

## THE ZA:ZA SOFA BY ZANOTTA WINS THE ARCHIPRODUCTS DESIGN AWARDS 2022

The Za:Za sofa designed by Zaven for Zanotta wins the Archiproducts Design Awards 2022, the prestigious prize that celebrates world excellence in design by selecting, among the novelties presented this year, the products that stand out for their originality, research and innovation in an increasingly responsible and eco-friendly perspective, bearing witness to the synergy between designers and companies.

Za:Za is a research sofa, exclusively monobloc, with soft and enveloping lines, the expression of a language that takes into account not only aesthetics and comfort, but also the rationalisation of production and recycling cycles, to offer a comfortable and conscious product.

Za:Za is a new way of designing the sofa: it abandons the usual orthogonal ergonomic layout with a flat base to introduce an innovative construction system inspired by the principle of the hammock that accommodates and suspends the upholstered elements. The metal structure supports loose straps in suspension to create a housing for the arm-, back- and seat cushions that are fitted like a tailored suit. With a view to sustainability, it is assembled without the use of glues and with recycled, recyclable and easily disassembled materials (tubular steel frame; removable inner lining of regenerated and regenerable polyester; padding of regenerated and regenerable polyester microspheres).

*"ZA:ZA, as its name suggests, is the result of close collaboration between Zaven and Zanotta, a work of synthesis and deconstruction, where the canonical elements that make up the sofa have been examined individually, broken down, reduced to the essential."* (Enrica Cavarzan and Marco Zavagno of Zaven).

Archiproducts has rewarded the sofa Za:Za for its design quality, its concept and manufacturing techniques.

The Award ceremony was held at Pavilion Visconti in Milan on November 23rd last, where the Awards were handed over to all winners 2022.

14/12/22

**Zanotta Spa**  
via Vittorio Veneto,57  
20834 Nova Milanese,Italia  
zanottaspa@zanotta.it  
www.zanotta.it

**Press Office Umbrella**  
zanotta@umbrella.it  
tel. +390229003069