



STUDIOFORMA ARCHITECTS
PRESS RELEASE JULY 2016



INTRODUCING PAM – A BIONIC CHAIR DESIGN BY STUDIOFORMA

Milan, Italy & Zurich, Switzerland – STUDIOFORMA is pleased to announce the release of PAM chair. PAM is a wooden tubular chair design that is shaped to mimic the structure of a palm leaf. The chair was firstly presented during Milan Design Week 2016 and is now available for purchase.

Inspiration

Palm trees are subjects of a tropical natural lifestyle and immediately induce a sense of relaxation and wellness. Palm leaves are instantly associated with a soft ambiance and tropical feeling. The lamellar structure of the palm leaf served as inspiration for the distinctive design of the PAM chair.

Design

Flawless finishing and refined geometry are the central design themes that characterise the PAM chair. The feminine name of the chair depicts the smooth and svelte silhouette. The seat, arm and backrest conduct a seamless and parallel design. Clear and harmonious lines lend PAM an attractive and eye-catching appeal.

PAM offers a high level of seating comfort, and is both suitable for indoor and outdoor use and ideally recommended for luxurious living areas, contemporary restaurants and tropical hotel settings.

Materials

The curvaceous wooden frame of the chair is made of walnut. The chair is accompanied by complementary upholstery pads.

Manufacturing

Every PAM chair is unique due to its handcrafted manufacturing in Brianza, one of the world's most noted furniture production areas. Brianza is Italy's oldest furniture production area and synonymous with excellence in furniture manufacturing and traditional craftsmanship.

Availability

The chair is exhibited at the Meroni & Colzani atelier in Milan.

STUDIOFORMA PRESS CONTACT:

MARIAM SALEH • +41 44 296 18 79 • SALEH@STUDIOFORMA.CH • WWW.STUDIOFORMA.CH/PRESS

ABOUT STUDIOFORMA

STUDIOFORMA is a premium architecture company specialised in designing high-end solutions for residential and commercial projects.

Since founding in 2002, the company is assigned to create the corporate interior design for global fashion, jewellery and watch brands and is furthermore responsible for the design of private houses in some of the most prestigious residential areas worldwide.

In 2015, STUDIOFORMA launched DESIGNLAB the company's creative design studio. Clean and perfect lines are the building blocks of DESIGNLABS sophisticated, futuristic style. The artistic discipline is to create timeless elegance and formal consistency with an understated yet contemporary style aesthetic for brands, products and spaces.

STUDIOFORMA has been named "Best in Europe 2015/16" in the Interior Design Apartment category in the finals of the International Property Awards Summit held December 2015 in London. The International Property Award is the largest and most prestigious property competition in the world.

www.studioforma.ch

ABOUT MERONI & COLZANI

MC Meroni & Colzani is born by merging of two historical craft companies operating in Brianza since over 50 years: Meroni since three generations has been producing furniture and furnishings; Colzani with a similar path and timeline has been creating sofas and textile accessories.

Two family businesses linked by same paths that are based on tradition and tailoring, moving on the research and innovation way.

Important to highlight the idea of MADE in ITALY: that's why the products and projects tailored signed by MC Meroni & Colzani are made using 100% Italian workers able to shape noble materials such as wood, leather and the most precious fabrics and skilled in using the most modern technology which guarantees unthinkable manufacturing.

Surprising, innovating, trying to deceive the time with shapes that take from ancient styles but redesigned through new materials and new finishes.

MC Meroni & Colzani born with this spirit and with one single goal: to offer its customers in Italy and around the world a sense of familiarity and exclusivity dictated by a very high attention to details and what makes the difference in a product that we like to call tailor made

www.meroniecolzani.it

STUDIOFORMA PRESS CONTACT:

MARIAM SALEH • +41 44 296 18 79 • SALEH@STUDIOFORMA.CH • WWW.STUDIOFORMA.CH/PRESS