

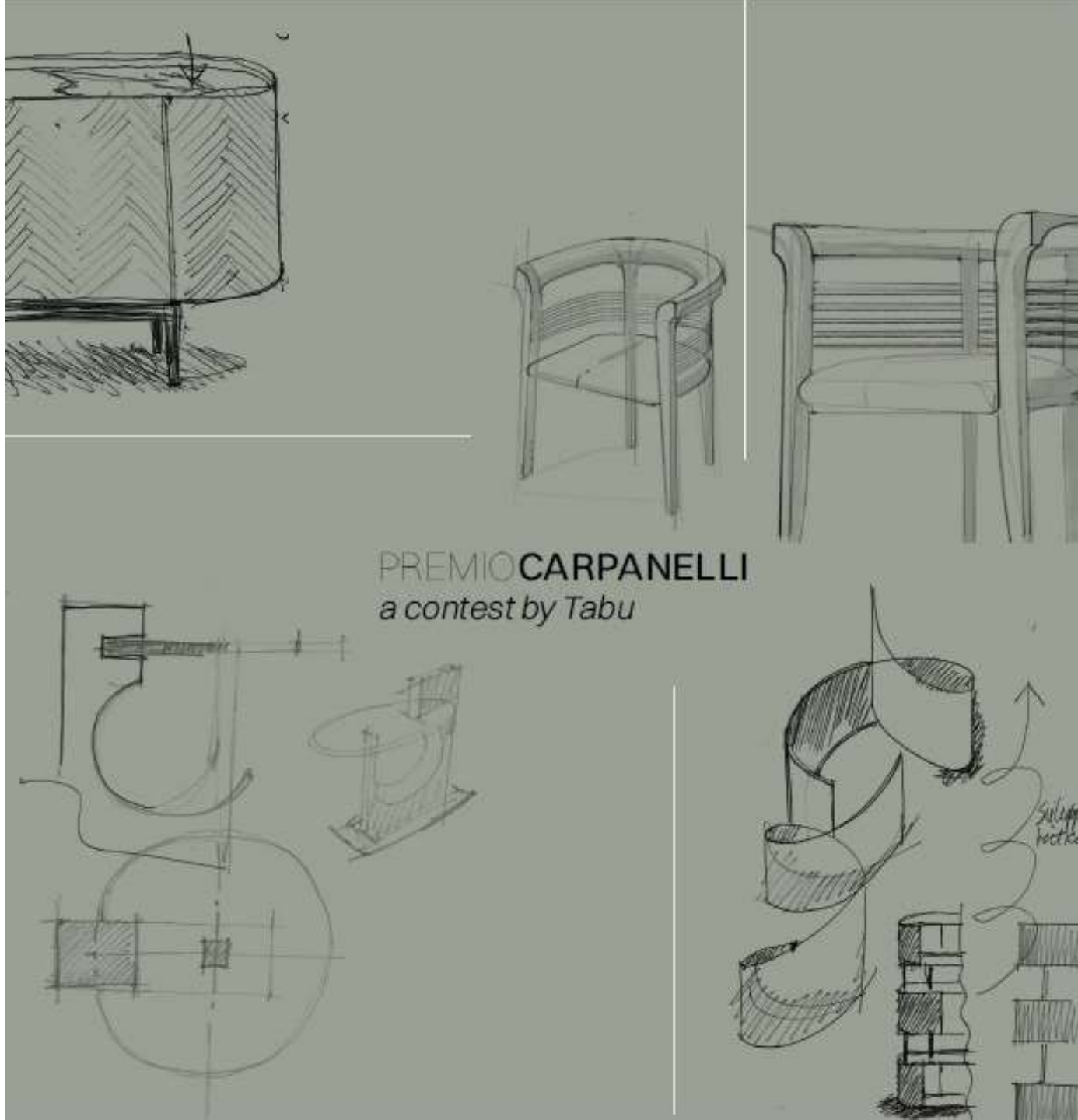


VII EDITION

# IDEAS 4 WOOD



Ideas 4 Wood  
Contest by Tabu®

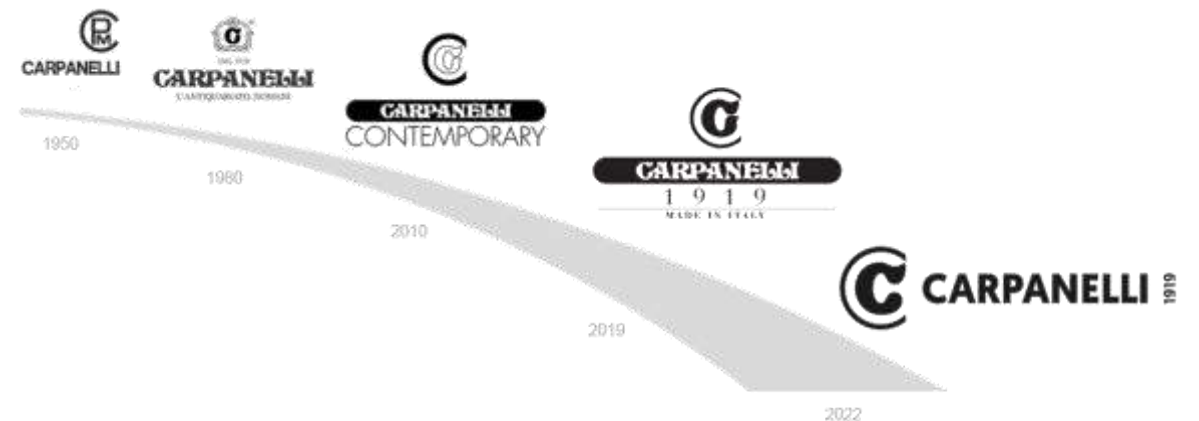


PREMIO CARPANELLI  
*a contest by Tabu*

# The Company

CARPANELLI srl, a furniture company with over 100 years of history dedicated to fine cabinet-making, today has an international clientele positioned in the so-called sector. Luxury, understood as an experience of authenticity, attention to detail and an expression of craftsmanship.

Distinctive element of Made in Italy appreciated in the world understood not as the simple fact that it is produced in Italy but that it is an expression of **CREATIVITY** and **COMPETENCE** for a so-called product "Beautiful and Well Done".



# IDEAS4WOOD CONTEST

Within the 7<sup>th</sup> edition of the Design Contest IDEAS 4 WOOD 2024/2025 promotes Carpanelli Award.

A design journey inspired by the style and sophistication of one's own country and translated into a piece of furniture coordinated with the Carpanelli concept **"A NEW TOUCH OF ELEGANCE"** and declined according to the language of Italian design.

Each design idea must be designed for the following specific types of product:

➤ **TABLES and COFFEE TABLES**

➤ **CHAIRS and SMALL ARMCHAIRS**



# A NEW TOUCH OF ELEGANCE

The participant is required:

A research path on current trends in the furniture sector.



A NEW TOUCH

The elaboration of a current concept of elegance understood as the use of precious, eco-sustainable materials, research into details and craftsmanship in the manufacturing.



OF ELEGANCE

Well considered are:

- the research work of **current trends** and the **original interpretation** of the theme of the Contest;
- the enhancement of wood in its most **precious essences** as the protagonist material (Tabu 555 colors of wood collection);
- search for combinations with new materials, including eco-friendly ones, that express a current concept of preciousness;
- attention to respect for the forest heritage through the use of an **FSC® certified** wood veneer.





## Strategy and value of the proposal

Carpanelli is an evergreen, preciously elegant brand, now enriched with a touch of novelty. With the new products we have tried to intercept the new trends while maintaining the Carpanelli DNA, a synthesis of refined elegance and strong emotional impact.

### **Values and strengths**

Great attention to the customer, high quality standards and ability to customize. The novelty is the use of a traditional and eco-sustainable material such as natural wood, in an innovative way. Carpanelli furniture was born from a continuous research and experimentation path that makes it possible to create "high craftsmanship" products, created through the careful selection of fine materials including wood, marble, leather and trendy metals.

### **Able to offer**

Carpanelli today wants to be the interpreter of an idea of trend luxury, an idea expressed through the ability to customize our products. A true tailor-made service dedicated to our most demanding, elegant customers who are in step with the times.

### **How to recognize a Carpanelli piece of furniture?**

The latest proposals express a modern version of high cabinetry, presented with an elegant design characterized by light lines and the utmost attention to detail.



# THE CARPANELLI BRAND PRISM TO-BE

External Factors

Internal Factors

## PHYSICAL

### What the brand offers

- Soft / sober lines
- Precious woods
- Modern inlays
- Quality / precious materials (leather, marble, metal)
- Sober and soft colors
- Without ostentation
- Chromatic effects of wood
- Sensory materiality of materials
- Modern design
- Balance between shapes and coatings

## RELATIONS

### The added value of the brand

- Customization
- Tailoring
- Intimacy in the relationship with the customer
- Timeless (long lasting) furniture
- Customer care
- Able to read the evolution of the modern customer

## REFLEX

### Target customers

- Who wants to stand out without being tacky
- Those who appreciate luxury and beauty
- Owners of luxury cars
- Refined High spending power
- Beware of influencers (shops - architects)

SENDER



RECEIVER

## PERSONALITY

The fundamental elements to stand out

- Elegant
- Search but not over the top
- Coherent stylistic research maintained over time (attention to trends)
- Sober elegance

## CULTURE

Brand values

- Made in Italy
- Quality (beautiful and well done)
- Elegance
- Craftsmanship
- 100 years of business
- Contemporaneity
- Innovation and modernity (in step with the times)

## SELF-IMAGE

The inner Perception of the clientele

- Home as a business card
- Furniture that is handed down (because it is beautiful, not because it is different)
- to be carefully preserved and restored
- Connoisseur of quality furniture







LIGHT TAY



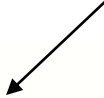
DARK TAY



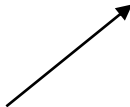
CANALETTA WALNUT



GREEN LEPANTO MARBLE



SAHARA NOIR MARBLE



# SAIL

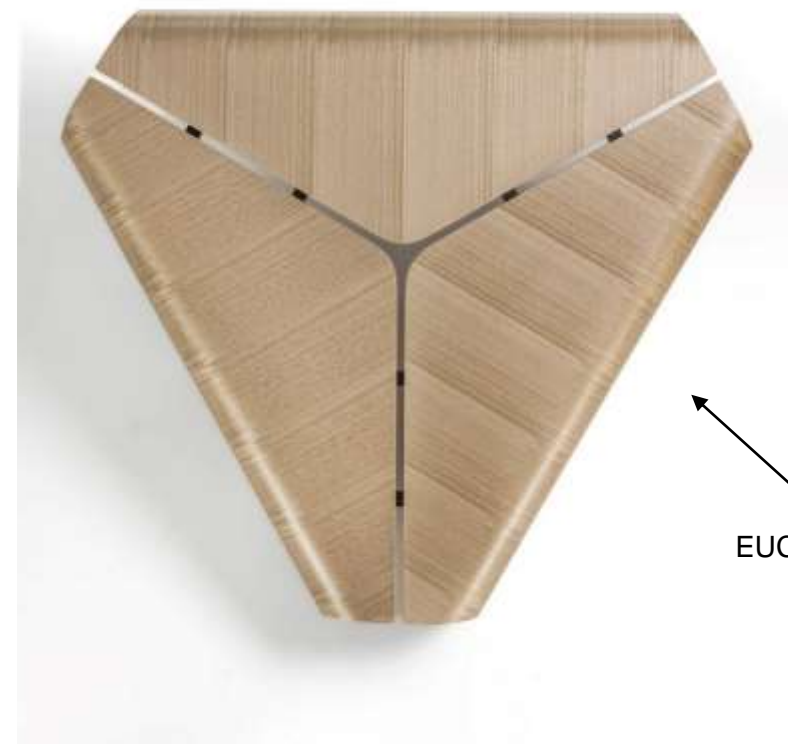
*table*





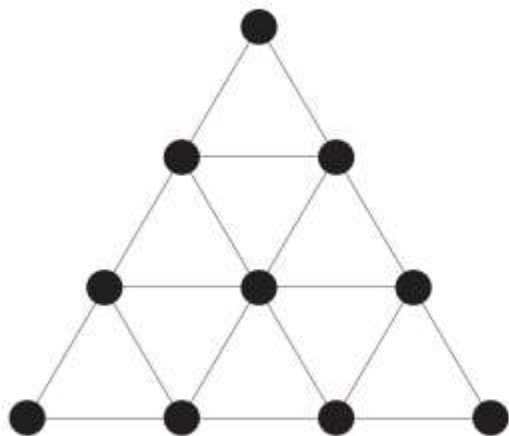
# NARA

*coffee table*



EUCALYPTUS ROPE

## ISPIRAZIONE E SVILUPPO ...



## INSPIRATION

Gli antichi Pitagorici sostenevano che i numeri fossero l'essenza primordiale di tutto l'universo fisico, cause delle sostanze e dell'essere. Fra ognuno dei numeri, la Decade rappresentava quello perfetto simboleggiante il Tutto, l'universo che è costituito secondo armonia. Il 10 è la somma matematica dei primi quattro numeri della successione aritmetica che, nel pensiero pitagorico, rappresentano rispettivamente dei livelli a cui erano associati i quattro elementi naturali: Fuoco, Acqua, Aria e Terra.

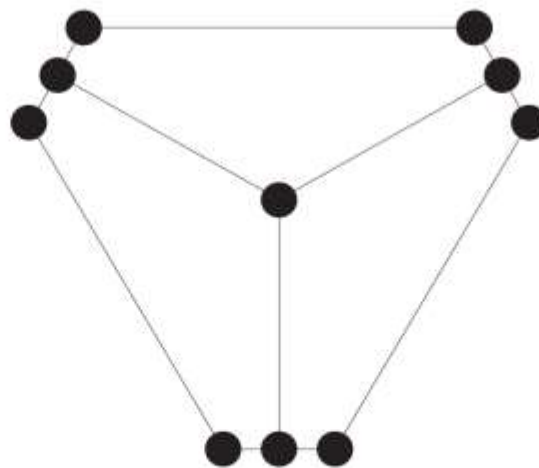
Il concetto dell'eterna natura in relazione al numero dieci e quindi all'intero universo, veniva rappresentato con la Tetraktys, un triangolo equilatero di lato 4 composto da 10 punti. Questo simbolo rappresenta una realtà perfettamente numerica di cui fa parte anche l'anima. Quest'ultima, all'interno di questa realtà è essa stessa concepita come un numero in movimento dotato di armonia.

## IL CONCEPT

Il pensiero dietro il progetto parte dalla ribellione e dalla rottura rispetto al simbolo del Tetraktys e da ciò che rappresenta. Attraverso una configurazione alternativa, l'uomo si libera da una visione rigida del mondo e propone una nuova personale idea di armonia. L'atto della riconfigurazione vuole rappresentare il distacco dell'anima dalla fredda realtà numerica.

Il concetto di armonia quindi si scinde dalle rigide logiche descritte dai pitagorici, libera di essere reinterpretata e riscoperta dall'animo umano attraverso infinite possibilità. Nella relazione con l'universo, l'uomo non è più soggiogato dal rapporto tra numeri, ma riscopre quello tra sé stesso e la natura.

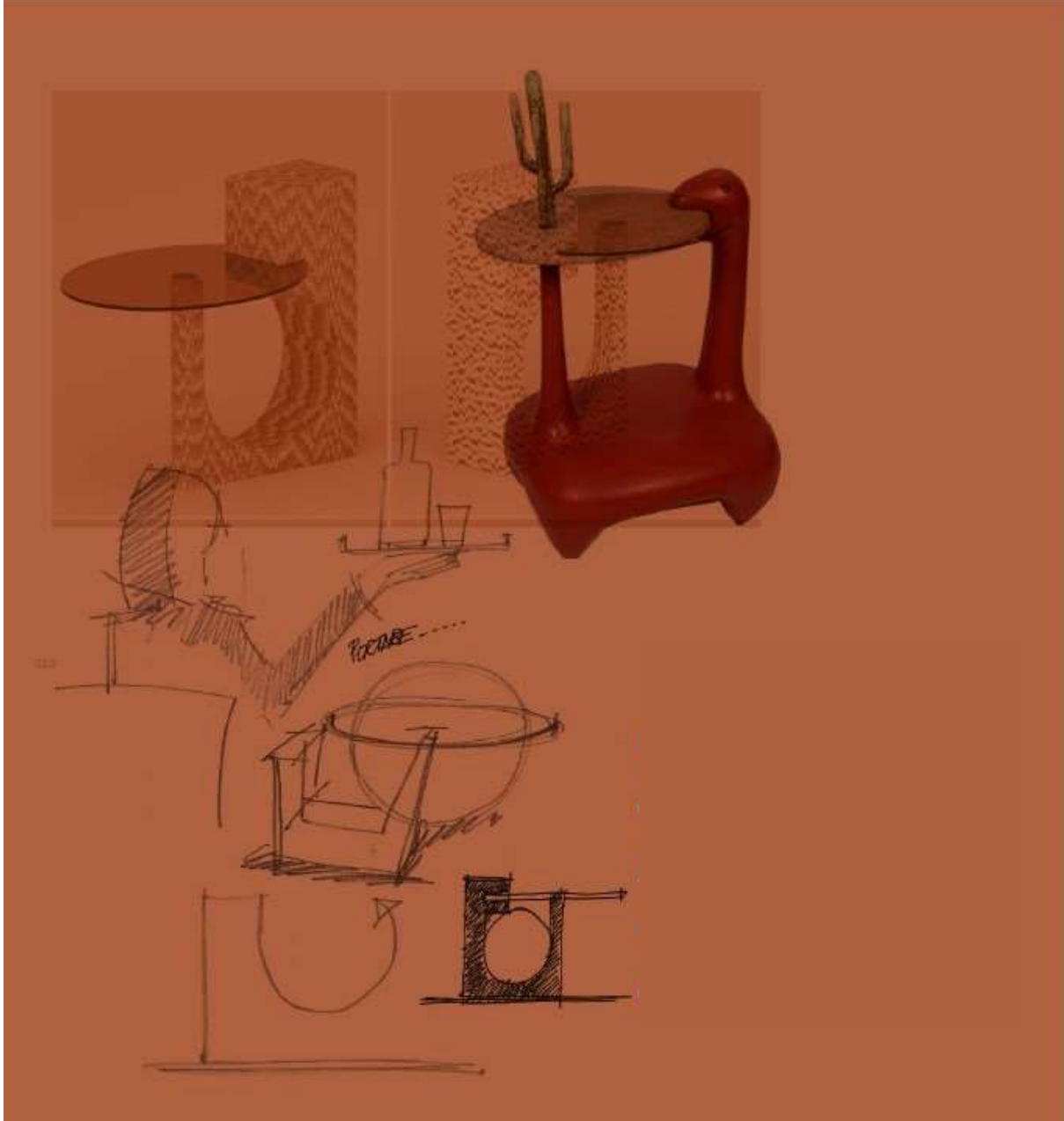
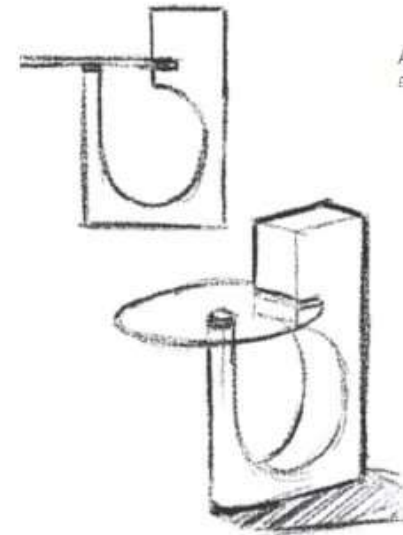
Il tavolino Nara realizzato per il contest dà forma al pensiero espresso fino ad ora. La nuova configurazione viene formalmente ripresa e viene esplorato il rapporto con la natura attraverso le lavorazioni artigianali e le finiture materiche del legno.



# INSPIRATION AND DEVELOPMENT ...



ALFEA  
EPOC 888



# SEE YE

*coffee table*





EMOTIONAL IMPACT

MODERN DESIGN

# SEE YE

*coffee table*



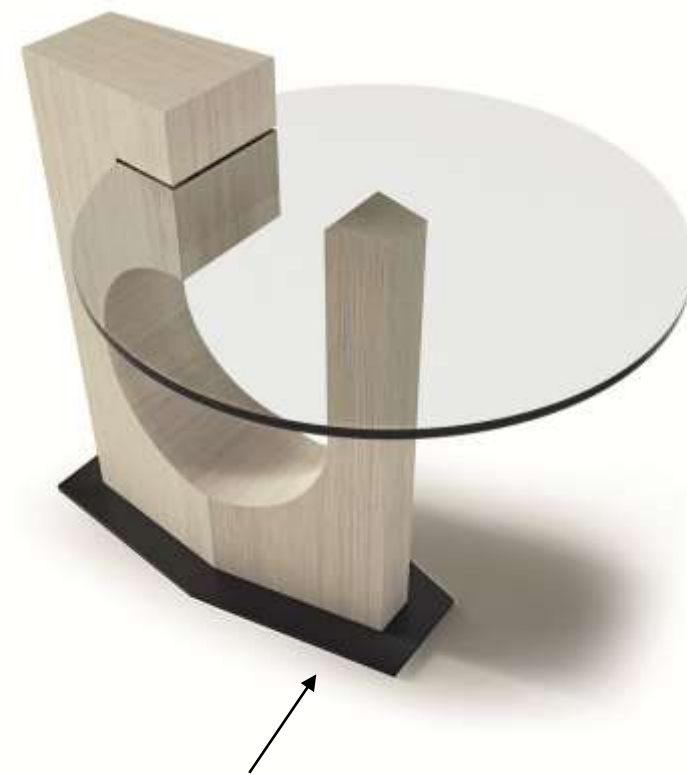
LACQUERED FINISH



LIGHT TAY FINISH



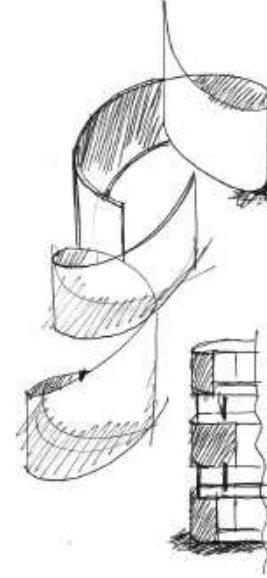
DARK TAY FINISH



BASE IN METAL  
BRONZE-GOLD FINISH



## INSPIRATION AND DEVELOPMENT ...



GAESYSTEM  
Bookcase



# GAE

*family*



**GAE**  
*bookcase*



**GAE**  
*sideboard*



**GAE**  
*coffee tables*

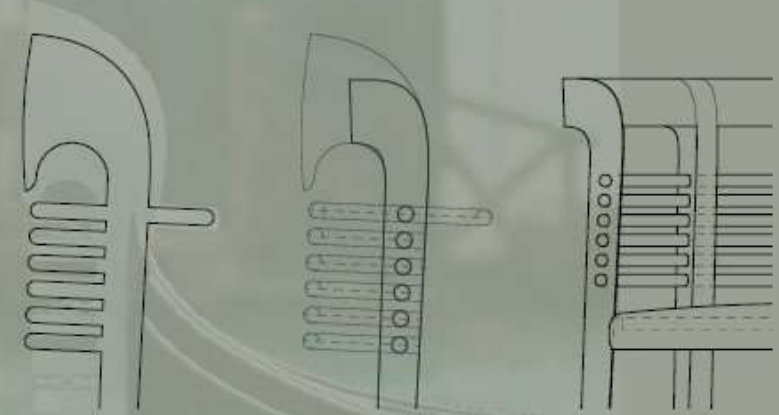
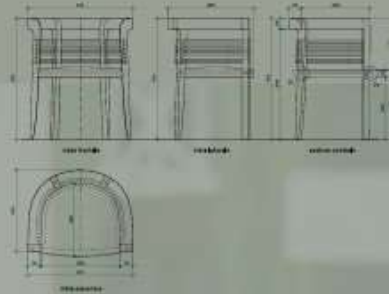




# INSPIRATION AND DEVELOPMENT ...



DOLFIN  
Small armchair





# DOLFIN

*small armchair*



PRECIOUS WOOD

NATURAL MATERIALS

# DOLFIN

*armchair & small armchair*



STRUCTURE IN SOLID ASH





# AIDA

*small armchair*



MODERN DESIGN

SOBER ELEGANCE

# AIDA

*family*



*chair*



*small armchair*



*padded small armchair*



LEATHER

*armchair*



# MISTRAL

*small armchair*





# ARA

*bergere & armchair*



# SHAPE

*chair*



# SHAPE

*small armchair*

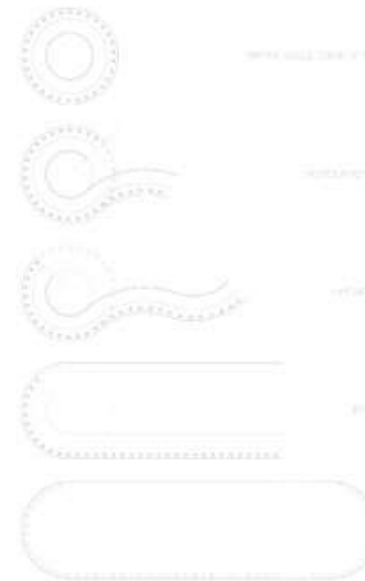
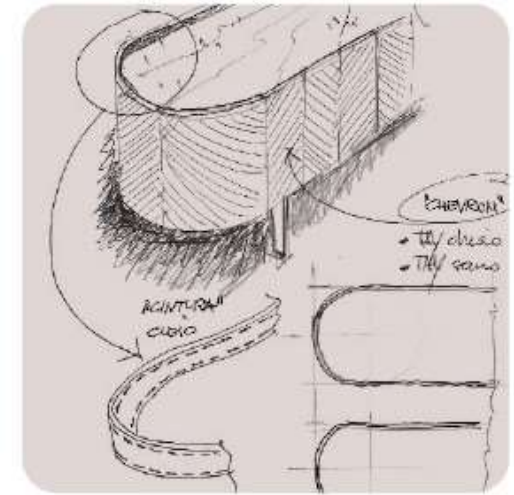


# SHAPE

*bergere*



## INSPIRATION AND DEVELOPMENT ...



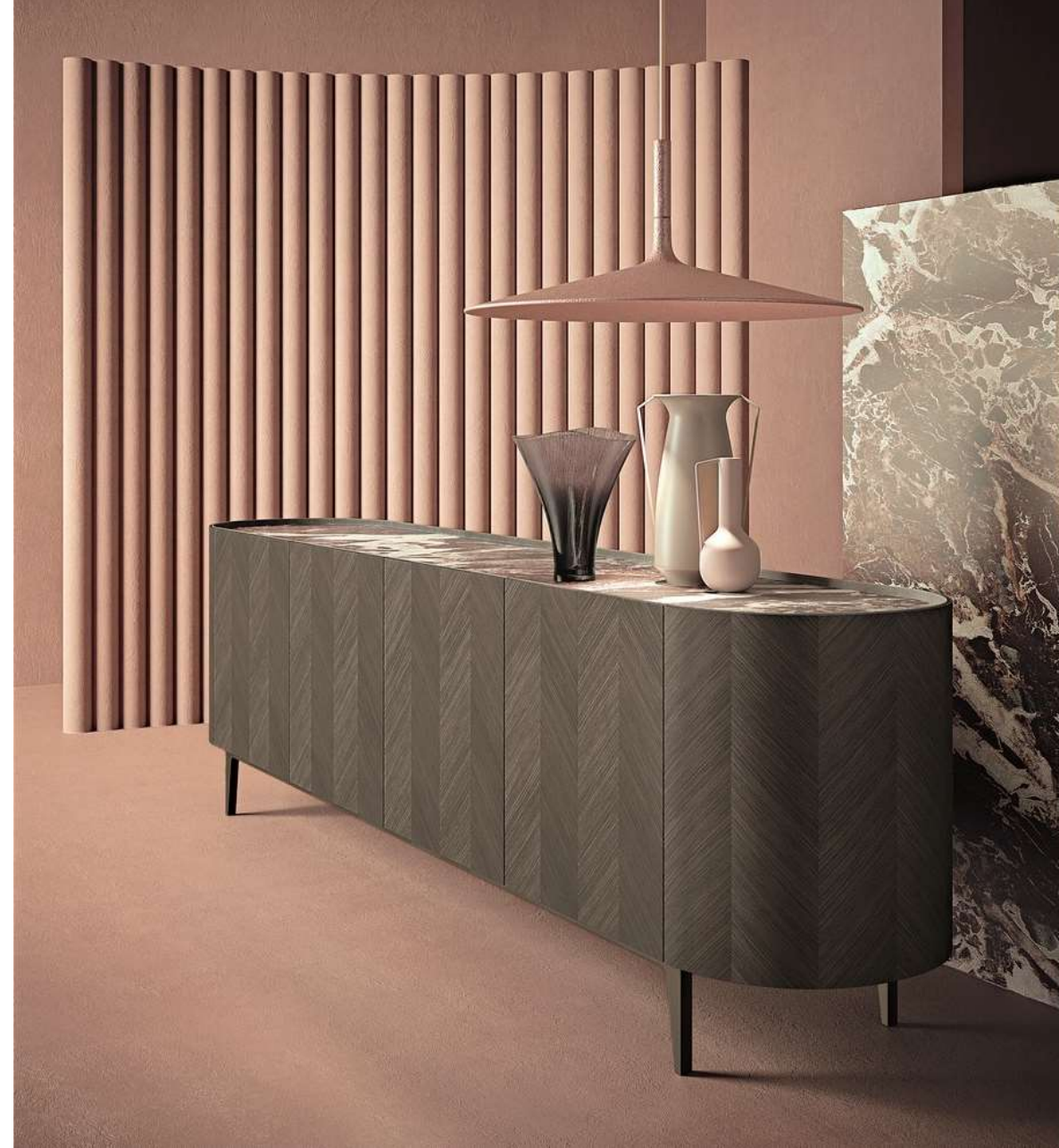
ALFEA  
Cupboard





# ALFEA

*sideboard*



PRECIOUS MATERIALS

CRAFTSMANSHIP

GOLD CALACATTA  
MARBLE TOP

LEATHER PROFILE WITH  
STITCHING

# ALFEA

*sideboard*



# DAFNE

*sideboard*

PRECIOUS MATERIALS

STYLISTIC RESEARCH

ELEGANCE AND EMOTIONAL IMPACT



TOP IN BEVELLED MARBLE  
AROUND THE ENTIRE PERIMETER

ROUNDED  
CORNERS



PAINTED GLASS BOX

MATT GREEN LEPANTO MARBLE TOP

DARK TAY

FULL-LENGTH SLIDING DOOR

PRECIOUS DETAILS

MODERN DESIGN

# DAFNE

*glass cabinet*



MIRROR BACKDROP



INTERIOR COVERED IN  
LEATHER



# A NEW TOUCH OF ELEGANCE

*Download the catalogs of the latest collection*

<https://we.tl/t-9MBLavKanF>



A NEW TOUCH OF ELEGANCE 02  
Preview



A NEW TOUCH OF ELEGANCE 01



THANKS