**CAPPELLINI DEBUTS IN THE OUTDOOR SECTOR WITH THE LIDO COLLECTION**

*“Do not judge wrong what you don’t understand.*

*Take the opportunity to understand”*

*Pablo Picasso*

On the occasion of Milan Design Week (18th – 23rd of April) Cappellini makes its outdoor debut with the **Lido collection** and brings to outdoor spaces the approach to design which has always marked the brand: the study of functionality, the scouting of international talents and the experimental language continue to define Giulio Cappellini's vision for design. The seaside atmospheres of the first half of the twentieth century inspire the families of products signed by the duo of Italian designers BrogliatoTraverso and the Swedish Jangir Maddadi who kick off this new interpretation for open-air environments. Designed for residential and contract use, Lido utilizes materials of the highest quality offering the best performance for the outdoor, recasting in a contemporary key the charm of the outdoor spaces of the great hotels of the past from the Italian or French coasts.

Pure white, purplish blue and oxide red are the colours of the outdoor by Cappellini: conveying a feeling of absolute lightness, purple blue refers to seascapes, while red establishes a direct connection with the elements of nature. The collections mix with each other spontaneously in an absolute act of freedom, giving life to a layered language full of evoking images clearly expressing the stylistic code of each designer involved in the project.

Among the previews, **Vendicari Lido** stands out, for a debut in style by **Jangir Maddadi**, a modern collection designed to capture the summer spirit, consisting of tables, chairs and armchairs for the outdoor. A collection entirely made of metal and aluminum in different colours, two durable and sustainable materials that can be handed down over time without losing their charm. The sinuous and rounded lines designed by the Swedish designer are a clear reference to the garden chairs of the '30s, recasted in an absolutely contemporary key. The designs are light and lively just like the summer breeze of the Mediterranean. The result is furnishings with a strong character, bold design and exceptional quality, defining an outdoor environment with their mere presence, where you can sit for a relaxing break or enjoy an outdoor meal.

Another main character of the Lido collection is the **Newood Lido** upholstered furniture series by **BrogliatoTraverso**, designed in 2018 and which now returns with a collection of chairs, armchairs and sofas revisited for the outdoor. Pure, soft, rounded shapes already fixed in our mind have now being reinvented for the outdoor.

The skilful processing of solid wood gives this collection a touch of refinement and uniqueness, the structure is made of raw iroko wood while the cushion is covered with weather-resistant fabrics.

Among the flagship new products, Cappellini presents the **Gilda Lido**, a table armchair designed by **Scholten&Baijings**. With classic and round shapes, Gilda Lido recalls the seats of the past recasted in a contemporary key. Its structure in white painted aluminum contrasts well with the woven backrest in ecru colour, giving life to a passepartout seat easily matching the different tables of Lido Cappellini.

Among the big names returns **Jakob Wagner** who created **Branch Table Lido**, one of the most successful products of the Cappellini collection in recent years, is now reinterpreted in an outdoor variant. The top is available in two different sizes, the table is made with a top in solid iroko slats featuring perfect craftsmanship and a base in cast aluminum painted in white. A table which stands out for its impactful personality.

Another reinvention is the Gong coffee table, one of the classic pieces of the collection designed by **Giulio Cappellini**, is now proposed as **Gong Lido** in a finish suitable for outdoor spaces with the leitmotif colour palette of the Lido Cappellini collection. As well as the **Bong Lido** coffee table, also by Giulio Cappellini, with its rounded shapes is an easily settable coffee table, now available in several colours with a particularly weather-resistant finish. **Break Lido** is instead an interpretation of Break, the dining table, in its outdoor variant with central base in white painted metal and top in ceramized lava stone in shades of blue and oxide red or in the version with a white Carrara marble top. A product featuring a strong visual impact that emphasizes the use of a beautiful natural material.

The **Thinking Man's Chair** by **Jasper Morrison**, still an icon of contemporary design thirty years after its presentation, is now improved with the Lido variant for perfect resistance to atmospheric agents. White, blue or oxide red are the colours which makes it perfect in the most diverse exteriors.

The Juli armchair by **Werner Aisslinger** is the defining star of new and successful experiments. One of these is **Juli Re-Plastic Lido**, the first 100% sustainable outdoor furnishing element. The legs are in Aisi 316 stainless steel and the shell is entirely in polypropylene loaded with fiberglass, recycled and recyclable. The material used comes from household waste, in particular from used packaging, and this recovery allows a reduction in gas emissions of about 54%.

The **Litos** upholstered furniture series by **Sebastian Herkner** is enriched with an outdoor variant for single or large configurations. The large and welcoming seat of **Litos Lido** is thus perfect for outdoor relaxation.

The sinuous and rounded shapes of **Orgone Lido** by **Marc Newson**, many years after its presentation is still a timeless object and perfect for use both indoors and outdoors in the painted fiberglass variant.

**InOut Lido**, one of **Jean-Marie Massaud**'s first projects to become an icon of contemporary design, is also suitable for both environments since it is a fiberglass bench suitable for indoor and outdoor use. The bright colours and curvilinear shape make it a highly recognizable object, capable of characterizing any space in which it is placed.

Moreover, the **Mini Bottle Lido** coffee table by **Barber&Osgerby** designed in ceramic since its inception, a material that resists perfectly in outdoor environments, finds a new purpose with an alternative use.

Lido Cappellini thus summarizes different visions of history and tradition in a modern, current and greatly designed collection, ready to furnish many outdoor spaces around the world.



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