
CARPANELLI 1919
Ideas 4 Wood
Contest by Tabu®
IX Edition 26.27
A new touch of Elegance.
A new vision for living.
ITALIAN HISTORICAL TRADEMARK
CARPANELLI AWARD

01

The DNA

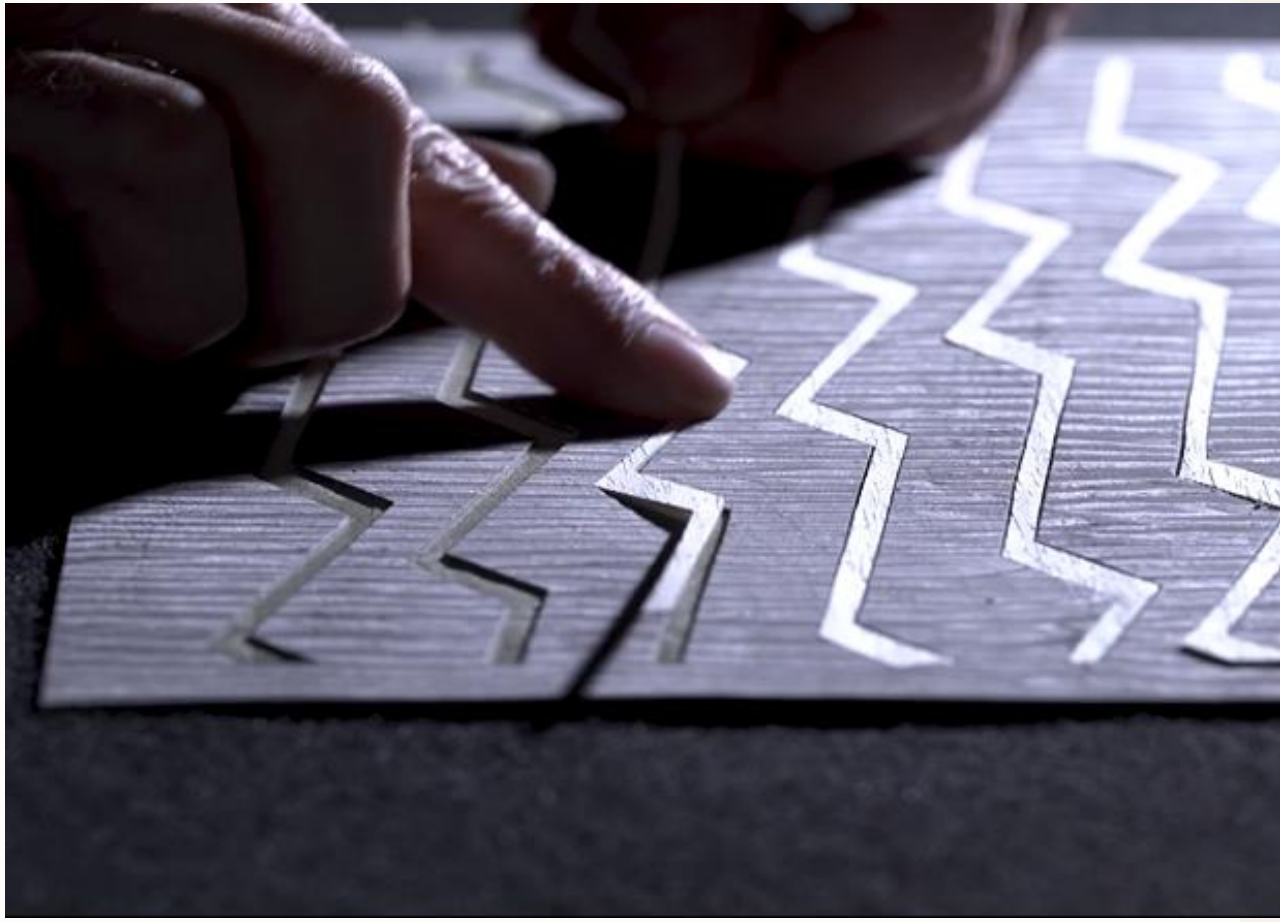
IDENTITY · HERITAGE · VISION

100 years of craftsmanship shaping contemporary living.

Over 100 years of history, with a gaze always turned towards the future.

Carpanelli was born from the tradition of fine Italian cabinetmaking and reinterprets it through research, creativity and design culture.

The result is a vision of contemporary design in which artisanal expertise meets modern elegance, giving shape to authentic, distinctive products.



01

The DNA

IDENTITY · HERITAGE · VISION

Heritage

Our history is the starting point. Over a century of experience in fine Italian cabinetmaking provides a solid foundation for imagining new forms and exploring new design languages.

Made in Italy

Not merely a place of production, but a way of thinking. Creativity, expertise and design culture come together to shape a distinctive expression of Italian design.

Materials

Natural wood is our starting point: a living, authentic material. Through research and experimentation, we explore its potential to shape contemporary design rooted in the tradition of fine cabinetmaking. Not industrial minimalism, but design defined by material depth and artisanal craftsmanship.

Authenticity

Furniture projects with a clear vision, the ambition to take risks and develop a distinctive voice, building a cultural narrative around each product.

A recognisable identity for architects and interior designers who want to offer their clients something authentic, distinctive and less conventional.

The DNA

BRAND PRISM TO-BE

INTERNAL FACTORS

PHYSIQUE

What the brand offers

- Soft, understated lines
- Precious wood species combined with other natural materials (leather, marble and metal)
- Contemporary inlays
- Subtle, muted colours, free from ostentation
- Natural tonal variations in wood
- Tactile, sensory materiality
- Contemporary design
- Distinctive cabinetmaking details

PERSONALITY

The key elements that set the brand apart

- Understated elegance
- Authenticity as a competitive advantage
- Research as a willingness to take creative risks and explore uncharted design territory
- Research into current furniture and interior design trends

SENDER

RELATIONSHIP

The brand's added value

- A brand with an authentic soul
- Customisation
- Bespoke craftsmanship
- Timeless furniture design
- A strong focus on customer relationships
- The ability to anticipate and interpret the needs and trends of contemporary living

CULTURE

The brand's values

- Authentic Quality
- Beauty and Craftsmanship
- Artisanal Expertise
- 100 Years of Heritage
- Contemporary Design
- Made in Italy

REFLECTIONS

The target audience

- Those seeking something distinctive and less conventional
- Consumers drawn to a contemporary vision of luxury, valuing authentic, beautifully crafted objects
- Interior designers looking to propose something original and yet to be defined
- A community of people who share a sensibility for genuine quality
- A refined audience with strong purchasing power

RECEIVER

SELF-IMAGE

How customers perceive themselves

- The home as a personal statement
- A piece of fine cabinetmaking reflects not only the values of the brand, but also the identity of the person who chooses it.
- A cultural narrative around the product

EXTERNAL FACTORS

02 The Objective

The Contemporary way of Living

The aim is to design furniture for a modern, fluid home, where different functional areas interact seamlessly, without rigid boundaries.

Areas of focus to choose from:

- LIVING AREA_ A space for welcoming and relaxation

  Key piece: **‘’ICON’’ TABLE**

- STUDY AREA_ A discreet workspace integrated into the living area

  Key piece: **DESK / WRITING DESK**





03

The Challenge

What makes a Carpanelli piece distinctive?

Carpanelli's latest designs express a contemporary vision of fine Italian cabinetmaking, where refined design meets light, elegant lines and an uncompromising attention to detail.

The Design Challenge

_To interpret **contemporary living** trends in a way that expresses Carpanelli's identity, through a process of exploration and **research** aimed at creating something original and **yet to be defined**.

_To design with elegance and sensitivity, seeking a balance between **functionality** and **aesthetics**, enhanced by **distinctive details** rooted in the art of fine cabinetmaking.

A New Elegance

_Draw inspiration from the *A New Touch of Elegance* collection concept and reinterpret its design language through your own creative vision.

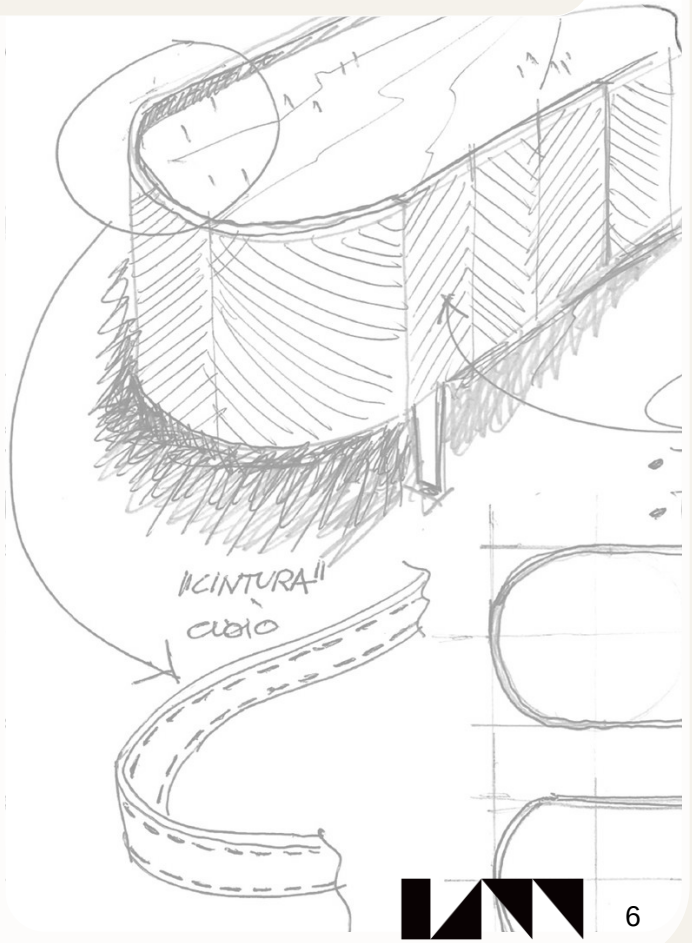
_Express a **contemporary elegance** defined by balance, harmonious proportions, **authentic details** and solutions that surprise with subtlety.

Design Values

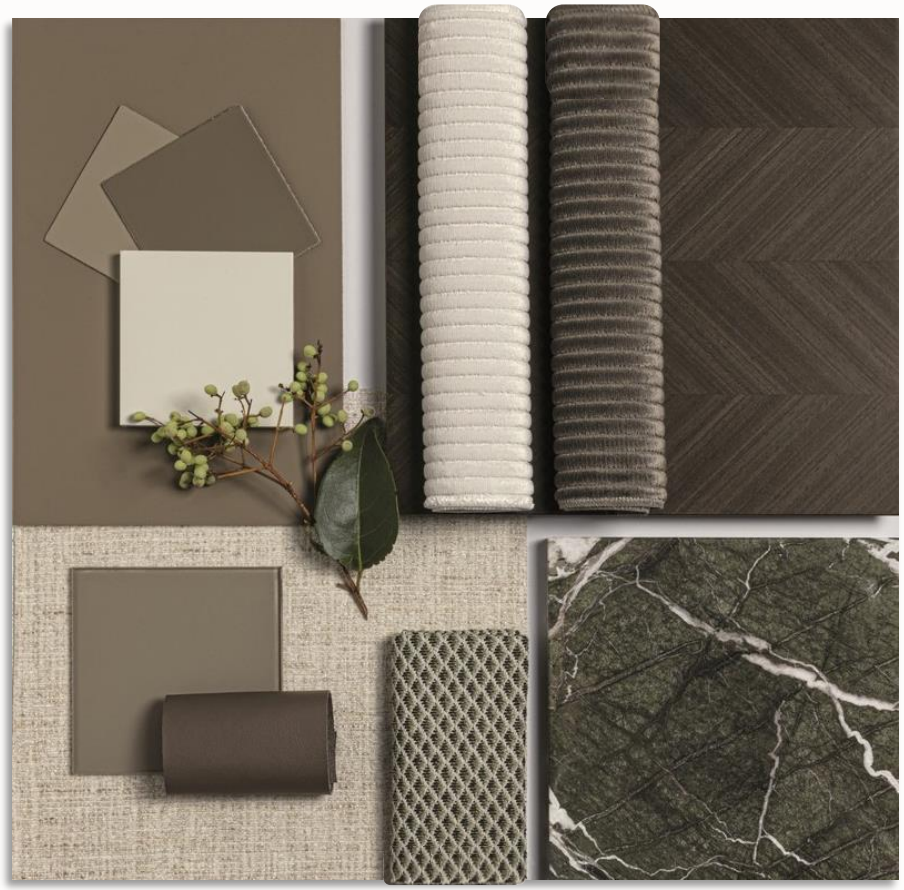
_**Wood** takes centre stage: highlight its character, grain and uniqueness, making it an integral part of the project's identity.

_Explore **combinations** and contrasts with a coherent vision, seeking a harmonious dialogue between forms, finishes and natural materials, celebrating their **tactile** and **sensory qualities**.

_Favour refined forms, balanced proportions and sophisticated details to achieve an **authentic elegance**, free from ostentation.



04 The Materials



What we value

_ **Research** into current trends and an original interpretation of the Contest theme;

_ The **enhancement** of wood in its finest and most precious varieties, making it the protagonist of the design (*Tabu 555 Colors of Wood collection*);

_ The exploration of **combinations** with **natural materials** such as leather, hide, marble and metal, as well as **innovative** and **sustainable materials**, to express a contemporary vision of luxury and refinement.

CARPANELLI AWARD 9th EDITION

THE COMPANY

- Over 100 years of history
- High cabinet making
- Contemporary craftsmanship
- International luxury clientele
- Refined elegance and strong emotional impact
- Core values and key strengths
  - Customer focus
  - Authenticity
  - Customization (tailor-made service)
  - Continuous research and experimentation

CARPANELLI DISTINCTIVE ELEMENTS

- Modern design
- Fine woods and natural materials
- Soft, flowing lines
- Attention to detail
- Contemporary inlays
- Understated elegance
- Customization
- Timeless, enduring furniture design

CONTEST AND PROJECT THEME

- 9th edition
- The contemporary way of living
- Mood inspiration: A new touch of elegance
- Design areas
  - Living area → **"Icon" table**
  - Study area → **Desk / Writing desk**

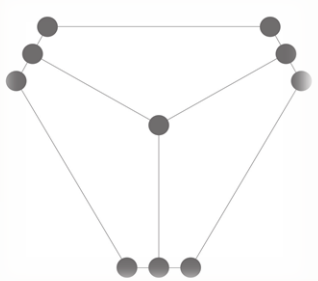
WHAT IS REQUIRED

- Research into current interior design trends
- Attention to detail
- Craftsmanship in production techniques
- Original interpretation of the theme
- Materials
  - Wood as the protagonist
  - Combinations with natural materials

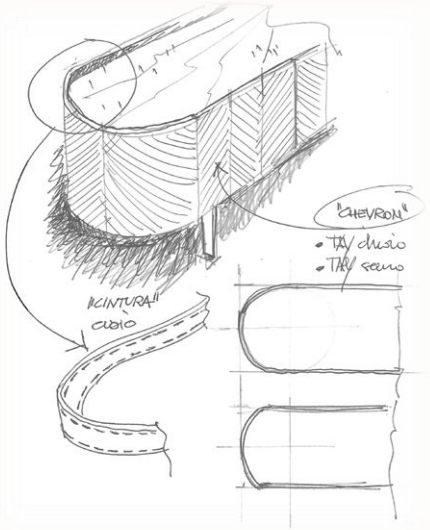
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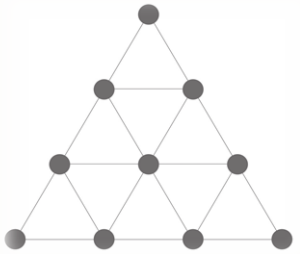
Timeline

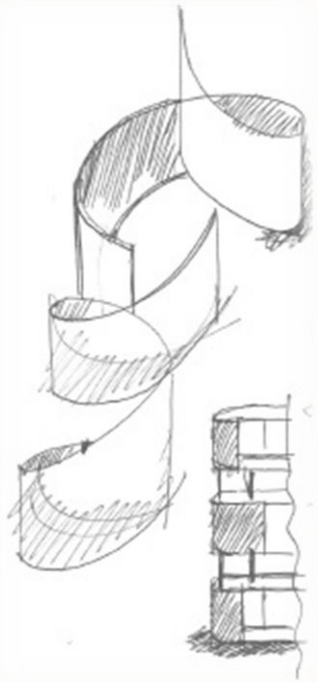
- **1 October 2026**
  LAUNCH OF THE 9TH EDITION
- **4 June 2027**
  PROJECT SUBMISSION DEADLINE
- **June 2027**
  JURY EVALUATION
- **July 2027**
  AWARD CERIMONY



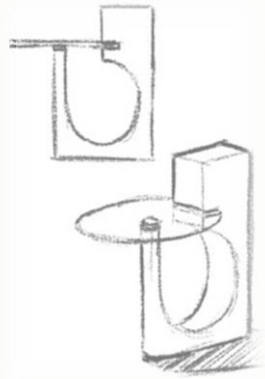
Download the official Contest guidelines here:
https://i4w.it/en/carpanelli-award/











Get Inspired

CATALOGS

Discover the collections, materials, and details of Carpanelli products

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



WEBSITE

Explore the *A New Touch of Elegance* concept in depth and discover the brand's contemporary identity

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

Explore the "Ideas 4 Wood" section on our YouTube channel

https://www.youtube.com/@Carpanelli-furniture

INFO

Do you have any questions or need further information to develop your project? Get in touch by email at

i4w@carpanelli.com