lapalma

ORGATEC 2024

10:30 by Lapalma
design: Anderssen & Voll

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Nine to five': with this title, the film by the American director Colin Higgins portrayed the days of three Californian office workers in the roaring 80s. Much has changed since then. The way we work - more delocalised and agile - has altered, and so has the way we live. Versatile products are now being created in response to new habits and to furnish contemporary hybrid spaces. An example is 10:30, the new sofa designed **by Anderssen & Voll for Lapalma**, a perfect solution for waiting rooms or lounge areas of company buildings, but which blends just as attractively into home interiors.

With the intention of designing an **elegant, light and comfortable sofa, with a minimum amount of materials used and reduced dimensions**, the Norwegian design studio has created a product with a structure and proportions reminiscent of Brio wooden toys, which were popular in the ‘70s. Small in size yet architectural in appearance, 10:30 features a solid ash base - or Iroko wood for outdoor use - with square contours, supporting comfortable padded cushions. The single material of the structure provides a significant reduction in the carbon footprint, thus confirming **a focus on sustainability** that is a hallmark of products by Lapalma from their very conception.

A perfect combination of **Scandinavian design and attention to quality**, characteristic of all the brand’s collections, the project by A&V – also available in an armchair version - cleverly accommodates us at 10:30 in the morning, while we await our turn in an elegant professional studio, and offers us a moment of comfort at 10:30 in the evening, when we relax by reading a book or watching our favourite TV series.
From 10.30 am to 10.30 pm. And more.

Officially launched by the company at the Salone del Mobile, the 10:30 sofa is also on show – in a photographic version – at '**Universo Satellite**', the exhibition curated by Beppe Finessi with the installation design by Ricardo Bello Dias. At the **Triennale di Milano,** it depicts the world of the SaloneSatellite (an event established 25 years ago by Marva Griffin Wilshire) and its protagonists, including Torbjørn Anderssen and Espen Voll.

www.lapalma.it

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Lapalma

For over forty years, the company has been producing furniture for the home and for the contract sector, achieving prestigious national and international acclaim thanks to the consistent and constant pursuit of high-quality materials, workmanship and finishes. Over the years, using "bare" handcrafted materials and all-Italian production have guaranteed reliability, quality and customer care, features that are part of Lapalma's DNA. The brand's new collections introduce softness and fabric upholstery, focusing on colour, warmth and handcrafted details while opening up – alongside important contract projects - to contract-home projects, with products that can belong to both worlds, thus confirming its ability to satisfy more markets and needs.

The offer is complemented with the development of products that, while maintaining high formal and production quality, are positioned in a more attractive and competitive price band. Research is carried out into materials for upholstery (hide, leather and eco-leather) and into textiles, padding or foamed elements, included in new projects and in some ongoing projects.

For a long time, Lapalma has been working with internationally renowned designers, with whom the company has established long-lasting valuable relationships. In the future, the company intends, on the one hand, to provide continuity and loyalty to some of these partnerships and, on the other hand, to introduce new names that have shown a potential affinity with the brand in terms of sensitivity, professionalism and adaptability.

Since 2021, the headquarters in Cadoneghe (PD), 14,500 square metres of modern, bright and attractive spaces powered by solar energy, has been partnering Lapalma for Architects Milano, a space dedicated to architects and interior designers, as well as Lapalma for Architects London, the company's new location in Clerkenwell, which opened in October 2024.