

FLEXFORM
around
the
world



Sentirsi a casa, sempre, ovunque.

Feel at home anywhere and at any time.

*Quella di Flexform è la storia
di un'azienda di famiglia.
Una storia tutta italiana che dal 1959
racconta di divani e poltrone,
di chaiselongue e letti.
Che parla di grande comfort,
di sobria eleganza, di eccellente fattura.*

*È la storia di un prodotto fatto in Italia
che viaggia per il mondo e si ferma nelle case
di ogni angolo del pianeta portando
con se un po' di quella bellezza italica
misurata e rassicurante, fatta di proporzioni,
stile, qualità.*

*È soprattutto la storia di una promessa mantenuta.
Quella di regalare a chiunque scelga Flexform,
una sensazione unica:
Home at last, sentirsi a casa. Finalmente.*

*La casa, il porto sicuro dove approdiamo
alla fine delle nostre giornate.
La casa, il sogno di un'intera vita.*

*Che il viaggio abbia inizio.
Perché a farci sentire a casa,
ovunque ci troviamo, ci pensa Flexform.*

*The story of Flexform revolves around
a family-run company.
It is a quintessentially Italian story that has been
giving an account of sofas, armchairs,
chaises longues and beds since 1959.
It tells of great comfort, understated
elegance and exceptional workmanship.*

*It is the story of a product that
is made in Italy and travels to
homes all over the world, bringing with
it the typically Italian low-key, reassuring
beauty that is built on proportion,
style and quality.*

*Most importantly, it is the story
of a promise fulfilled.
The promise is to give everyone who chooses
Flexform a unique feeling: Home at last.*

*Home is the safe haven that welcomes us
at the end of every day.
Home is the dream of a whole lifetime.*

*Let the journey starts.
Because no matter where we are,
Flexform will make us feel at home.*

Home at last.



PHOTO: MAURO TALAMONI

Alex Bellini

è un esploratore italiano nato ad Aprica, un piccolo paese tra le Alpi, nel 1978. Le sue imprese in solitaria lo hanno reso noto come esploratore estremo, speaker motivazionale e mental coach, ma Alex è prima di tutto un viaggiatore. Ha attraversato il Sahara, esplorato l'Alaska, navigato dal Mediterraneo all'Atlantico. È partito dal Perù per arrivare in Australia, solcando l'Oceano Pacifico in kayak ed ha visitato gli Stati Uniti correndo da Los Angeles a New York in 70 giorni. Per Alex, la sensazione Home at last è in tutto il mondo.

is an Italian explorer who was born in 1978 in Aprica, a little Alpine village. Thanks to his solo feats, he has become a renowned extreme explorer, motivational speaker and mental coach, but first and foremost Alex is a traveller. He has crossed the Sahara, explored Alaska and rowed across the Mediterranean and the Atlantic. He also rowed across the Pacific Ocean from Peru to Australia and he ran across the United States from Los Angeles to New York in 70 days. Alex gets that Home at last feeling all over the world.

Tutto comincia con un'immagine. Si forma dal niente, alle volte da un rumore, altre da una paura. Forse è il silenzio ad accenderla, come una cassa di risonanza dei miei pensieri più inconsci. O forse è, semplicemente, che ad un certo punto inizio a provare un'insostenibile nostalgia per quelle cose che solo a casa posso trovare.

Allora perché privarsene?

So di essere una persona particolare. Vivo l'eterno conflitto di desiderare ciò che non posso avere. Quando sono a casa desidero la lontananza, il gelo, il silenzio, il buio; attenzione a non intenderlo come uno scappare, il mio è piuttosto un inseguire. Quando invece sono lontano desidero sprofondare nel comfort di casa. Ecco, vorrei alle volte sentirmi più normale. È una bella giostra la mia vita, attratto ora da un'estrema ora dall'altro, ma questi due poli così lontani e così diversi sono necessari per mantenere tutto in un perfetto diseguilibrio che di fatto è la vera molla per continuare a muoversi. Andare, tornare, sognare, andare nuovamente...

Continuo ostinatamente a preferire il viaggio in solitaria. Forse sarà per sempre così. Ma tutte le volte che la vita mi regala la possibilità di trasformare un sogno in qualche cosa di concreto attraverso cui esplorare i confini, dentro e fuori di me, mi rendo conto che l'esperienza più bella è quando sono vicino alle persone che amo. In quel momento il mio viaggio, qualunque esso sia, non è più un andare verso la mia destinazione, verso il coronamento di un sogno, verso qualcosa di ancora più lontano, ma diventa un lungo e lento ritornare. Finalmente a casa.

Everything starts with an image. It takes shape by itself, sometimes taking its cue from a sound and sometimes from a fear. Perhaps it is silence that sets it in motion, like a resonance chamber for my most unconscious thoughts. Or perhaps I simply get to a point where I become unbearably nostalgic about the things that I can only find at home.

So why should I deprive myself of them?

I know that I am an unusual person. There is a constant battle inside me because I always want what I cannot have. When I am at home, I want to be far away, in the cold, the silence and the dark; although it is important to note that rather than running away from something, I am chasing it. When I am far away, I long to indulge in home comforts. Sometimes I would like to feel more normal. My life swings to and fro, as I go from being attracted by one extreme to feeling the draw of the other. However, these two distant, different ends of the spectrum are necessary in order to keep everything in the perfect imbalance that actually serves as the real driving force to keep me moving. Leave, come back, dream, leave again...

I stubbornly continue to prefer to travel alone. Perhaps I always will. But every time life presents me with the chance to make a dream come true and explore the boundaries both inside me and in the outside world, I come to appreciate that the most wonderful experiences are those that I enjoy alongside the people that I love. When that happens, no matter what sort of journey I am on, I find that I am no longer heading to a destination, the realization of a dream and something even further away, but slowly following the long path back, until I am home at last.

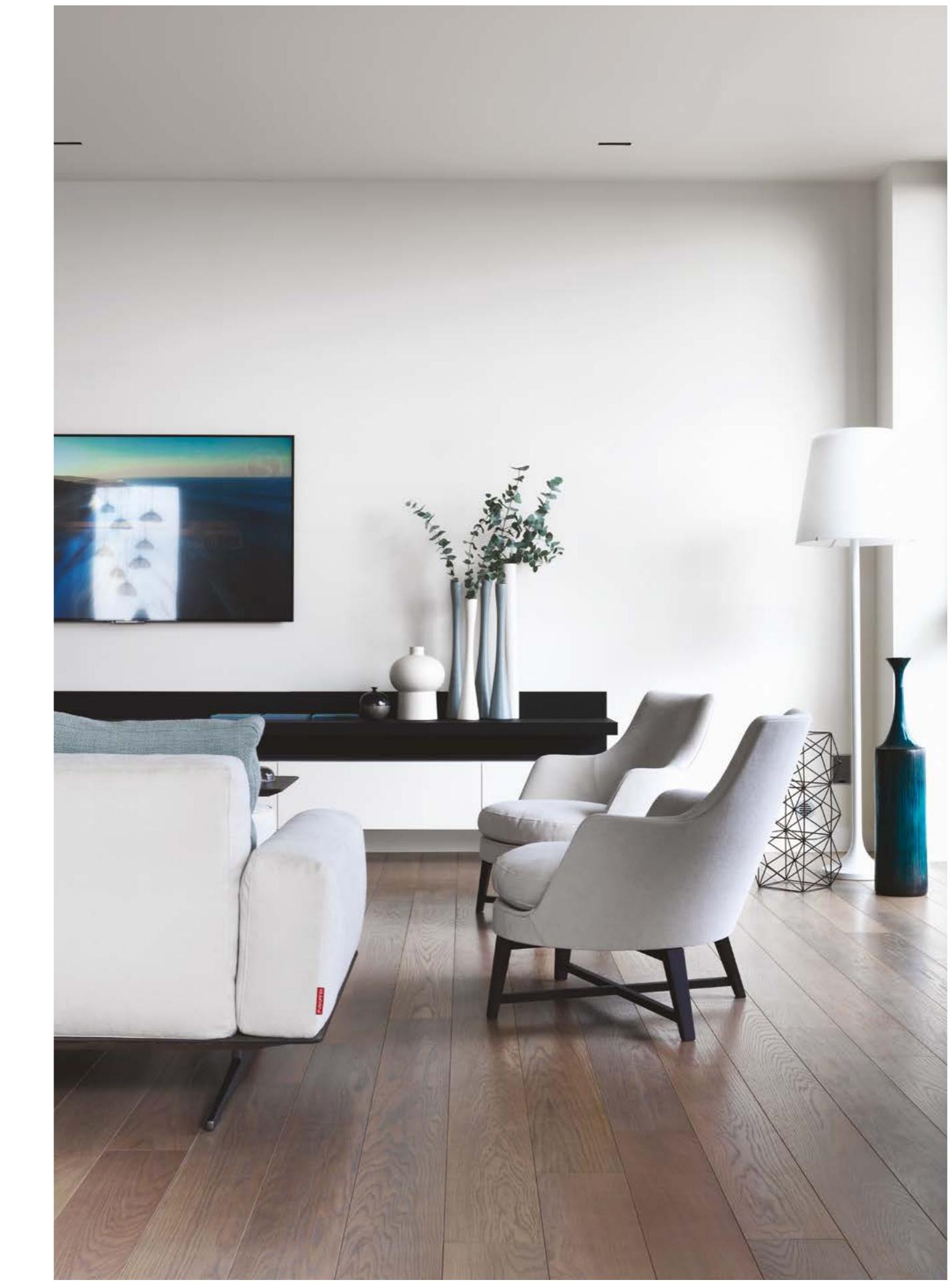
People and pigeons fill a courtyard,
seen from cathedral on the square
DUOMO SQUARE, MILANO, ITALIA



Italy



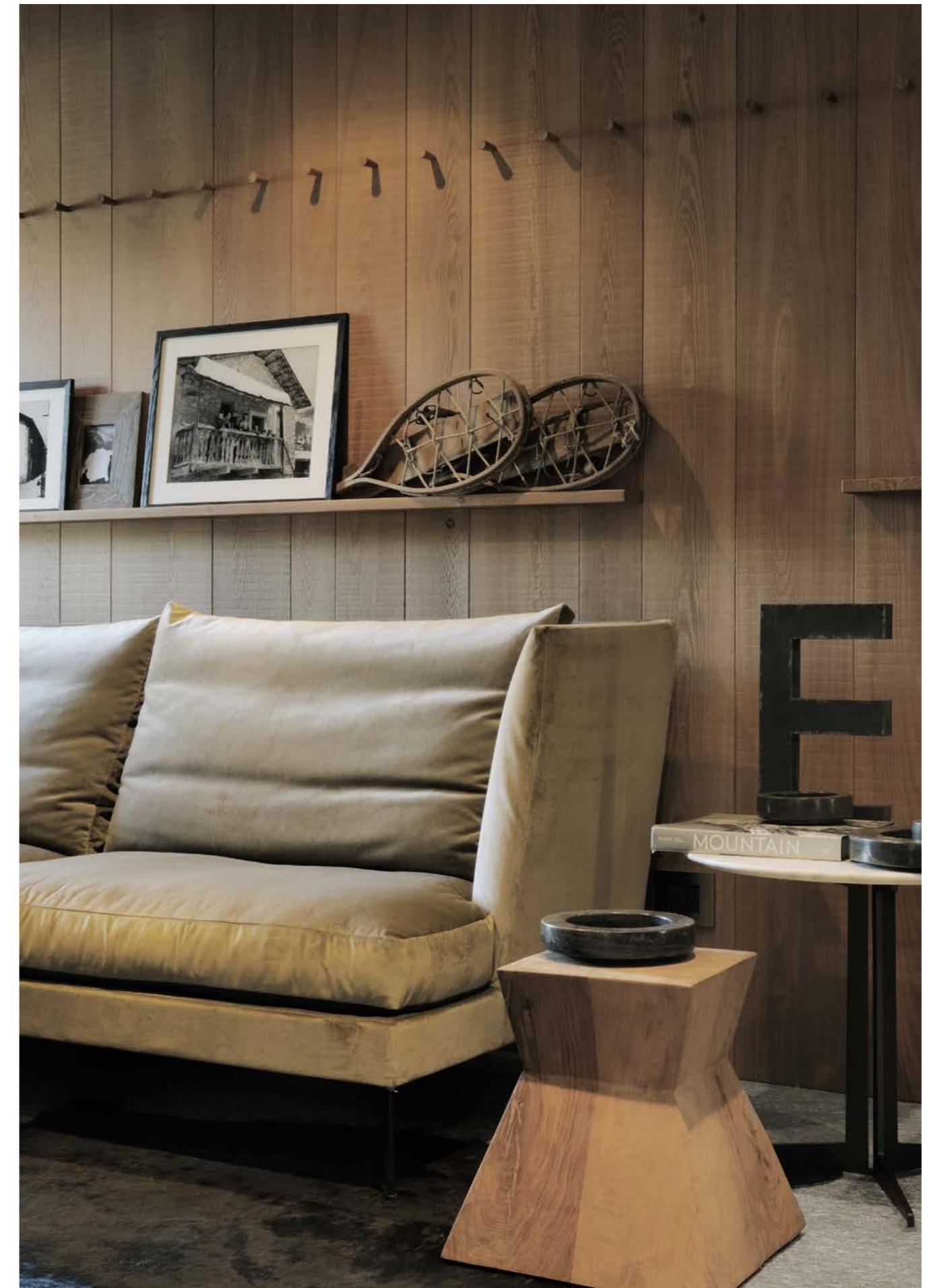
PENTHOUSE AT BOSCO VERTICALE BUILDING, MILANO, ITALY
PROJECT: STUDIO MATTEO NUNZIATI





MANDARIN ORIENTAL HOTEL, SUITE FORNASETTI, MILANO, ITALY
PHOTO: SANTI CALECA









Golden sunlight through the Arcades of the Corridoio Vasariano
FIRENZE, ITALY



AQUAZZURA HEADQUARTER IN FIRENZE, ITALY
PROJECT: CASA DO PASSADIÇO
PHOTO: FRANCISCO ALMEIDA DIAS



SANLORENZO YACHT SL 106 615



VILLA IN TREVISO, ITALY
PROJECT: ZETTA STUDIO
PHOTO: ALBERTO FERRERO





*"You may have the universe
if I may have Italy"*

Giuseppe Verdi

Baci Perugina, typical praline of Perugia
UMBRIA, ITALY



Compass rose mosaic square,
view from Monument to the Discoveries
EMPIRE SQUARE, BELEM, LISBON, PORTUGAL

Europe





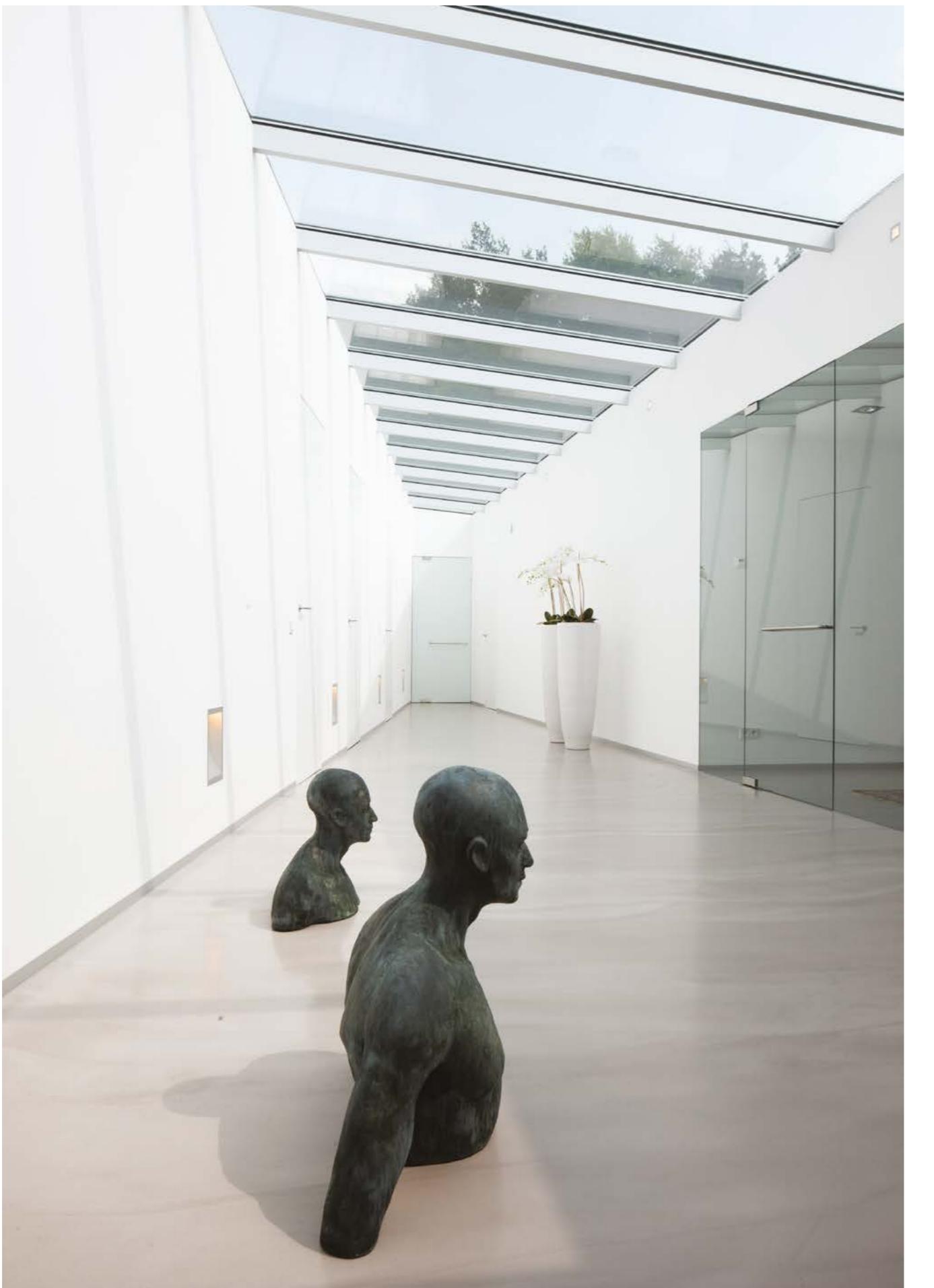
VILLA IN KLAMPENBOR, DENMARK
PROJECT: ARNE JACOBSEN
PHOTO: KRISTIAN LÜTZAU



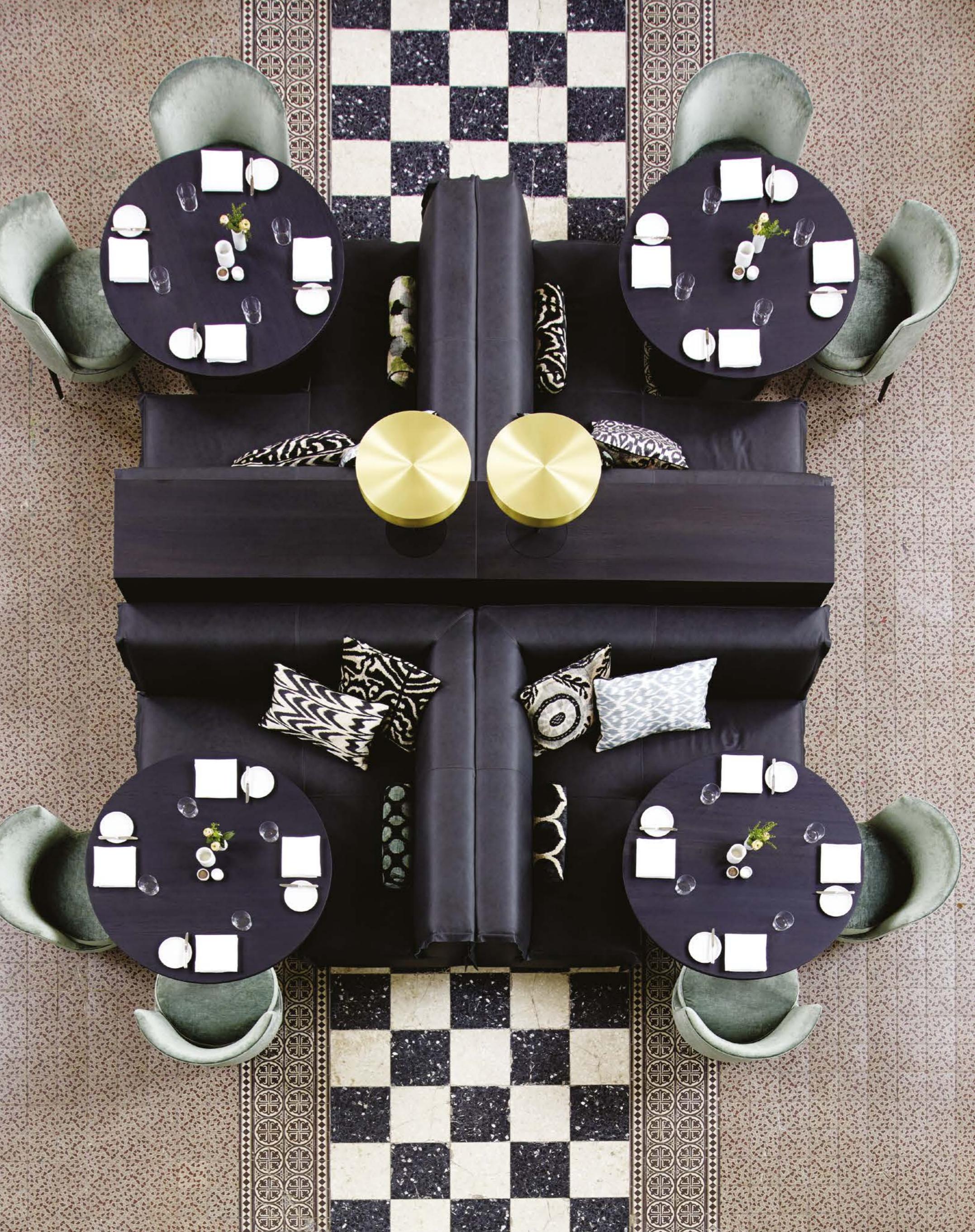
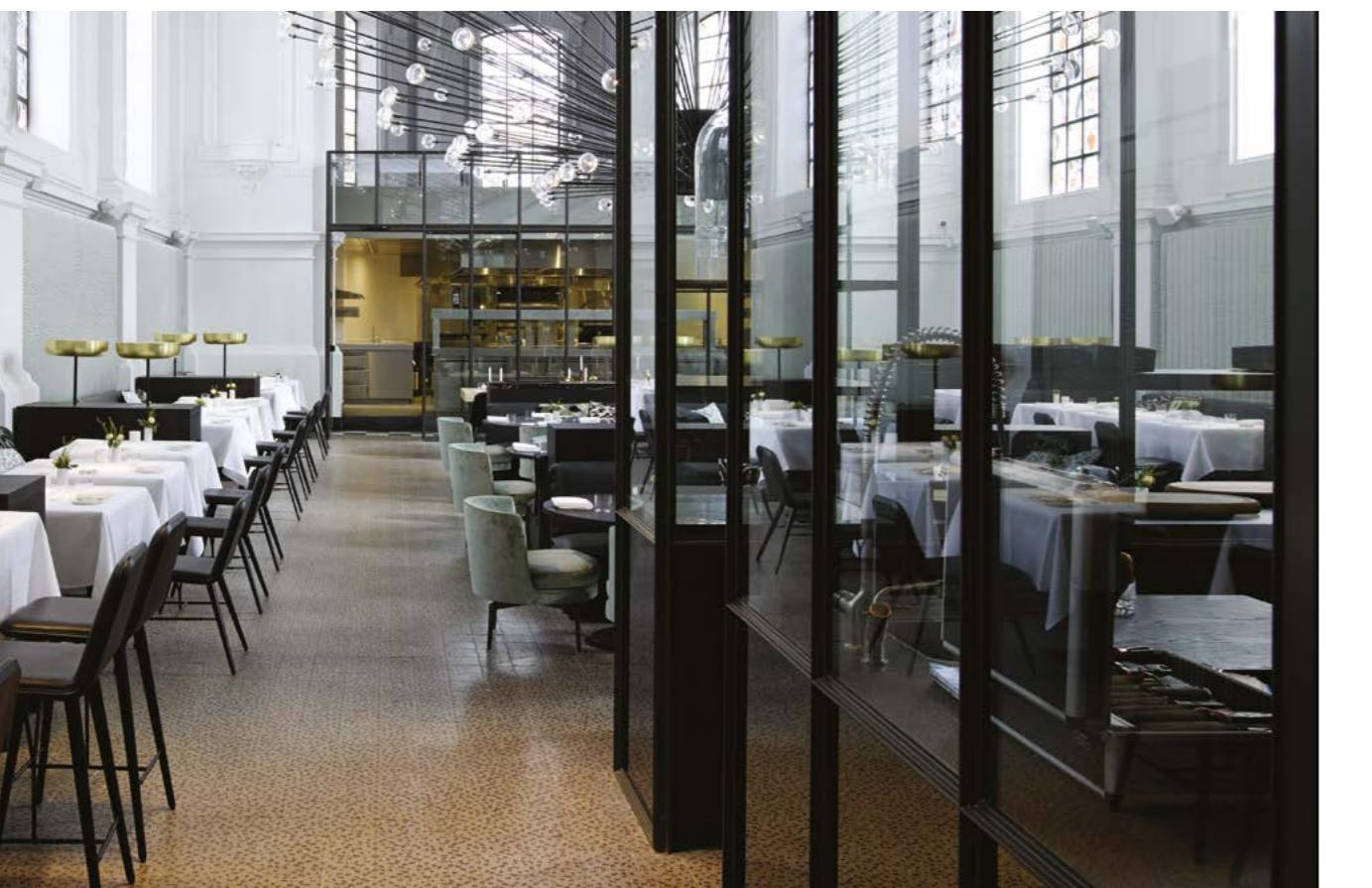




W.I.N.D. HOUSE, HOLLAND
PROJECT: UNSTUDIO
PHOTO: INGA POWILLEIT



HOUSE IN HAELEN, HOLLAND
PROJECT: Lab32 architecten / ROB ZEELEN INTERIOR
PHOTO: WIM PAUWELS BETA-PLUS







OAK HILL, HOUSE IN HAMPSTEAD, LONDON, UK
PROJECT: CLARIDGE ARCHITECTS

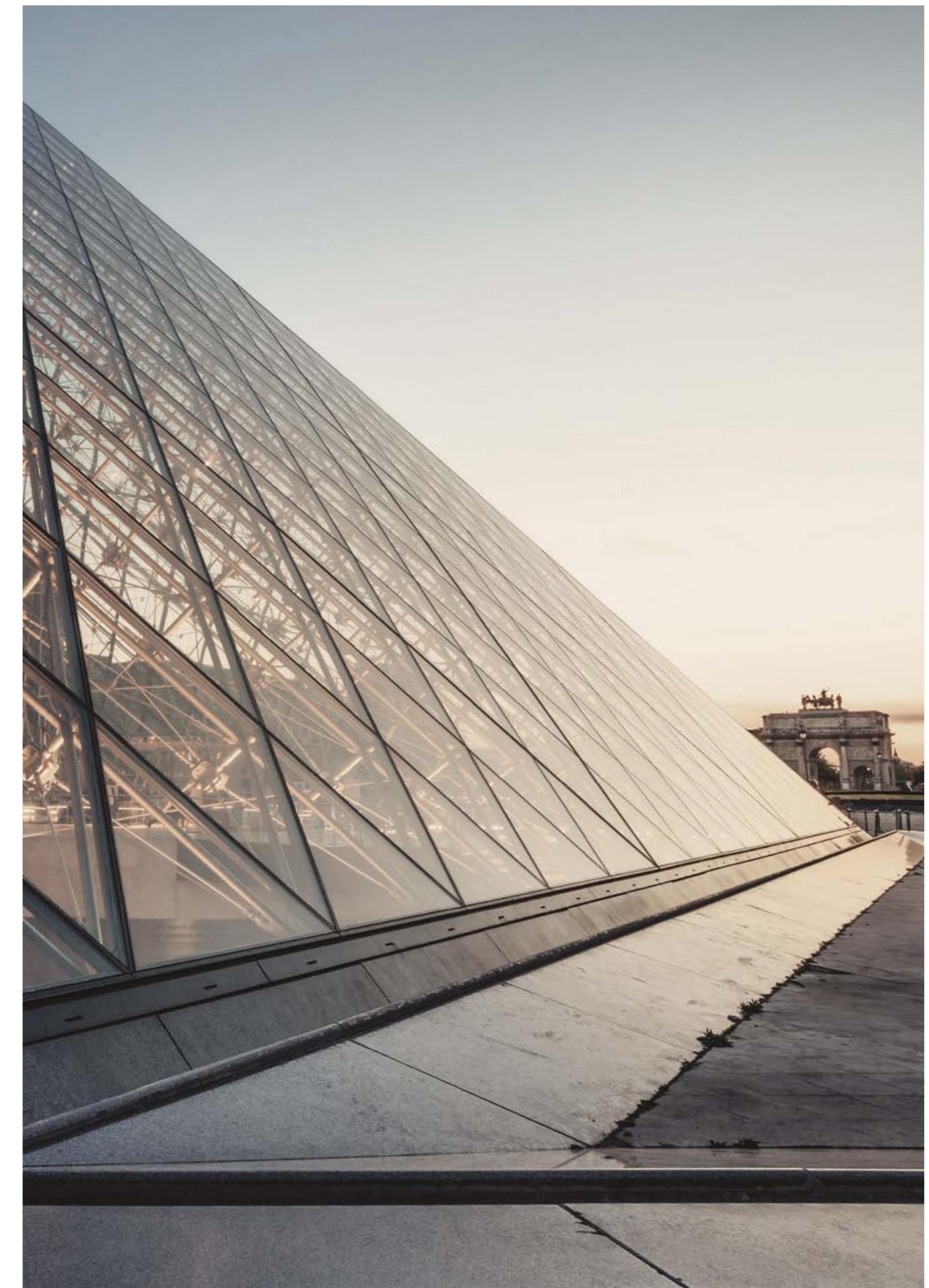




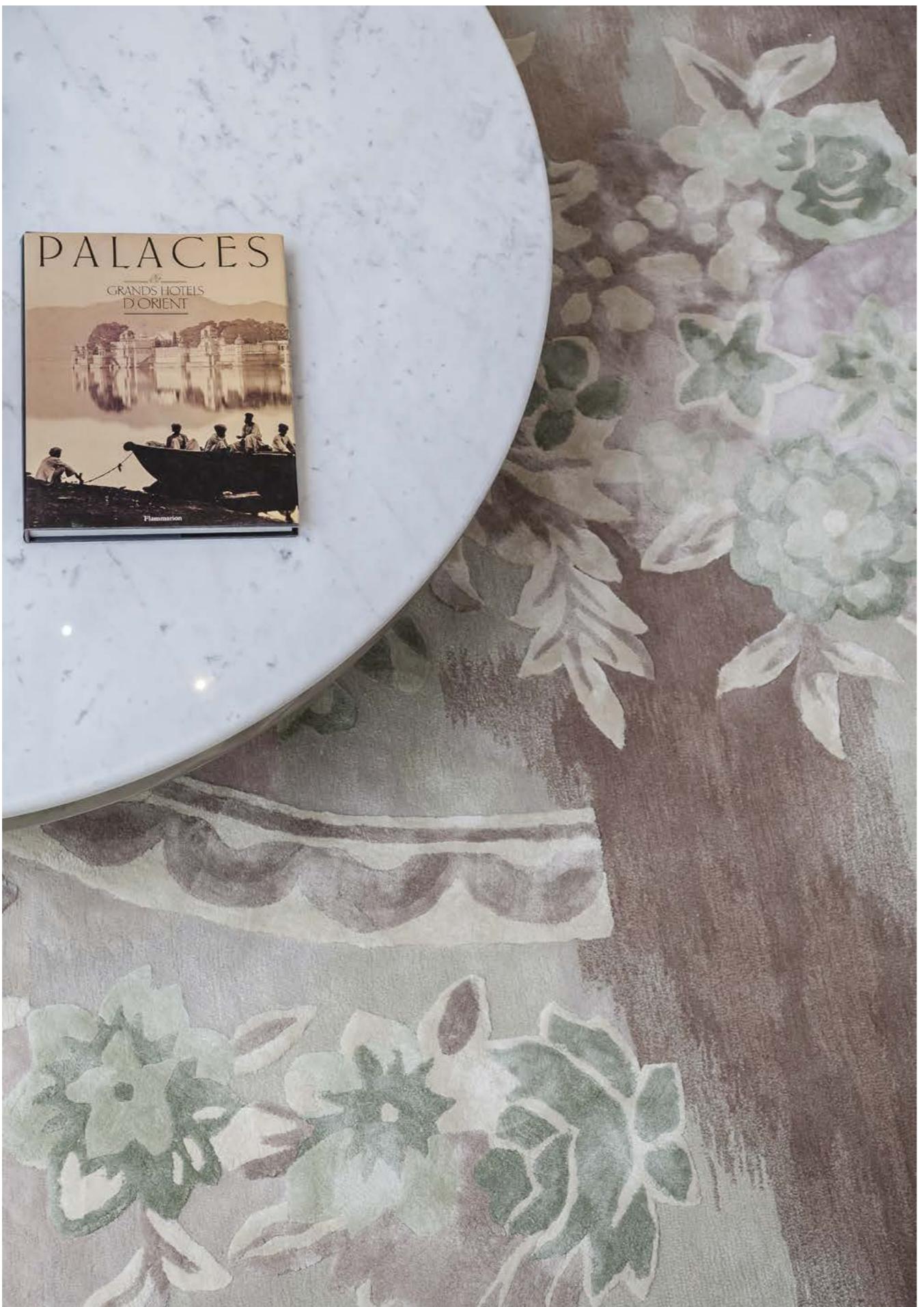












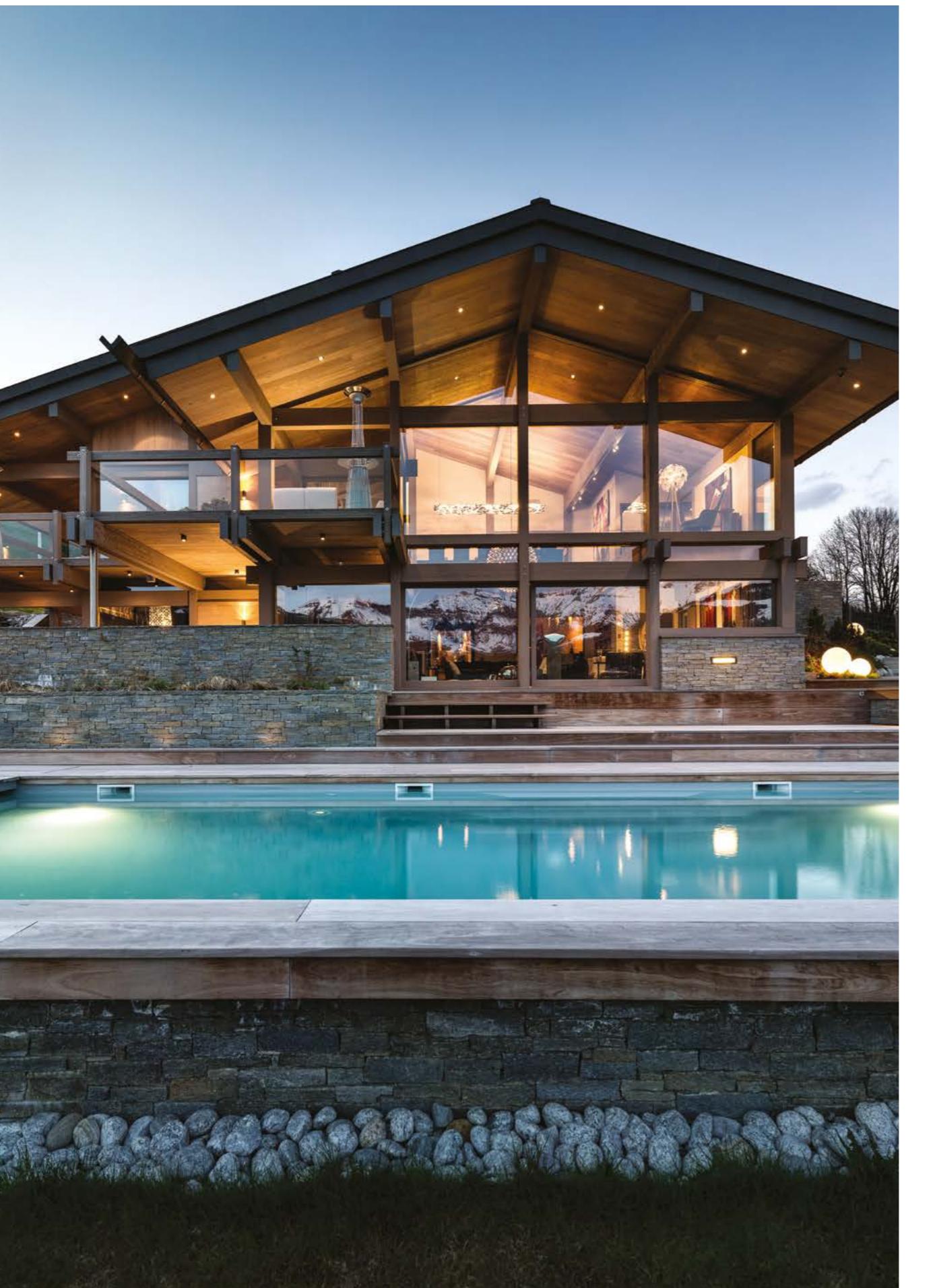
APARTMENT IN PARIS, FRANCE
PROJECT: GÉRARD FAIVRE
PHOTO: MATHIEU FOL



HOUSE IN LYON, FRANCE
PROJECT: CLAUDE CARTIER
PHOTO: GUILLAUME GRASSET





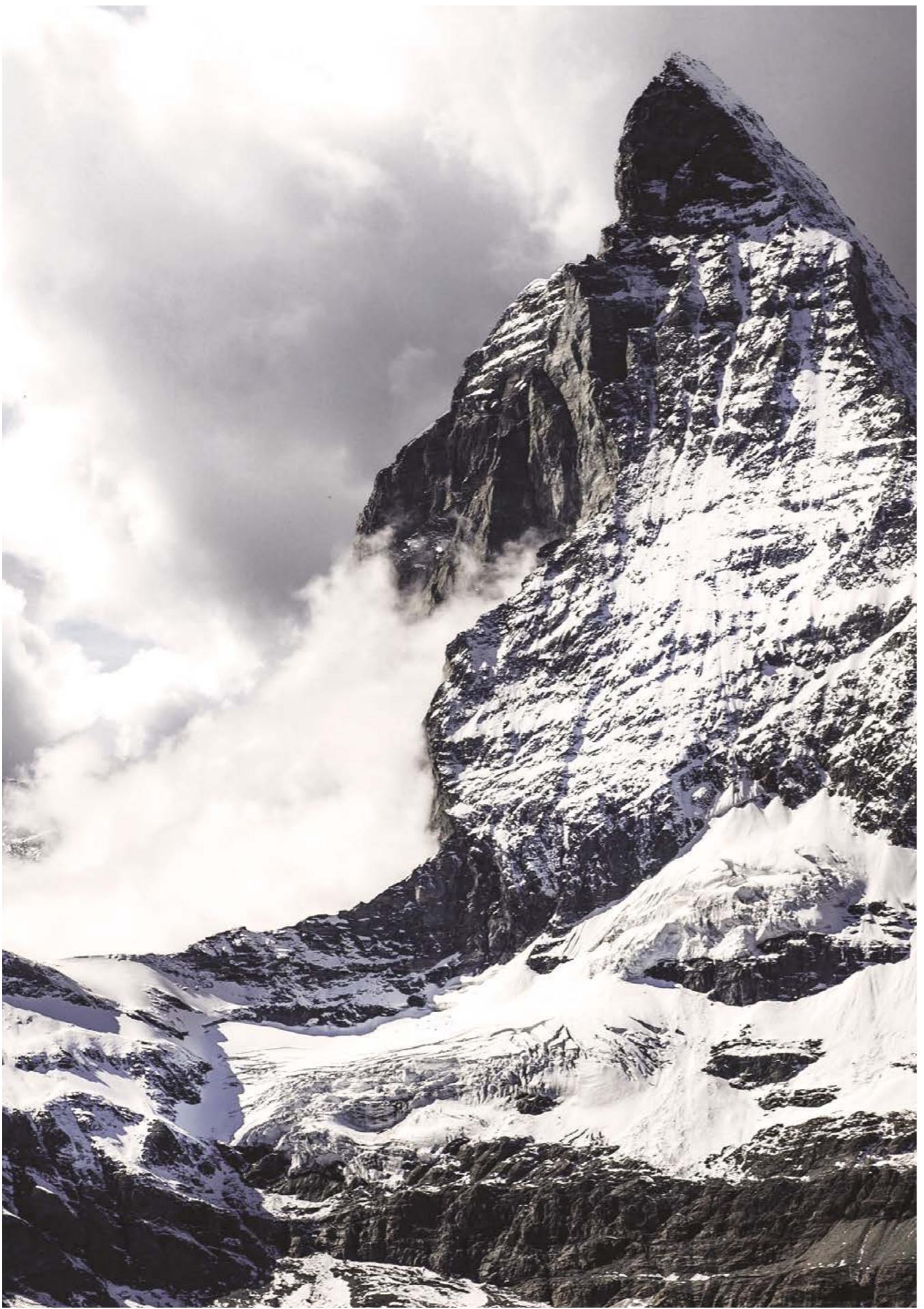


CHALET MONT-BLANC MEGÈVE, FRANCE
PHOTO: STUDIO BERGOEND









CHALET IN VAL D'ISÉRÈ, FRANCE
PROJECT: HELLÉ WALSTED
PHOTO: WICHMANN + BENDTSEN



HOUSE IN BRISAGGIO, SWITZERLAND
PROJECT: WESPI DE MEURON ROMEO ARCHITECTS
PHOTO: HANNES HENZ



THE VIEW LUGANO HOTEL, SWITZERLAND

*“Following the light of the sun,
we left the Old World”*

Christopher Columbus

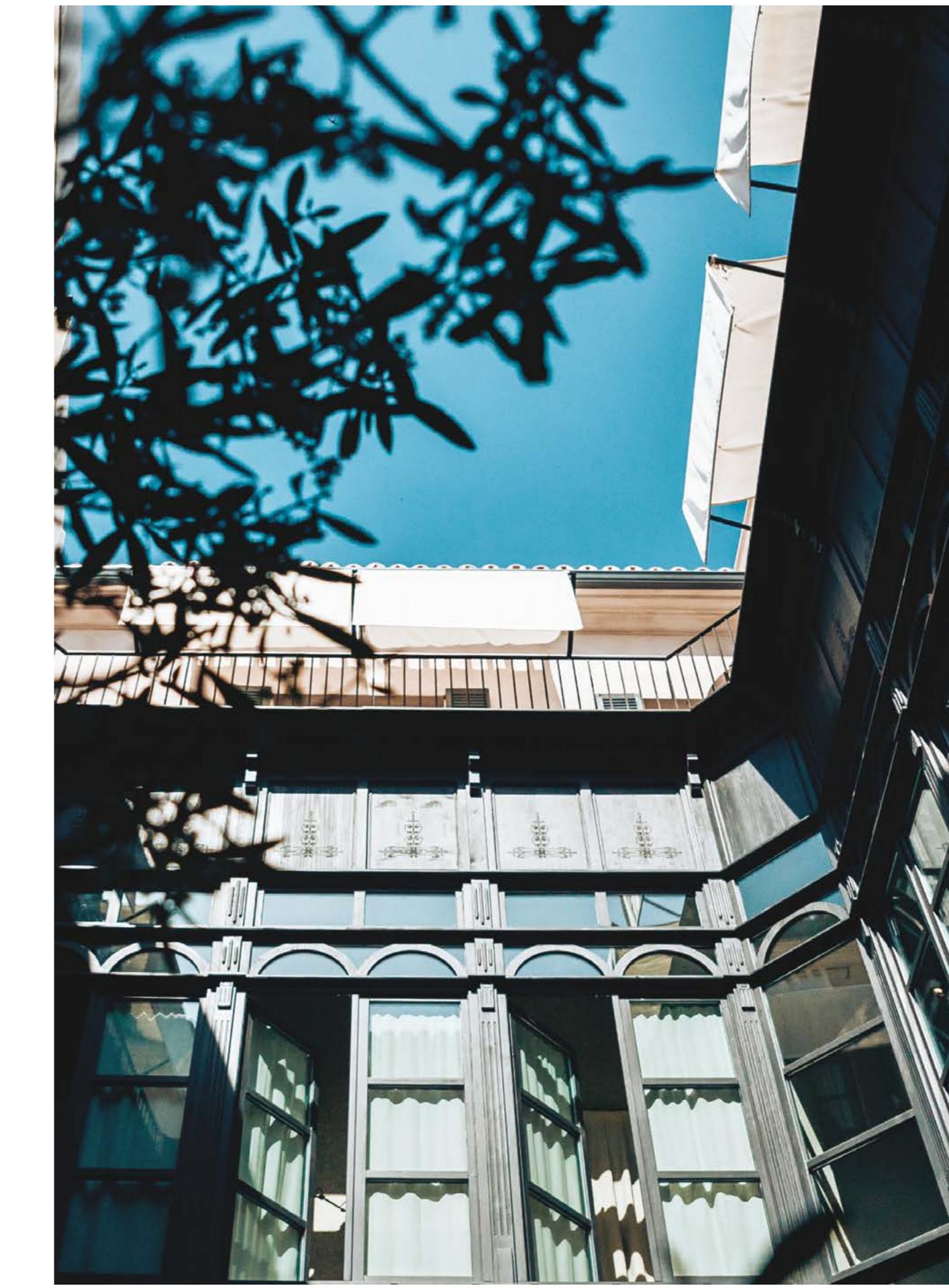


SON VIDA HOUSE, PALMA DE MALLORCA, SPAIN
PROJECT: JORGE BIBILONI STUDIO





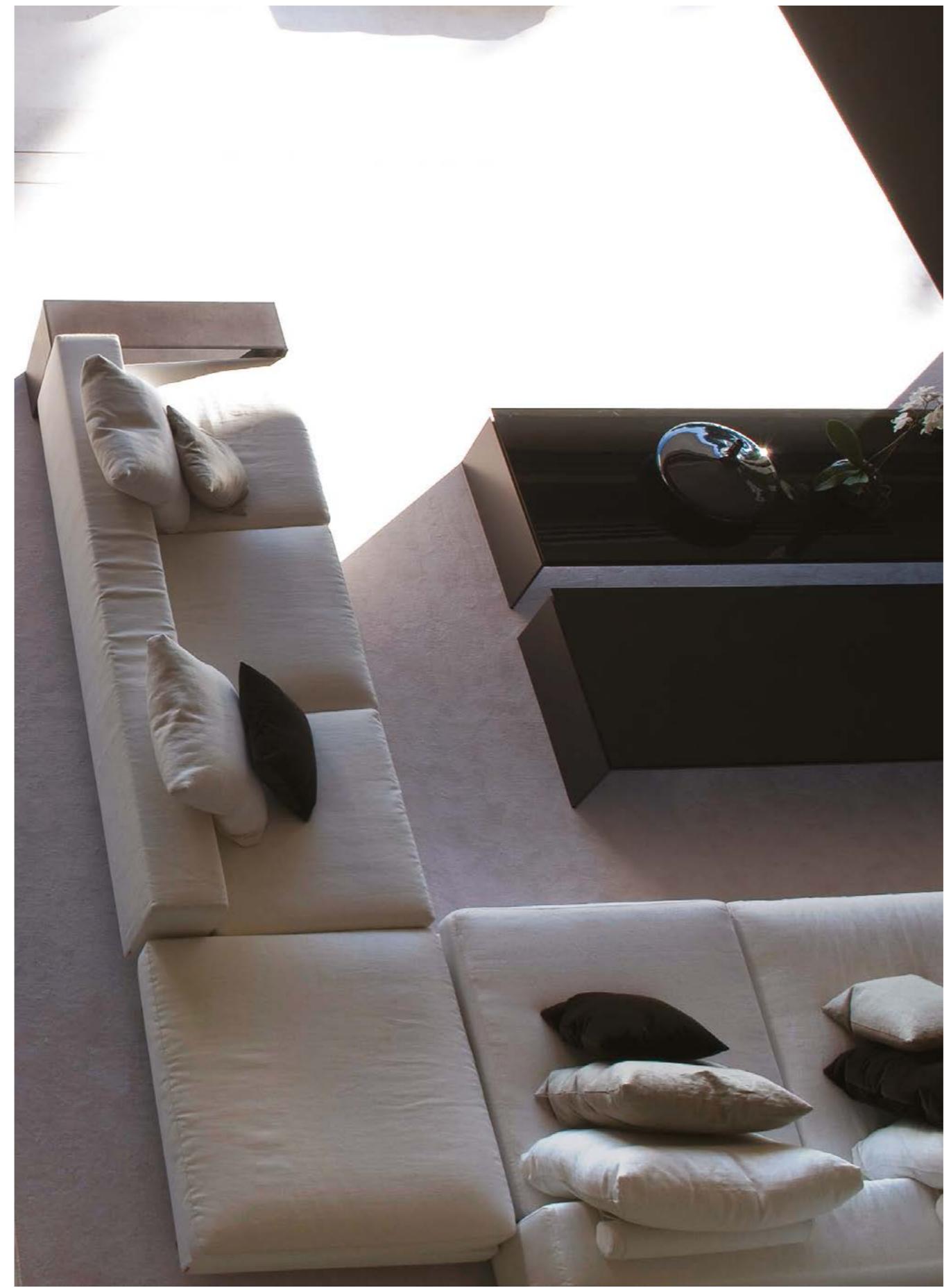
HOUSE IN PALMA DE MALLORCA, SPAIN



SANT FRANCESC HOTEL SINGULAR, PALMA DE MALLORCA, SPAIN



YURBBAN TRAFALGAR HOTEL, BARCELONA, SPAIN





*"If you have a garden and a library
you have everything you need"*

Cicerone



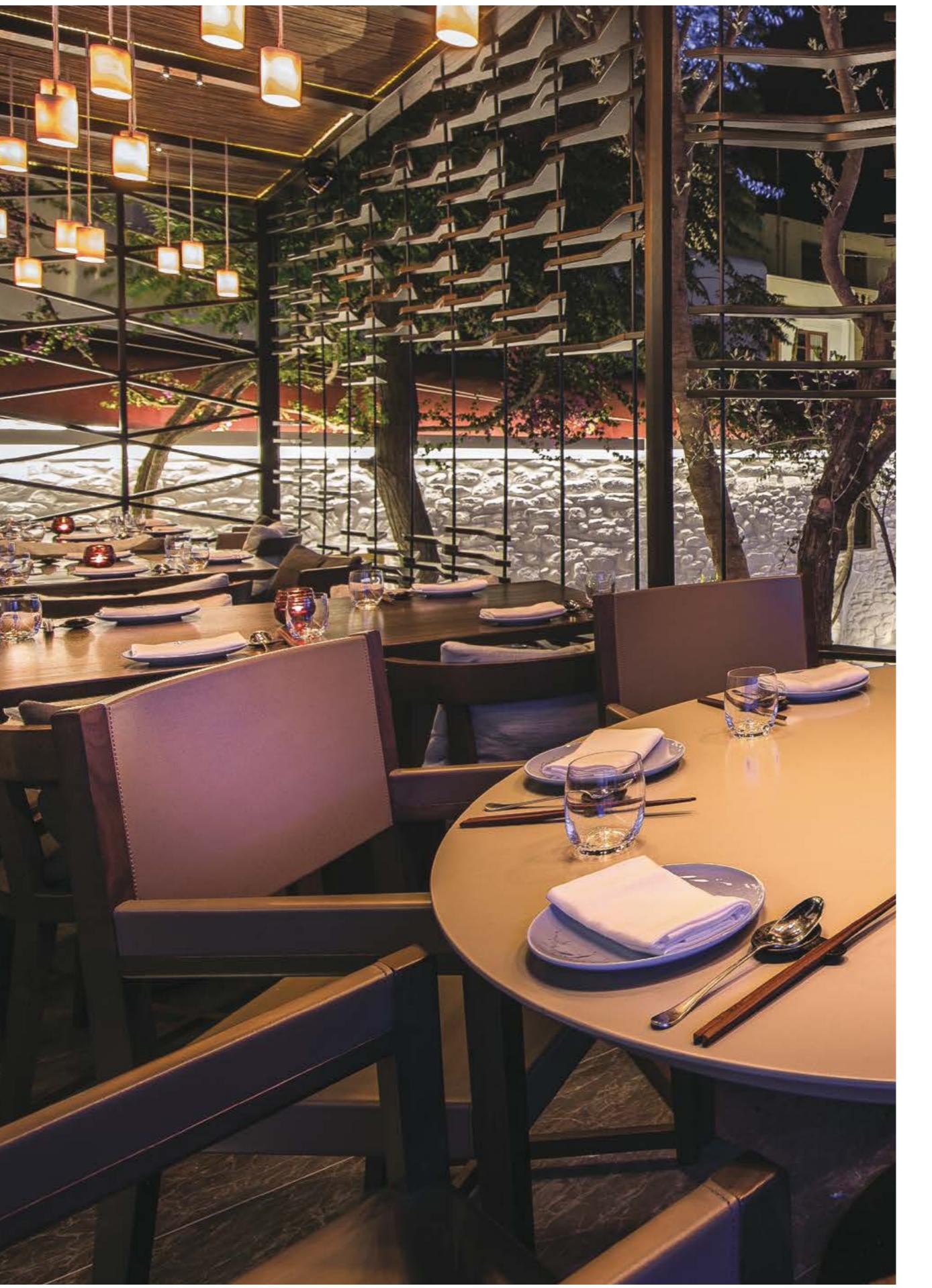


HOUSE IN ALGARVE, PORTUGAL
PROJECT: STAFFAN TOLLGÅRD DESIGN GROUP
PHOTO: VASCO CÉLIO









HAKKASAN RESTAURANT, LING LING, MYKONOS, GREECE





North America



MAISON DU BOISÉ, QUÉBEC, CANADA
PROJECT: DESJARDINS BHERER
PHOTO: ANDRÉ DOYON





HOUSE IN SAN JUAN ARCHIPELAGO, WASHINGTON STATE, USA
PROJECT: HELIOTROPE ARCHITECTS
PHOTO: SEAN AIRHART









*"In geography, as in morals,
it is very difficult to know the world
without going from home"*

Voltaire



PRIVATE HOUSE IN MIAMI, FLORIDA, USA.

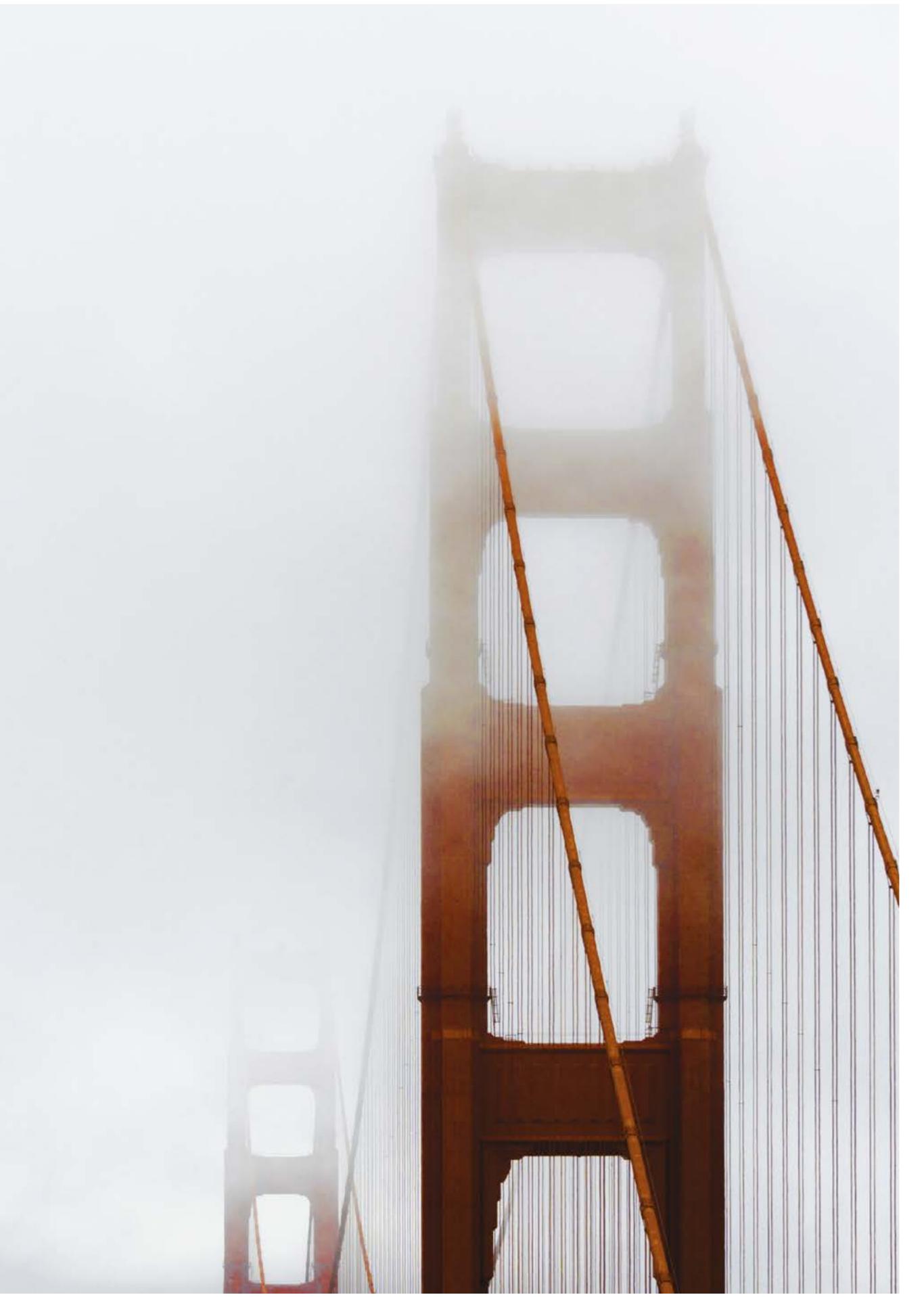






SEBASTOPOL RESIDENCE, CALIFORNIA, USA
PROJECT: TURNBULL GRIFFIN HAESLOOP
PHOTO: DAVID WAKELY







HOUSE IN MENLO PARK, CALIFORNIA, USA
PROJECT: BUTLER ARMSDEN ARCHITECTS, REBA JONES
PHOTO: MATTHEW MILLMAN

FLIP FLOP HOUSE, IN VENICE BEACH, CALIFORNIA, USA
PROJECT: DAN BRUNN ARCHITECTURE
PHOTO: TREVOR TONDRO



*"Life, Liberty and the pursuit
of Happiness"*

Quote from United States
Declaration of Independence



THE VENTANA CANYON HOUSE, ARIZONA, USA
PROJECT: RICK JOY ARCHITECTS
PHOTO: JEAN-LUC LALOUX



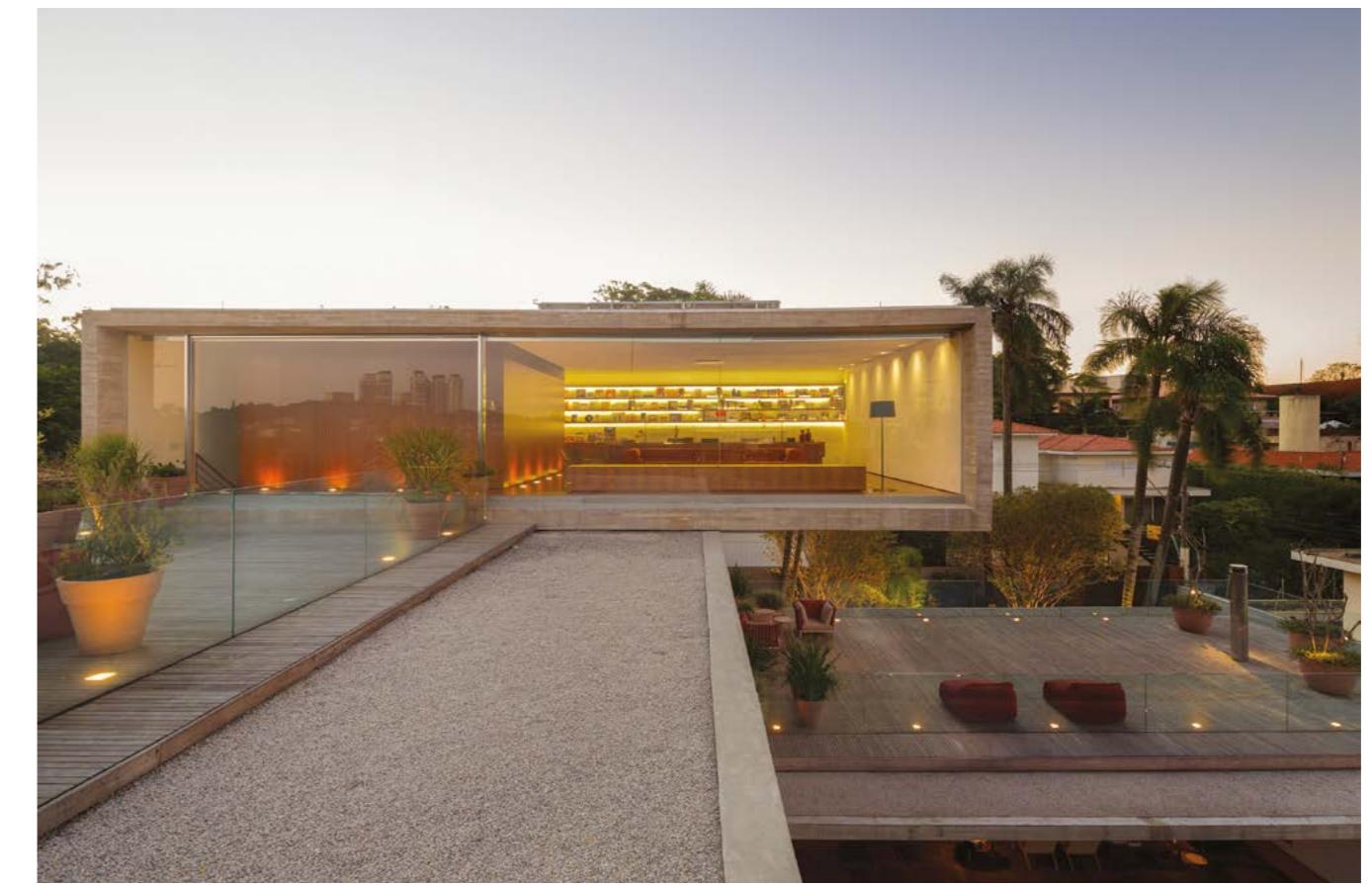
Kanarra Creek slot canyon in Zion National Park
UTAH, USA





Central and South America



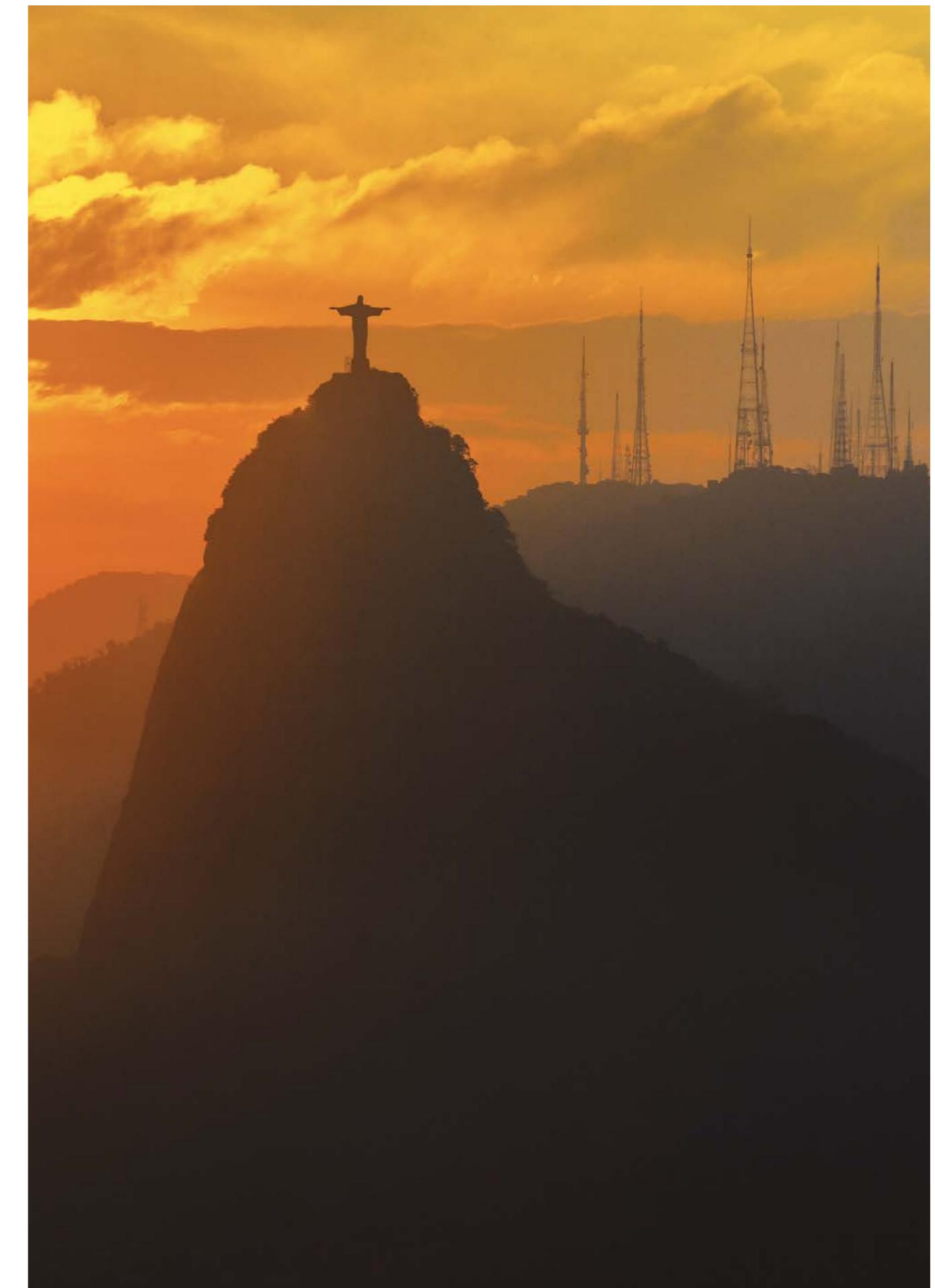






HOUSE BRAGANÇA PAULISTA, SÃO PAULO, BRAZIL
PROJECT: DÉBORA AGUIAR ARQUITETOS
PHOTO: MARCO ANTONIO









Russia

View of the Sofia-Uspensky Cathedral in Tobolsk Kremlin
TOBOLSK, RUSSIA

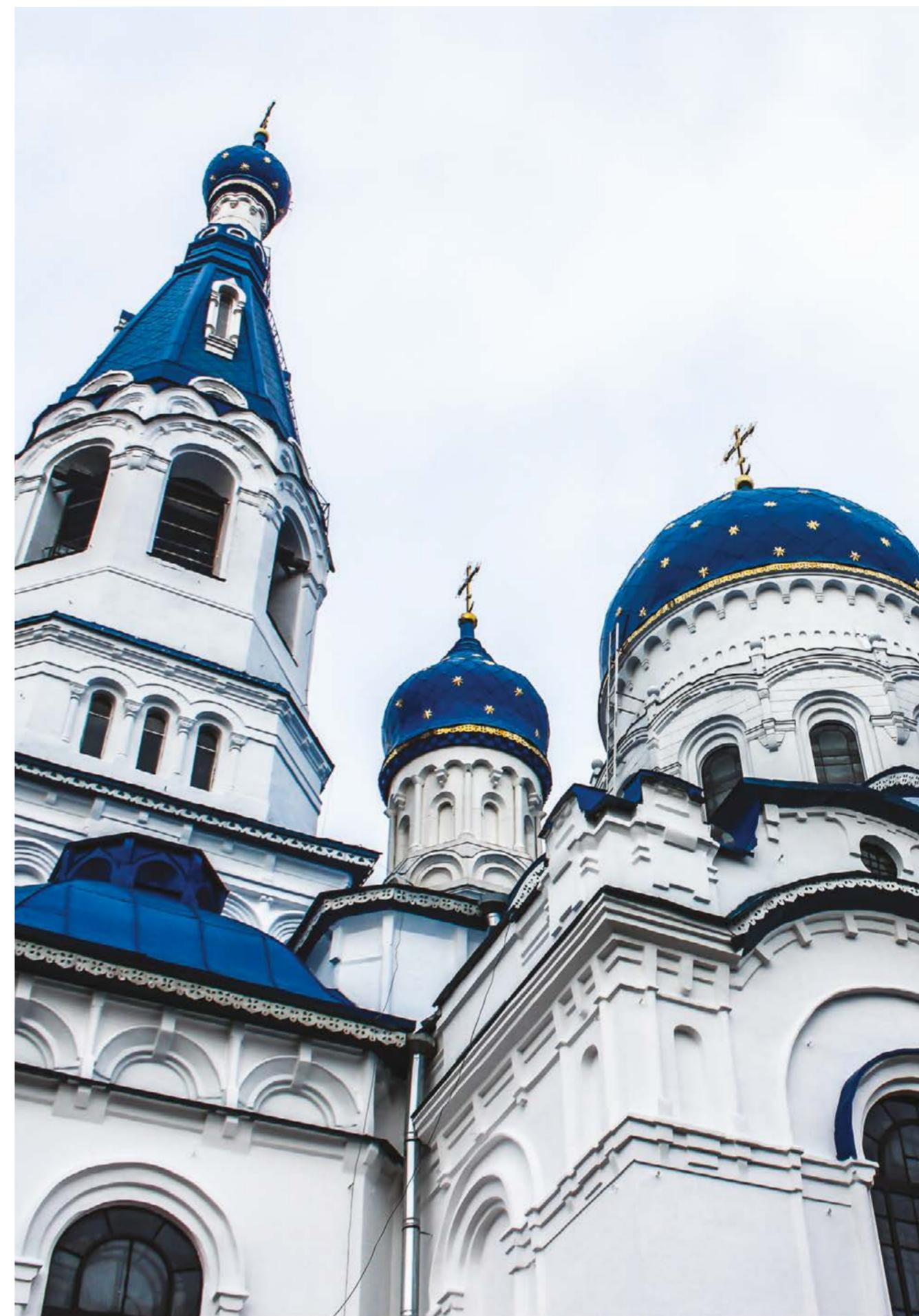


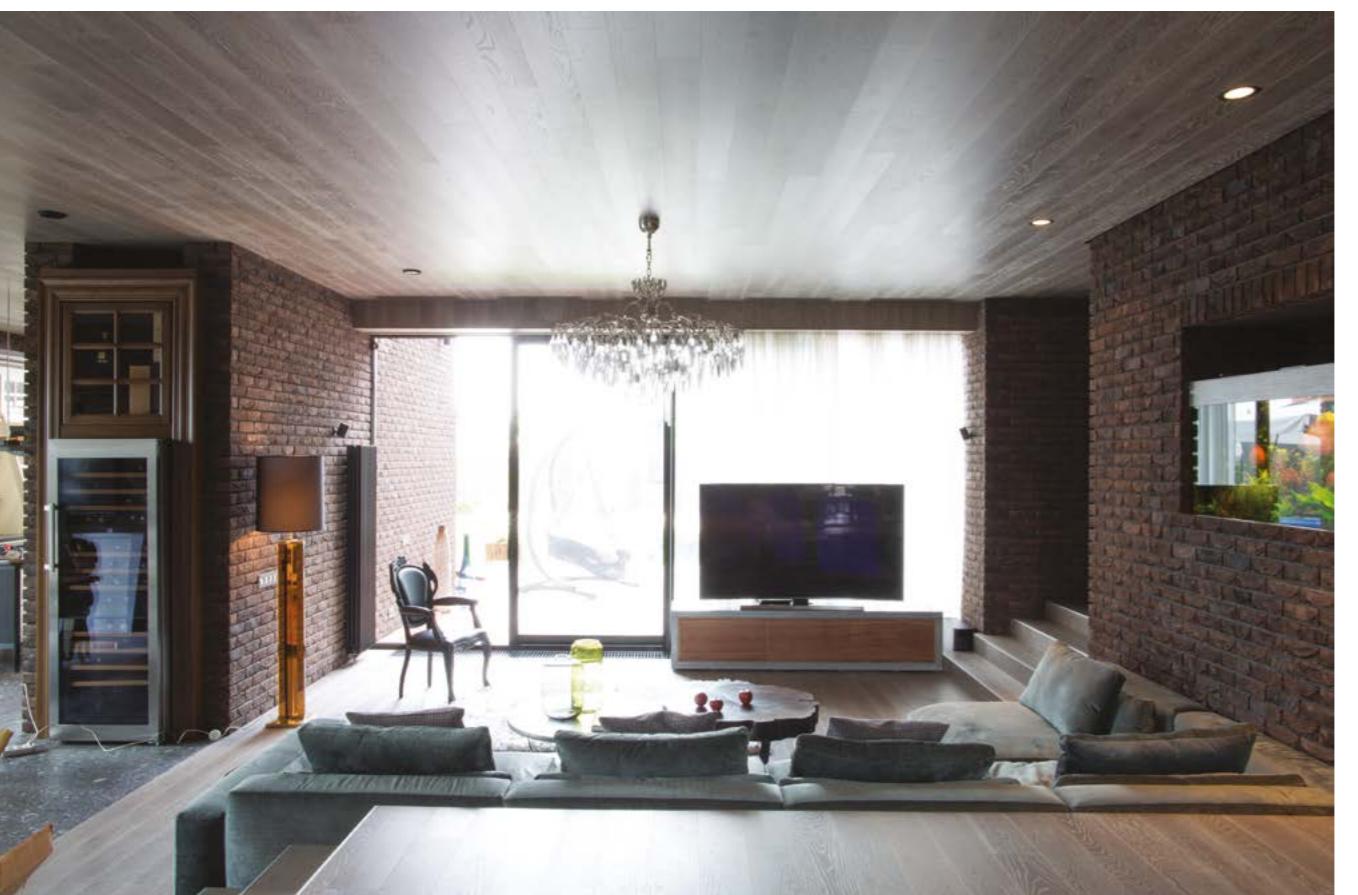
W ST. PETERSBURG HOTEL, RUSSIA



*"There are no roads in Russia.
Only directions"*

Napoleon Bonaparte





Middle
East





MANDARIN ORIENTAL HOTEL, BODRUM, TURKEY

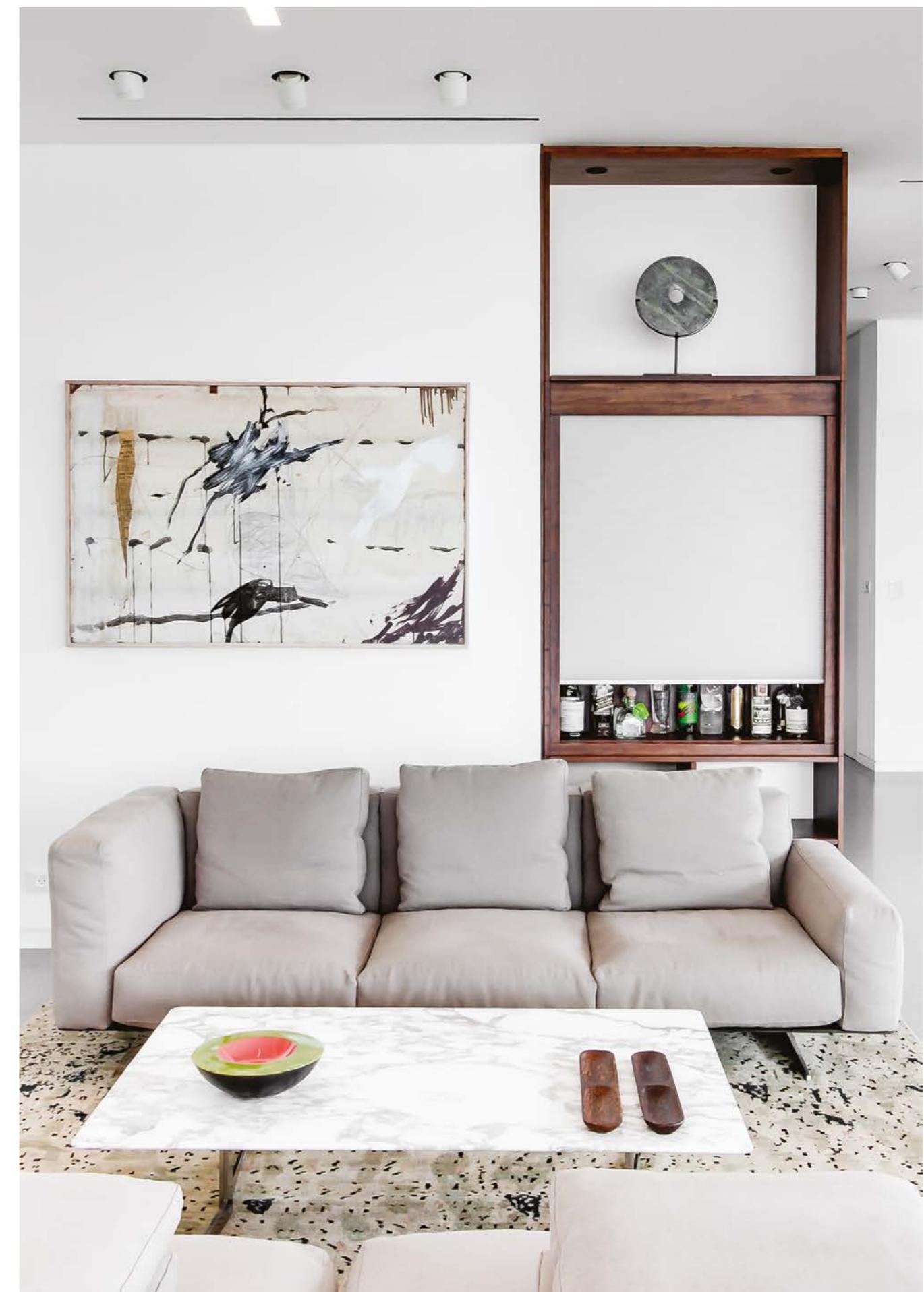
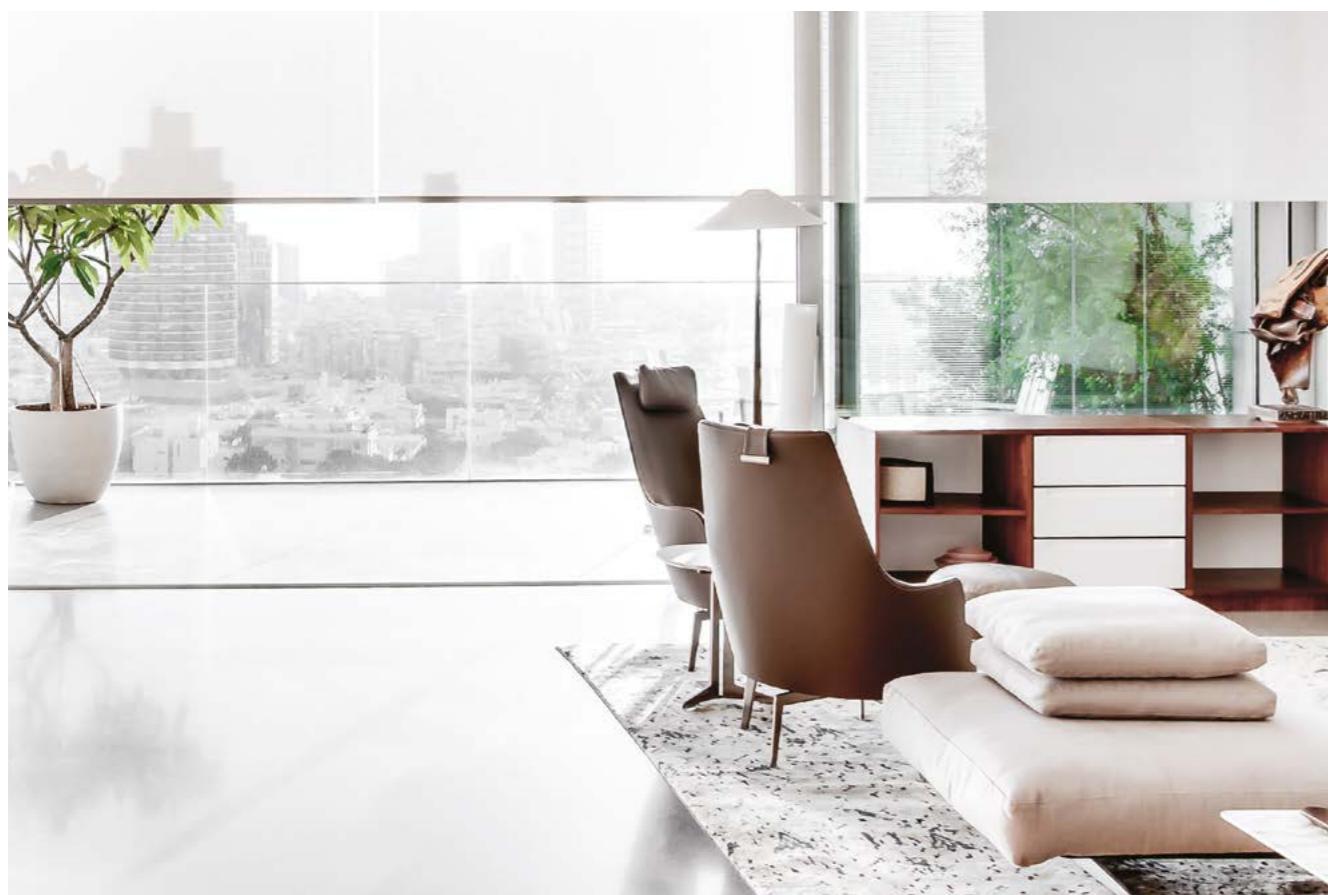


MINTHIS HILLS, GOLF CLUB AND RESORT IN CYPRUS



*"Traveling. It leaves you speechless,
then turns you into a storyteller"*

Ibn Battuta







Asia and Oceania











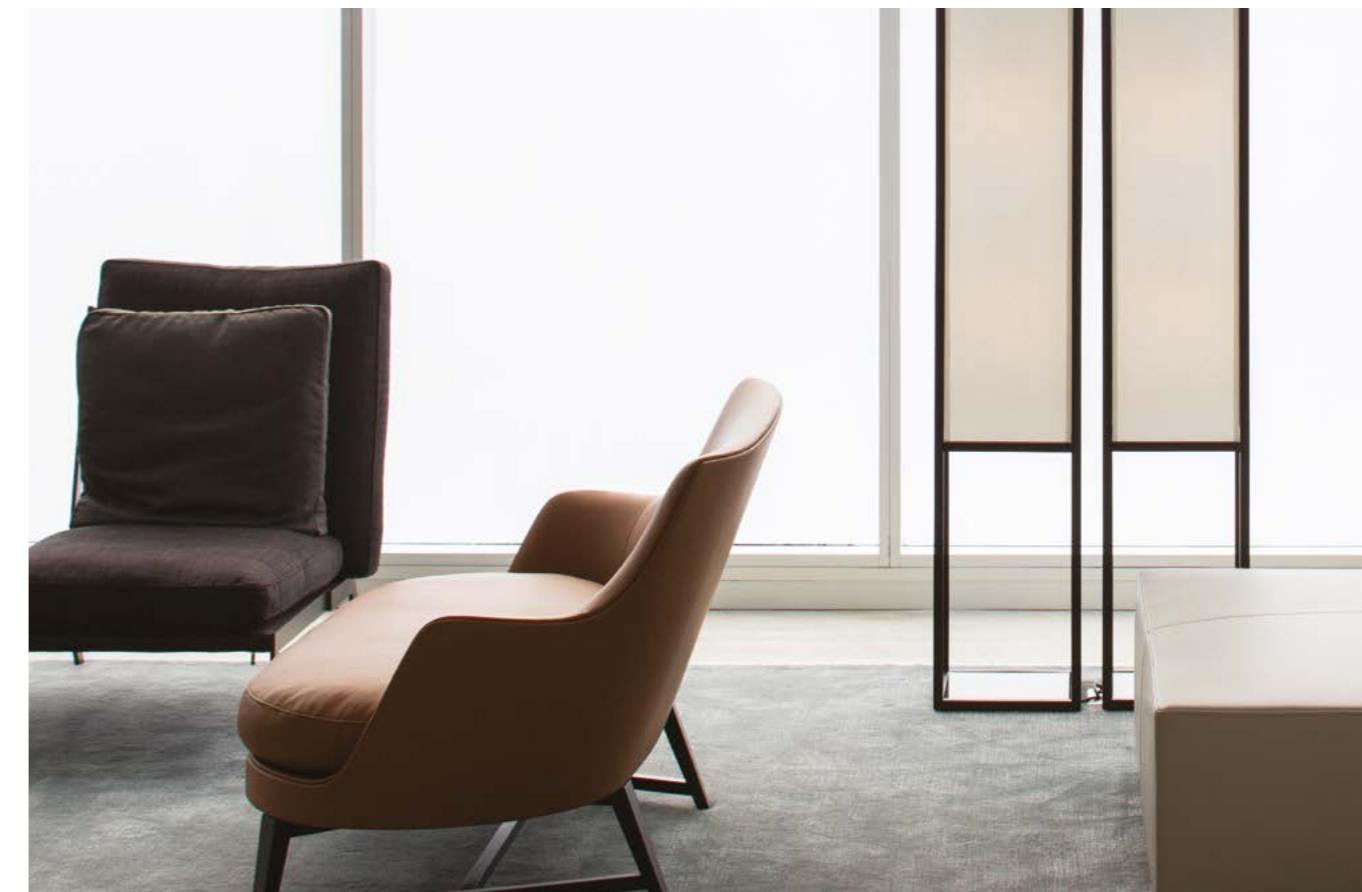


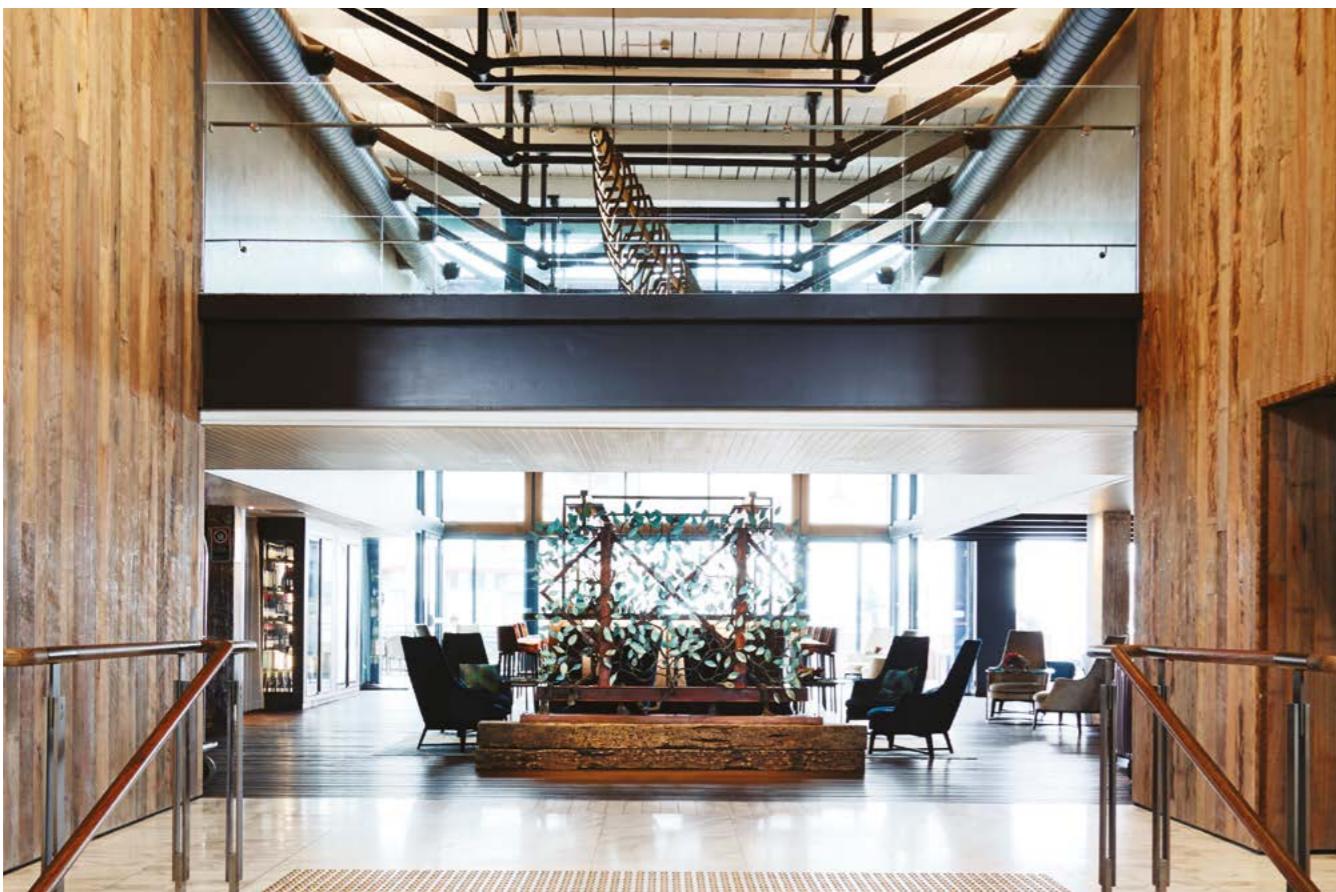




"It does not matter how slowly you go as long as you do not stop"

Confucius







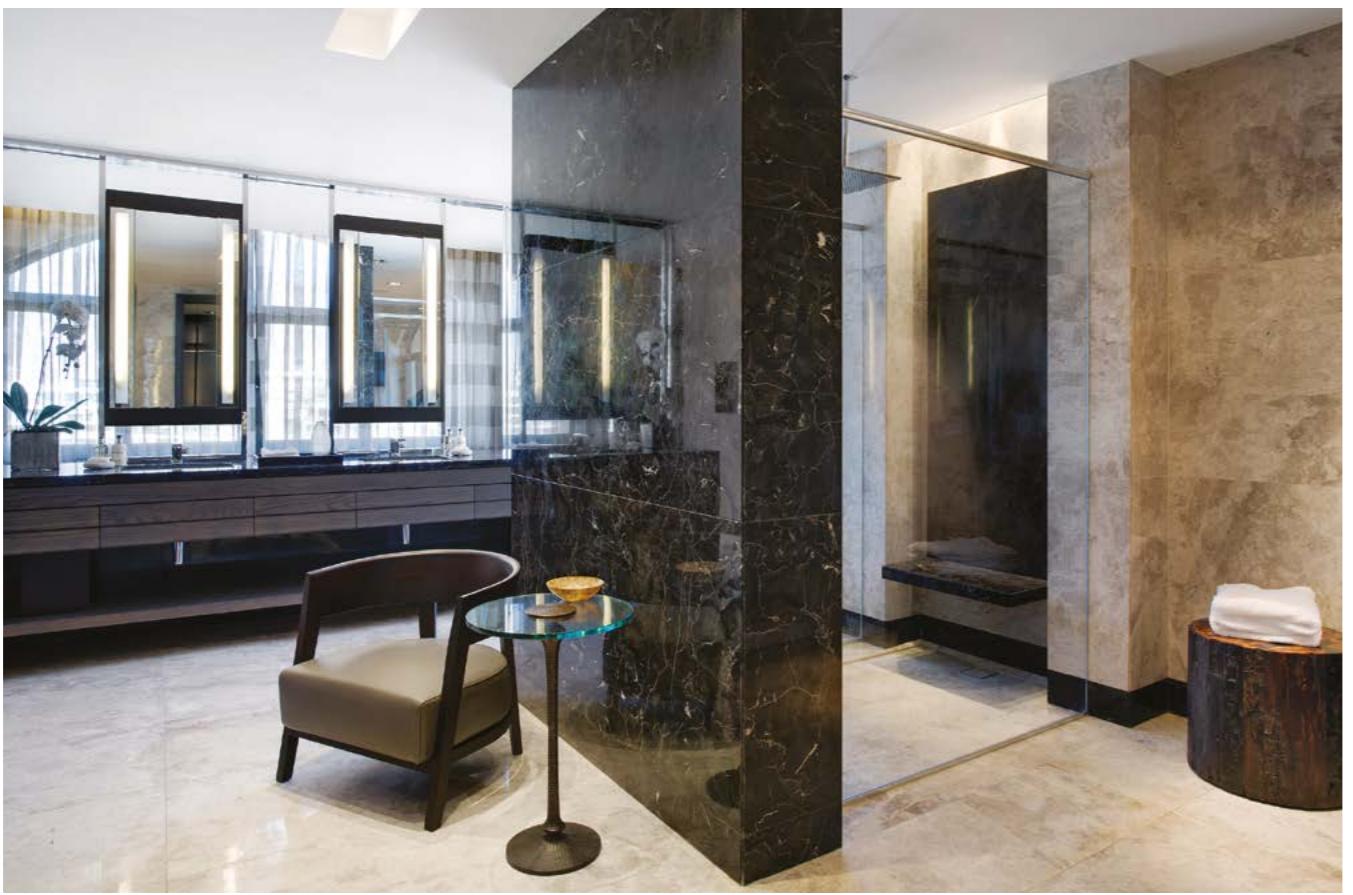






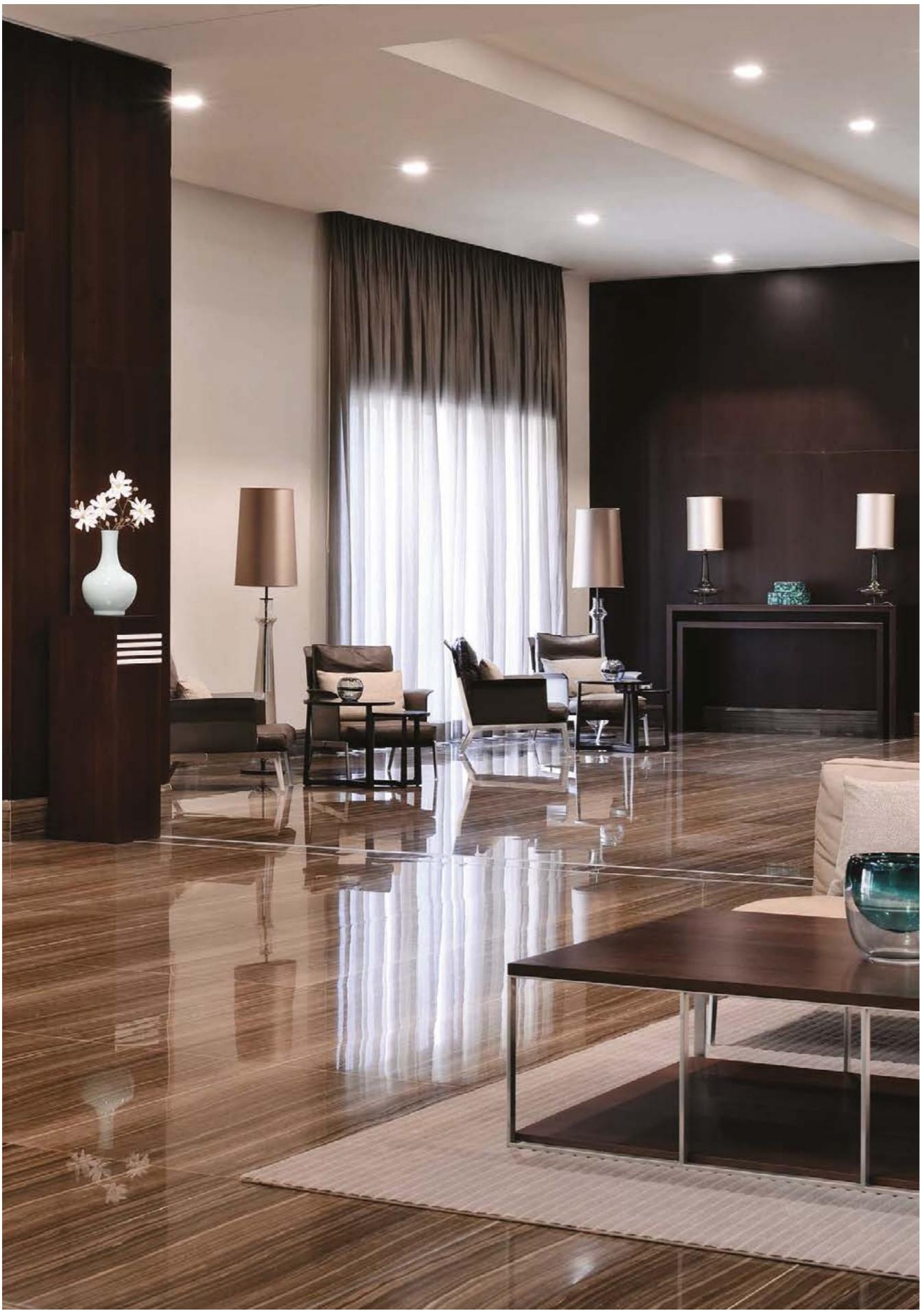
Africa













*"You will find what you have never seen
in places where you have never been"*

African proverb

HOUSE IN MARRAKECH, MOROCCO
PHOTO: NICOLAS MATHEUS



*"A man travels the world over
in search of what he needs
and returns home to find it"*

George A. Moore

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DORMEUSE: LIFESTEEL
ARMCHAIRS: THOMAS
128 THE MIAMI BEACH EDITION HOTEL, USA
ARMCHAIRS: HAPPY-HOUR
OTTOMAN: FEEL GOOD

130 SEBASTOPOL RESIDENCE, CALIFORNIA, USA
PROJECT: TURNBULL GRIFFIN HAESLOOP
PHOTO: DAVID WAKELY
SOFAS: GROUNDPICE
BED: GROUNDPICE
BED-SIDE TABLE: GROUNDPICE

135 GRAND HYATT HOTEL SAN FRANCISCO, USA
DORMEUSE: CESTONE
ARMCHAIRS: HAPPY
SMALL TABLES: JIFF

136 HOUSE IN MENLO PARK, CALIFORNIA, USA
PROJECT: BUTLER ARMSDEN ARCHITECTS, REBA JONES
PHOTO: MATTHEW MILLMAN
SECTIONAL SOFA: SOFT DREAM
CHaise LONGUE: HAPPY
SMALL TABLE: DANY
ARMCHAIR: PETER
ARMCHAIR: GUSCIO

138 FLIP FLOP HOUSE, IN VENICE BEACH,
CALIFORNIA, USA
PROJECT: DAN BRUNN ARCHITECTURE
PHOTO: TREVOR TONDRO
SECTIONAL SOFA: LIFESTEEL

140 THE VENTANA CANYON HOUSE, ARIZONA, USA
PROJECT: RICK JOY ARCHITECTS
PHOTO: JEAN-LUC LALOUX
SECTIONAL SOFAS: GROUNDPICE
OTTOMANS: GROUNDPICE

144 KONA RESIDENCE IN HAWAII, USA
PROJECT: BELZBERG ARCHITECTS
PHOTO: BENNY CHAN
SECTIONAL SOFA: GROUNDPICE

Central and South America

150 HOUSE IN SAO PAULO, BRAZIL
PROJECT: STUDIO MK27
PHOTO: FERNANDO GUERRA
SECTIONAL SOFA: GROUNDPICE
SOFAS: LIFESTEEL

155 APARTMENT IN SAO PAULO, BRAZIL
PROJECT: DIEGO REVOLLO
PHOTO: ALAIN BRUGIER
ARMCHAIRS: HAPPY-HOUR

156 HOUSE BRAGANÇA PAULISTA,
SÃO PAULO, BRAZIL
CREDITS: DÉBORA AGUIAR ARQUITETOS
PHOTO: MARCO ANTONIO
SECTIONAL SOFAS: CESTONE

160 APARTAMENT IN BARRA DA TIJUCA,
RIO DE JANEIRO, BRAZIL
PROJECT: ANA LÚCIA JUCÁ
SECTIONAL SOFA: GROUNDPICE
ARMCHAIRS: CAROLINE
DORMEUSE: LIFESTEEL
SMALL TABLE: FLY
SOFAS: SOFT DREAM

162 COLUMBUS YACHT 40SH
SOFA: BIG BOB
SMALL TABLE: DANY
OTTOMANS: BANGKOK
CHAIRS: ISABEL

166 W ST. PETERSBURG HOTEL, RUSSIA
SOFAS: FEEL GOOD TEN
ARMCHAIRS: FEEL GOOD
OTTOMANS: FEEL GOOD
SMALL TABLES: FLY

168 HOUSE IN MOSCOW, RUSSIA
PROJECT: M17
PHOTO: RICHARD POWERS
CHaise LONGUE: NONNAMARIA

170 ELITE HOUSE IN ROSTOV, RUSSIA
PROJECT: ARCHITECTURAL STUDIO CHADO
PHOTO: INNA KABLUKOVA
SECTIONAL SOFA: BEAUTY

Middle East

174 MANDARIN ORIENTAL HOTEL,
BODRUM, TURKEY
SOFAS: GRANDEMARE
ARMCHAIRS: DROP
SMALL TABLES: FLY

OTTOMANS: BANGKOK
SMALL TABLES: GIPSY

176 MINTHIS HILLS, GOLF CLUB
AND RESORT IN CYPRUS
SOFAS: FEEL GOOD
ARMCHAIRS: FEEL GOOD
SMALL TABLES: DIDA

178 NAPA MERMAID HOTEL & SUITES, CYPRUS
ARMCHAIRS: THOMAS
SMALL TABLES: KIDD

180 PENTHOUSE IN TEL-AVIV, ISRAEL
PROJECT: ASAF LERMAN ARCHITECTS
ARMCHAIRS: GUSCIALTO
OTTOMAN: SOFT DREAM
SMALL TABLE: FLY
SOFAS: SOFT DREAM

182 PRIVATE HOUSE, GEZER, ISRAEL
PROJECT: KEDEM SHINAR DESIGN & ARCHITECTURE
PHOTO: AMIT GERON
ARMCHAIRS: HAPPY
SECTIONAL SOFA: GROUNDPICE
OTTOMAN: GROUNDPICE

184 HOLIDAY PENTHOUSE IN TEL AVIV, ISRAEL
PROJECT: GERSTNER ARCHITECTS
FOTO: AMIT GERON
SOFA: CESTONE
ARMCHAIRS: CESTONE

Asia and Oceania

188 DAIKANYAMA TSUTAYA BOOKS,
LIBRARY, TOKYO, JAPAN
PROJECT: KLEIN DYTHAM ARCHITECTURE,
KENYA HARA, TOMOKO IKEGAI

PHOTO: NAKASA & PARTNERS
SOFA: HAPPY
ARMCHAIRS: HAPPY
ARMCHAIRS: BETTY
ARMCHAIRS: JENNY

190 KYU KARUIZAWA HOTEL,
NAGANO, JAPAN
ARMCHAIRS: EMILY

192 HOUSE IN SINGAPORE
PROJECT: ROBERT GREG SHAND ARCHITECTS
PHOTO: AARON POCOCK
SOFAS: GROUNDPICE
OTTOMAN: GROUNDPICE

196 RESORT CHEVAL BLANC RANDHELI,
MALDIVES
SECTIONAL SOFAS: CESTONE
SLOT-IN TABLES: CESTONE

202 LITTLE NATIONAL HOTEL,
CANBERRA, AUSTRALIA
SOFA: GUSCIO
ARMCHAIRS: HAPPY
SMALL TABLE: DIDA
STOOL: PETER

204 HOTEL PIER ONE SYDNEY HARBOUR,
AUSTRALIA
ARMCHAIRS: GUSCIALTO
HIGH STOOLS: FEEL GOOD

208 HOBSON BAY HOUSE,
AUCKLAND, NEW ZEALAND
PROJECT: JULIAN GUTHRIE
PHOTO: PATRICK REYNOLDS
SECTIONAL SOFA: GROUNDPICE
ARMCHAIRS: THOMAS
SMALL TABLE: PLAIN

Africa

214 APARTMENT IN CAPE TOWN,
SOUTH AFRICA
PROJECT: K/M2K ARCHITECTURE & INTERIOR DESIGN

PHOTO: ADAM LETCH
DORMEUSE: LIFESTEEL
SMALL TABLE: OLIVER
ARMCHAIR: ANTHONY
SOFAS: GRANDEMARE
ARMCHAIRS: A.B.C.
SMALL TABLE: JIFF

219 HOUSE IN ABIDJAN,
COTE D'IVOIRE
PROJECT: AD ARCHITECTURE & DESIGN
SOFAS: CESTONE

222 CONSTANTINE MARRIOTT HOTEL,
ALGERI, ALGERIA
ARMCHAIRS: HAPPY-HOUR
SMALL TABLES: JIFF
SECTIONAL SOFAS: CESTONE
SLOT-IN TABLE: CESTONE
ARMCHAIRS: FEEL GOOD
SMALL TABLE: VIENNA

224 HOUSE IN MARRAKECH, MOROCCO
PHOTO: NICOLAS MATHEUS
ARMCHAIRS: PETER

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