



**Oluce Stand**  
**Euroluce 2015**  
**Milan, 14 / 19 April 2015**  
**Rho Pero Fairground, Hall 13 Booth E15**  
**Ferruccio Laviani's set-up**

***From the Salone to Euroluce, Lema furnishes Oluce's home.***

At the 2015 Salone del Mobile, **Lema** doubles up its presence in **Ferruccio Laviani** set-up for **Oluce**, attending with an unusual stand for Euroluce, thought as home interior. A refined and cosy space, in the warm wood tones, where relaxing atmospheres and inborn elegance of Lema's furniture embody and exalt the uniqueness of Oluce's creations, the most ancient Italian design firm, still active in the lighting field, founded in 1945 by Giuseppe Ostuni.

The meeting between these two protagonists of Made in Italy was natural: in fact, they share the approach to quality and personalisation, values that underlie Lema's philosophy that, by exploiting and exalting the skills and professionalism typical of Brianza district, has always defined itself through cutting-edge production processes, typical of a large industrial group, wisely integrated with accurate handicraft works. Lema was in fact the first in Italy to present systems with loadbearing side panels in an endless range of finishes and the "Armadio al centimetro", made to measure wardrobe for the client. Great care is paid to each manufacturing phase, from the design, thanks to the close collaboration with designers, until the final product. And the essence of Italian design and the extraordinary way in which Lema interprets it, lies indeed in the attention to quality.

During his first collaboration with Oluce, Laviani selected some among the most recent Lema's proposals, that in over 40 years of history, it was able to renew and develop itself constantly, conceiving a **complete home collection** that, in addition to systems, which have always been its core-business, is currently including seats, padded furniture, tables, kitchen cupboards, beds and furnishing accessories. In fact, a few years ago Lema decided to propose itself through a **lifestyle** inspired to a sophisticated and modern living approach: this is **Lema's home**, a place where design is subtle, combined to a life style away from clamour and pretentiousness; a refuge free of constraints, consisting of pieces that contribute to a homey atmosphere to furnish environments that welcome tranquillity and are suitable to share emotions. The common thread that unites all the proposals of the extensive catalogue - with designs signed by some among the most prestigious names of the international design sector, including Laviani - is comfort, and the harmony of slow living. Cosiness, conviviality, relax and warmth are indeed the key words. Particular attention is also paid to the works, which underscore the close relation between handicrafts and technology, that characterise the brand's uniqueness. Lema's strength lies indeed in its extraordinary manufacturing ability, typically Italian excellence, that allowed the firm to combine the values and cutting-edge technologies of a big industrial group, to the finest handicraft skills.

Inside Oluce's stand, which covers an area of 150 square metres, Lema's style is told among others, by the Shade table by Francesco Rota, the Snap sofa always conceived by Rota, Popsi armchairs by Ferruccio Laviani, Tabby chairs designed by Gordon Guillaumier, Cruise tables by Officina Design Lema and the Fence bench by Christophe Pillet.

*Today, among the best interpreters of the Italian style worldwide, **Lema was founded in 1970 by the Meroni family**, which still manages it, strong of a tradition that dates back to the early post-war years. The Group consists of **Home, Contract and office Departments**, with **International Office Concept**.*

*Lema was the first Italian firm to develop a **load-bearing side-panel system** in a variety of finishes and the "Armadio al centimetro" made- to-measure wardrobe, to suit every customer's need. These two products are the symbols of the service that the company offers, today complemented by a complete catalog including tables, beds, chairs all-finishing touches, in addition to the latest upholstery collections. Products that are sophisticated in their appeal, are all characterized by an ample possibility of customisation in order to meet the different esthetical and functional demands of the clientele. In fact, what distinguishes Lema in the international design scene is its strong ability to develop custom-made solutions, together with top architects, for the most prestigious contract projects that follow the brand worldwide.*