

## Company profile of Zanotta

### Zanotta: Heritage, Quality, Coolness

Zanotta has always been a catalyst for ideas, people, creativity, research and puts at the centre of the project a vision aimed at the future with culture and a touch of irony.

Zanotta is one of the representative brands of Italian design. The products, designed by great masters and today's talents, are awarded with four Compasso d'Oro prizes and exhibited in over fifty important museums around the world.

Zanotta furnishings interact with space, relate to people, tell many different stories becoming the expression of an individual lifestyle. Objects are the protagonists of everyday life, they manifest their personality, they interpret their time, they express values such as comfort, ergonomics, functionality, flexibility, sustainability, formal research.

Zanotta is attentive to the contemporaneity of life, living, hosting, intercepting new needs, transposing ongoing social changes and translating them into significant and transversal furnishings, designed to last over time and be companions of life.

Zanotta conceives the house as something fluid and constantly evolving, so its proposal stimulates freedom of choice with objects capable of representing people, without imposing a style and bringing life, emotions, authentic design back to the centre.

Zanotta is plurality, goes through generations, connects people. All this is the legacy of Aurelio Zanotta who in 1954 began a new path with vision, courage, intuition: creator of a different way of doing business, supporter of beauty and total quality, promoter of democratic language and "extra-ordinary everyday life", pioneer of innovative and sometimes disruptive project.

Since its very beginning Zanotta has demonstrated a marked multidisciplinary sensitivity: craftsmanship, graphics, photography, illustration, video, narration converge in an intense cultural promotion activity to enhance the design heritage and the personalities that have been part of it. It is thanks to this multifaceted approach that Zanotta products have become timeless icons and participate in numerous exhibitions and events in the field of design, art, architecture and fashion.

Today Zanotta is still the voice of objects, it is the surprise element they contain, it is the story they tell in their relationship with people and with space: the representation of products on the stage of life, a storytelling, intimate and personal, of the present and the future.

## **The origins and values**

Zanotta has always placed development, creativity, experimentation and project at the centre of its strategy. Considering it possible to combine profit and culture, it makes products with strong recognizability, based on the concept of good design, and on quality, functionality, comfort and durability. Since the 1960s, in fact, the brand has conquered the international scene thanks to emblematic, timeless objects, beyond the styles of the moment, with an approach to the market that strongly anticipated in terms of innovation, both from the point of view of aesthetic and functional research, and in the attention to represent the values of quality and authentic know-how.

## **The Design and designers**

The **project** for Zanotta is the bearer of a meaning capable of establishing a link with those who will use the furnishings: the drawings thus translate into products destined to be used forever and handed down over the generations. The concept of sustainability for Zanotta is linked to the design synthesis and the definition of "good design": a few simple components that are easy to assemble and disassemble; quality, and natural materials, not subject to rapid obsolescence and easily recyclable at the end of life; standardized test techniques; packaging solutions that reduce clutter and optimize transportation.

The **development of the product** in Zanotta is a dialogue between designers and the company, an exchange and a relationship between different people, skills and experiences.

**Zanotta products have been signed by:** Achille and Pier Giacomo Castiglioni, Gae Aulenti, Marco Zanuso, Ettore Sottsass, Joe Colombo, Alessandro Mendini, Andrea Branzi, Carlo Mollino, Gabriele Mucchi, Piero Bottoni, De Pas D'Urbino Lomazzi, Enzo Mari, Superstudio, Bruno Munari, Alfredo Häberli, Roberto Barbieri, Ross Lovegrove, Ludovica+Roberto Palomba, Noé Duchaufour-Lawrance, Atelier Oï, Damian Williamson, Gabriele Rosa, Lievore Altherr Molina, Garcia Cumini Associati, Philippe Nigro, Patrick Jouin, Patrick Norquet, Sebastian Herkner, Constance Guisset, Spalvieri & Del Ciotto, Monica Förster, Lanzavecchia+Wai, Studio Mist-o, Zaven.

Many icon objects have established themselves, which from design classics have become real long-sellers.

## **The range**

**Zanotta has developed over 550 products, of which 150 are currently in the collection, the result of collaboration with 140 designers.**

Born as a company specialized in sartorial upholstery, Zanotta has opened up to new production scenarios over the years, first expanding the development and production of furnishings for home and outdoor and, more recently, for soft-contract.

The **catalogue** is now developed according to different types of furniture: sofas, armchairs, tables, chairs, tables, desks, beds, storage units, bookcases and furnishing accessories.

**The Zanotta Edizioni collection** since 1989 combines the product range with objects that blend design and applied art: the pieces of this collection, freed from the constraints of industrial production, have a strong "handmade" working component. Revisiting the most

significant aspects of the tradition of Italian artistic craftsmanship, they re-propose techniques such as mosaic, inlay or pictorial decoration. The small series in which they are made and the limited numbering increase their value over time.

## **Prizes and acknowledgments**

**Zanotta products** are mentioned **in the design history books**, they are exhibited in **the collections of 55 of the most important museums in the world** (MoMA and Metropolitan Museum in New York, George Pompidou Centre in Paris, Triennale Design Museum in Milan, Design Museum in London, Museum of Art and Crafts of Berlin, Vitra Design Museum in Weil am Rhein , Israel Museum of Jerusalem...), and have won **numerous awards and acknowledgments**, including four Compasso d'Oro ADI (three product awards: in 1968 for Roberto Menghi's Guscio shed, in 1979 for the Sciangai coat hanger by De Pas D'Urbino Lomazzi, in 1987 for Enzo Mari's Tonietta chair. And in 2021 the lifetime achievement award for the Sacco easy chair by Gatti, Teodoro and Paolini).

## **Production and distribution**

Zanotta production is 100% Made in Italy and is mainly carried out in Nova Milanese plants, in the constant choice of materials of the best quality and sustainable processes for both people and the environment. The **headquarters** includes the production departments, the operational offices (designed by De Pas D'Urbino and Lomazzi in 1988) and **Zanotta: Lab**, an exhibition and experiential hub of the brand designed to share skills, values, behaviours and strategies favouring the growth of external and internal collaborators, partners, customers and stakeholders.

The commercial distribution uses 2 Flagship Stores (Seoul, Miami) and more than 500 selected retailers in the main cities around the world, with a presence in 60 countries and an export share that exceeds 80% of turnover.

**In April 2023 Zanotta was acquired by Cassina and became part of the Haworth Lifestyle Design group** along with other prestigious brands Cappellini, Ceccotti, Karakter, Poltrona Frau, Luxury Living, JANUS Et Cie, Luminaire and Interni.