

PORADA LAUNCHES THE SECOND HALF OF 2025 AT PARIS DESIGN WEEK: PRESENTATION OF THE FIRST PIECES FROM THE 2025 COLLECTION AND THE NEW OFFICIAL CATALOGUE

Following the success of the Twenty-Five collection at the Salone del Mobile in Milan last April, Porada begins the second half of 2025 by unveiling new products in its flagship stores and showrooms around the world.

Paris is the first to officially showcase this new exhibition update, becoming the first international stage to present a curated selection of 2025 novelties. These pieces were selected for their innovative consistency with the brand's permanent spatial design.

This marks the first step in the broader rollout of the new collection across Porada's global distribution network. After Paris, the flagship stores in London (during Focus/25), Casablanca, and New York (this autumn) will follow.

Among the novelties that can be discovered and admired by the public of interior design lovers in Paris from 4 September are the Bold coffee tables, the Exedra pedestals and the Ginkgo XL armchair.

Starting on September 4, interior design enthusiasts in Paris will be able to discover and admire several new pieces, including the Bold side tables, Exedra pedestals, and the Ginkgo XL armchair.

BOLD – Giuseppe Viganò

The Bold coffee tables are a perfect example of the combination of aesthetics and functionality. The design, with its barrel shape completely without edges, enhances the soft and welcoming stylistic dictates typical of Porada production. Made of brushed solid ash, the Bold coffee tables are aesthetically characterised by a central geometric void that gives the volume a sense of dynamism in a balanced coexistence of full and empty, solidity and lightness. A harmoniously monolithic and sculptural product, robust and light at the same time. The top features a hinted perimeter moulding that underlines Porada's extensive know-how in woodworking.

EXEDRA – Essetipi

The Exedra pedestals are characterised by an expertly crafted and shaped solid canaletta walnut frame that highlights Porada's skill in working with wood. The top is available in marble, for a sophisticated effect, in essence to match the structure, or glossy lacquered in 'brillo' finishes (rouge brun, greige, deep brown). A metal element, structural and at the same time aesthetic, finishes the lower section of the pedestal; available in Kajal finish, the metal detail gives a modern quid to Exedra, balancing the warm elegance of Canaletta walnut and completing a sophisticated and functional design, ideal for elegant and contemporary environments.

GINKGO XL – Niccolò Devetag

Ginkgo XL represents an evolution of the Ginkgo armchair, which won the Porada International Design Award 2022 and entered the collection in 2024. A new version is now proposed, featuring more generous and abundant shapes, ideal for markets that appreciate cosier silhouettes. While fully maintaining the aesthetic and technical characteristics of

Ginkgo, the XL version is designed for those seeking a wider and more comfortable seat. The seat of Ginkgo XL is lower and deeper than that of the standard version, a detail that transforms it into a true relaxation armchair, ideal for moments of rest also thanks to the ergonomics of the seat and backrest. The frame is made of solid canaletta walnut with an outer shell in leather available in the fabrics of the collection. The cover of the seat and back cushion is removable and available in all the fabrics of the collection, while the cordonetto in the colours of the Zenith collection. The aesthetics of the product are completed at the back by a wooden frog in the same shade as the frame. The seat is padded in different densities to increase the comfort level of the seat, while the backrest is shaped in polyurethane foam.

Finally, Porada takes the opportunity of Paris Design Week to unveil the new official catalogue of the Twenty-Five collection, available in all showrooms and also accessible online at www.porada.it.

Designed as both a practical and inspiring tool, the catalogue features descriptive, technical, and photographic content, offering designers, planners, and end customers a clear and comprehensive overview of the new products introduced by Porada for the year 2025.

PORADA

An Italian family-run company, which has now transitioned into its third generation, Porada is a Made in Italy excellence that has been exporting home furniture all over the world since 1948. Drawing on the know-how derived from over 70 years of experience in woodworking, Porada develops products that are the balanced result of craftsmanship, innovation, design, elegance and enduring quality. The collaboration with Italian and international designers and the network of agents and customers all over the world allows Porada to be well present and available on all distribution chains worldwide.

Porada's figures: 5 flagship stores (Cabiato, Milan, London, Paris, New York), +21 monobrand showrooms, distribution in +50 countries, +200 shop in shops.

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