no longer separate ideals, but a single, integrated standard.

Adriano Di Marti Studio is poised to redefine the future of sustainable luxury - one chair at a time.

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Hashtags:

#ArenaLoungeChair #Deserttex #AdrianoDiMartiStudio #SustainableDesign #ParisDesignWeek2025
#MaisonObjet2025 #Desserto #CactusLeather #PielDeNopal