

VIII EDITION

IDEAS 4 WOOD CARPANELLI AWARD



CARPANELLI

A furniture company with over 100 years of history dedicated to fine cabinetmaking, today it has an international clientele positioned in the luxury sector, defined as an experience of authenticity, attention to detail and an expression of craftsmanship.

A distinctive element of Made in Italy, appreciated worldwide, understood not simply as the fact that it is Made in Italy, but as an expression of creativity and expertise.









2010



2019

200



IDEAS4WOOD CONTEST

As part of its 8th edition, the **IDEAS4WOOD 2025/2026** design contest is promoting the «Carpanelli Award». https://carpanelli.com/en/ideas4wood-2025-26/

A design journey inspired by the style and sophistication of your country and interpreted through the language of Italian design. The design ideas must be conceived to create the LIVING AREA, the heart of the modern home, designed for welcoming, relaxing, and entertaining.

The specific product types required are:

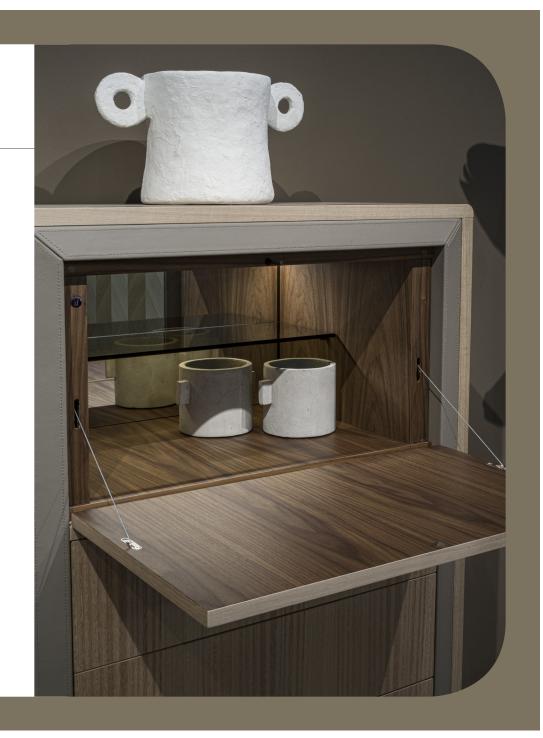
- MODULAR BOOKCASE SYSTEM / WALL UNIT
- STORAGE CABINET SIDEBOARD

The furnishings we design must be inspired by the mood of our line

A NEW TOUCH OF ELEGANCE

https://carpanelli.com/en/a-new-touch-of-elegance/





WHAT IS REQUIRED

A research path on current trends in the furniture sector:

The development of a contemporary concept of elegance understood as the use of high-quality, eco-sustainable materials, attention to detail and refined craftsmanship:

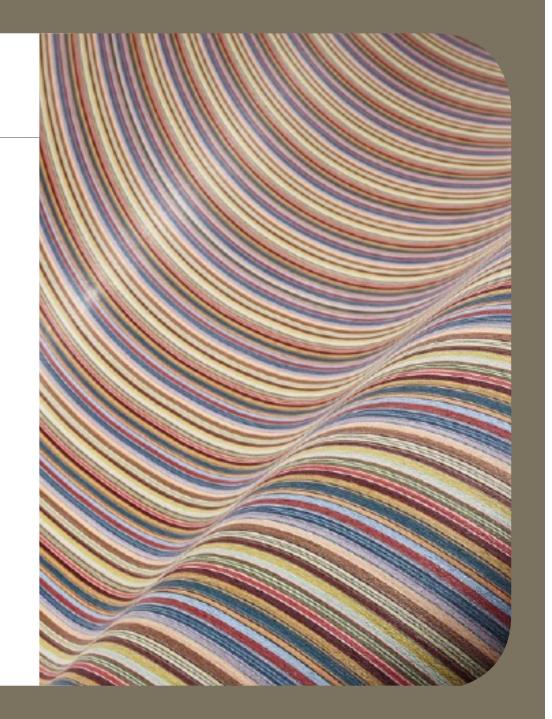
A NEW TOUCH

OF ELEGANCE



WELL CONSIDERED ARE

- the research work on current trends and the original interpretation of the Contest theme;
- The valorization of wood in its most precious essences as the protagonist material (Tabu 555 colors of wood collection);
- The search for combinations with natural materials such as leather, fabric, marble, metal and new materials, including eco-sustainable ones, that express a contemporary concept of preciousness;





STRATEGY AND VALUE OF THE PROPOSAL

- Carpanelli is an evergreen brand, preciously elegant, today enriched with a touch of novelty.
- The new products intercept new trends, maintaining the fine taste that distinguishes us, a synthesis of refined elegance and strong emotional impact.

Values and strengths

- Great customer care, high quality standards and customization capabilities.
- Innovation lies in the innovative use of a traditional, yet eco-sustainable, material like natural wood.
- Our products are the result of ongoing research and experimentation, resulting in highly artisanal products created through the careful selection of premium materials such as wood, marble, leather, and trendy metals.





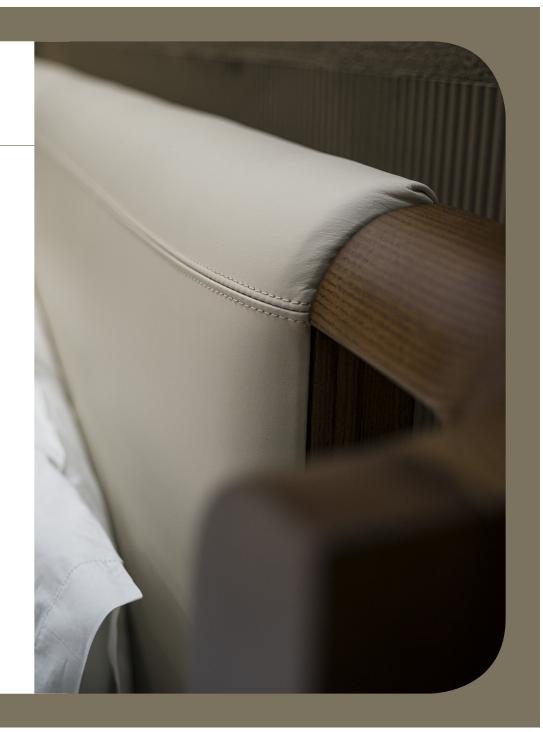
STRATEGY AND VALUE OF THE PROPOSAL

Able to offer

• Carpanelli 1919 aims to interpret the contemporary idea of luxury, expressed through the possibility of customizing the product as a true "tailor made" sartorial service, dedicated to our most demanding, refined and contemporary customers.

How can you recognize a piece of furniture made by us?

• The latest proposals express a modern language of highquality cabinetmaking, presented with an elegant design characterised by light lines and the utmost, and customary, attention to detail.



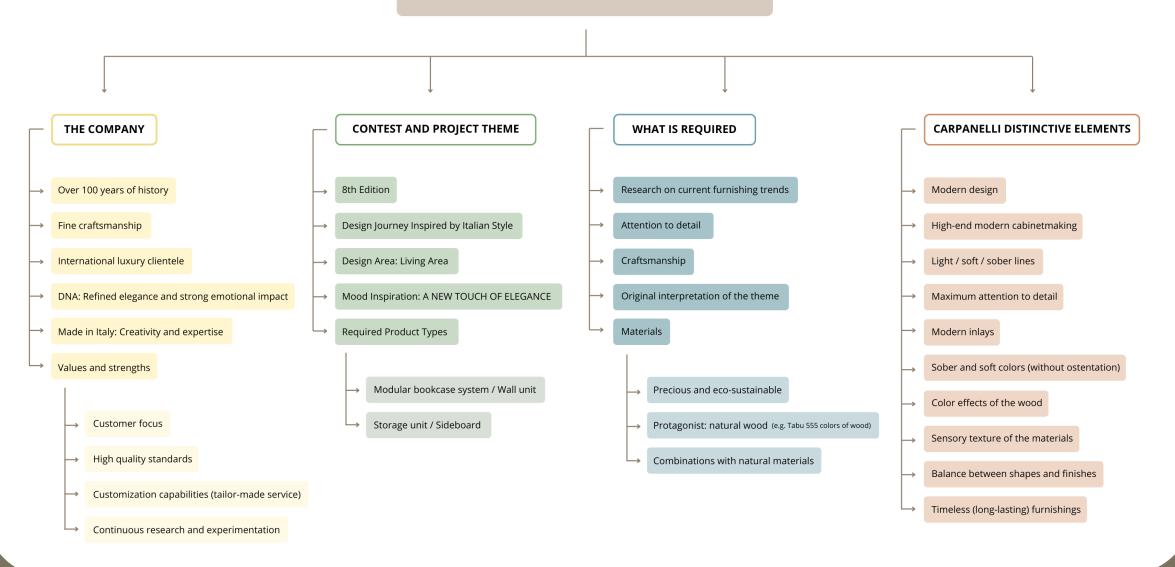


CARPANELLI'S BRAND PRISM TO-BE

PERSONALITY PHYSICAL Soft / sober lines Elegant What the Precious woods The Search but not over the top Coherent stylistic research maintained over brand offers . fundamental Quality / precious materials (leather, marble, metal) time (attention to trends) elements to Sober elegance stand out Sensory materiality of materials Balance between shapes and coatings RELATIONS · C CARPANELLI & Made in Italy **CULTURE** Quality (beautiful and well done) The added Elegance Intimacy in the relationship with the customer value of the brand Innovation and modernity (in step with the times) **EXTERNAL FACTORS** REFLEX Who wants to stand out without being tacky Home as a business card SELF-IMAGE Target Those who appreciate luxury and beauty The inner • it is beautiful, not because it is different) customers perception to be carefully preserved and restored Connoisseur of quality furniture • Beware of influencers (shops - architects) of the clientele



IDEAS4WOOD CONTEST - CARPANELLI AWARD



A NEW TOUCH OF ELEGANCE

Download the latest collection catalogs:

https://carpanelli.com/en/catalogues/



A NEW TOUCH OF ELEGANCE 02. Preview



A NEW TOUCH OF ELEGANCE 01









Thank you for your attention.