

Salone del Mobile 2016

HOME AWAY FROM HOME

“To feel yourself at home wherever you are”

Expressing the meeting of design and living space needs has always been the raw material at the origin of each new proposal from Chateau d'Axx.

This year too, on the occasion of the 55th edition of the Salone del Mobile, the proposals created and presented have sought to explore this union of the two souls of the brand.

There is a need to recreate one's environment, the home, even far from the real home, without giving up the comfort and pleasure of intimacy and conviviality, and, most of all, without losing sight of the latest design trends. Chateau d'Axx has explored, through a careful study of functionality and aesthetics, four conceptual platforms that analyze, through different lenses of perspective, the driving concept of “Home away from home”, the guiding thread of the creative inspiration.

Because at the center of everything, there is always the pleasure of living at home, and it is important to feel that wherever you are. Conviviality, Tradition, Comfort, Elegance and Design are the characteristics of this edition of the Salone del Mobile: because whichever path you take, there's just one way to feel at home, and that is with Chateau d'Axx.

CONVIVIAL

To innovate is also the ability to adapt to any housing need

A new way of thinking about innovation, which is too often linked to a technological meaning, sees our interpretation of a synonym of liberty to recreate one's own space always in a different and surprising way. It responds to the needs of the environment, without renouncing design. On that premise, the sofas of this collection have been created as modular compositions in leather and fabric, refinished on all sides, to allow one to play with the elements and the space. Our proposal is convivial, conceived by thinking not only of the living space needs, but also of furnishing a lounge environment.

INSTITUTIONAL

Skills synonymous with experience

There are details that can come only from knowing hands of those with a strong manufacturing tradition behind them, that can guarantee a superior quality product, made, most of all with experience. Expressing quality through a product has been the inspiration that gave life to the INSTITUTIONAL collection.

The softness of the leather, the artisanal pleating, refined details like the border outline and the shell form, these are the fine points of a product that expresses excellence with its feeling and appearance. Only experience gained over decades can inspire a design that is an ambassador of style and Made in Italy: that tells the story of the art of artisanal craftsmanship through skills, creativity, attention to details and the charm of timeless forms.

RELAX

The comfort that we call sofa

The beating heart of every home has always been comfort. You can give up many things, but never the comfort of your own nest. Guaranteeing the pleasure of a comfortable seat and natural embrace of aesthetics has been the main objective of this studio, without compromises in style. Relaxation is all this and more, it is sensorial pleasure and careful aesthetics, it is softness and modernity. Here every detail has been conceived to ensure absolute comfort with maximum attention to design. The modern aesthetic of the feet and bases in metal mix perfectly with the pleasure of the seat, further emphasizing the relaxation mechanism.

ELEGANCE

The balance between proportions, details and simplicity

The Italian design takes form and becomes pure excellence. To attract attention, to be impactful and to have class does not require excesses. For this we wanted to express the highest level of aesthetic beauty without ostentation, but through the search for beauty. This collection is the extreme synthesis of Italian style in every detail: lightness of the forms, open bases, clean and linear structures, metal feet and attention to and care for every detail. This is how welcoming becomes a moment of pleasure, the banner of a more refined modernity.

WHO WE ARE

The route of Chateau d'Ax began in 1948, thanks to the work and dedication of the Colombo family; the company is based in Lentate sul Seveso, a small city between Como and Milan, the Italian region noted throughout the world for the tradition of artisanal craftsmanship.

The dedication of the company has continued for decades, today becoming a symbol of modern habitation, adaptable to the most current dimensions of personal taste, from design to romantic, to the new luxury.

In the 1990s, Chateau d'Ax opened its doors to franchising, inaugurating the first store in Italy in 1995. The expansion of the company continues today, with 350 branded stores throughout the world.

Thanks to its dynamism and creativity, today the company offers a complete line of unique furnishings, where design and research evolve together interpreting modernity in contexts that are different each time, by sensing trends and the transformations of taste and needs of the living space.

In this way, the **Contract** division of Chateau d'Ax represents a structure created specifically for the creation of "key in hand" furnishings and set ups for homes and reception structures - not only for the Italian market, but fast growing foreign markets as well.

A skill that is consolidated through partnerships of designers and constructors for the development of functional solutions and designs to resolve specific needs integrated with the new living philosophy.

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