



Moroso



Swan

At home: a mix of ideas, needs and feelings

Italians have changed their way to live at home in the last years, as well as the number of the family members and subdivision. Notwithstanding the couples with children are over 50% of the buyers of furnishing products (from Istra/Demoskopea research for Inespo), also singles are becoming increasingly important, as well as the couples without children and the singles with children. These changes are affecting our lifestyle thus the rooms of our home.

In addition, the home atmosphere is becoming increasingly intimate and strongly linked to the people living there who are also glad to welcome friends and guests due to a rediscovered need of friendship and conviviality.

Looking for our guests avoiding restaurants and pubs is now a pleasure, but simply a dining room is not enough, on the contrary, we need an environment reflecting our tastes and

lifestyle.

Our home is a rich emotional container expressing the characters of its inhabitants but, at the same time, protecting them.

The pleasure to make ourselves comfortable is combined with the need of safety and protection and originates the "cocooning" phenomena, meaning we search for a warm and safe cocoon, where we can feel far from the stress and concerns as well as look after ourselves. The recovery of canopy, oversize sofas but also fabrics, rugs and cushions, which are now located in all the rooms, originates from that.

That is why the materials must guarantee not only high performances, long life and ease in maintenance, but also be able to give us tactile, olfactory and auditory feelings. A nice look is no more enough, on the contrary all our senses, and above all touch, have become very important. The soft touch of silk, the brightness of a lacquered surface and the rough surface of steel mat and waxed wood make the difference of today interior décor.

The fashion of bon-ton, essential and soft environments has changed and colour is now the protagonist not only for kitchens, bathrooms and children's rooms but also in all the house rooms: tables, curtains and coverings shows the brightest colours and prints going from "animalier" patterns to the



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touches of gold and silver that can recall both baroque style and hi-tech. Now - as never before - the interior décor includes furniture able to be adapted to the different uses and rooms. Functionality and flexibility are the characteristics of many of the last Italian design products.

The lack of space of modern houses, as a matter of fact, forces us to make the rooms suitable for different uses and moments of the day. Thus the dinner table can be turned into a writing desk, while the sofa loses its classical shape and severity to be equipped with lamps and tops for laptops and becoming either a workstation or a writing desk. The modern domestic habitat is becoming all that and more, the place where the individual choices and combinations are combined with mass and "vintage" products, but always aimed at making our home a mirror of our lifestyle.



Zanotta

Natuzzi

