



ONE LIVING SPACE, ENDLESS
POSSIBILITIES



BOCA DO LOBO®
exclusive design

ONE LIVING SPACE, ENDLESS POSSIBILITIES

— DISCOVER BOCA DO LOBO AT SALONE DEL MOBILE 2022

Discover a magnificent contemporary avant-garde living space concept at Salone del Mobile 2022, with Boca do Lobo.

Located in Pavilion 2-Stand B19 to C18, in a 187 m2 stand, the biggest the brand has ever had, this residence will lead the visitors on a sensitive journey through the best design and craftsmanship techniques. This living space will represent the capacity and versatility of the brand to decorate and be present in the different areas of a residence and combine comfort and functionality with beauty and art. With two living rooms, two dining rooms, one master bedroom, and one bathroom space, the brand will be showcasing 11 new designs, together with some of its most wanted.



Celebrating 60 years of Salone del Mobile, this year's program is focused on creativity and innovation and wants Milan to be an accelerator of green diplomacy. Reflecting the ecological transition in the design world, the event has its primary mission to show that it is possible and crucial to incorporate sustainability in furniture design and production without letting go of creativity and freedom.

"Boca do Lobo started a journey with the clear mission: to represent globally, ancient handcrafting techniques and create groundbreaking design. We have grown thanks to our customers loyalty and passion. That is the foundation on which this house is built"

Marco Costa, CEO and Creative Designer of Boca do Lobo



ONE HOME ENDLESS POSSIBILITIES

Boca do Lobo will take the visitors through a sensitive journey in only one space, mixing ancient craftsmanship techniques with challenging technological innovations, finding beauty and luxury between these two antagonistic concepts. New remarkable launches and time-honored masterpieces will coexist in this immersive space, demonstrating the timelessness of Boca do Lobo designs and its capacity to innovate and reinvent itself.

The two living rooms have a distinct aesthetic, but they complete each other in different aspects. A classical-inspired vibe in one of the living areas, gathers art and design in one room. The new Hera Round III will be illuminating some of the most iconic designs of Boca do Lobo’s collection and pieces that will debut at the event. The other living room mixes gold and metal touches with cream and neutral tones, presenting the perfect balance of different textures and materials. The stars of this space will be the Imperfectio Modular Sofa and the D.Dinins Fragmented Mirror, both new pieces in the brand’s collection.



HERA ROUND III SUSPENSION LAMP



D.DINIS FRAGMENTED MIRROR



IMPERFECTIO MODULAR SOFA



Bold and unique, the two dining areas take one material as inspiration for the whole interior design. As one of the most used materials in Boca do Lobo's designs, wood is one of the noblest materials in nature and is the inspiration for the first dining room. From the amazing Empire Dining Table, which mixes wood and brass through the hands of the brand's talented artisans, to the avant-garde Voltaire Sideboard, a novelty in Boca do Lobo's collection; wood is the star of the design. Passing to the second dining room, marble is the basis of the space aesthetic, creating the perfect connection between nature and contemporary design. The Bonsai Dining Table is the central piece of this room, and it will be presented for the first time in marble.



In a year full of novelties, besides presenting new pieces, Boca do Lobo also brings Salone del Mobile a full master bedroom, for the first time. This comfortable yet complex and luxurious space is covered in gold and metallic details in a one-of-a-kind look. Full of iconic design lines of the brand, this bedroom also showcases new designs in absolute debut in Milan. The Lapiaz Bed, Boca do Lobo's first bed design, is the star piece of the room, together with the amazing Symphony Washbasin, born from the brand's iconic design family, Symphony.

Boca do Lobo's presence in Salon del Mobile 2022 can be described in one word: bold. The brand will present new designs, new techniques, and new spaces in an entire residence space by Boca do Lobo. A house designed for those who want to live la dolce vita, enjoying the pleasures and beauty of life, starting inside of their most personal space: their home.





NOTES TO EDITOR

7th to 12th June 2022

Viale Lodovico Scarampo, Milan

OPENING TIMES

9.30AM – 6.30PM [Trade Only]

11th and 12th June [Open to General Public]

10th – 12th June [Open to Students]

BOCA DO LOBO STAND

Pav. 2 – Stand B19 to C18

Interview Requests

Marco Costa – CEO and Creative Designer of Boca do Lobo

* Interviews only upon previous request via press@bocadolobo.com



ABOUT US

Boca do Lobo seeks to encourage and represent the most authentic handcrafting techniques around the world by understanding and interpreting the past, through technology and contemporary design. We dare to design artistic products and accurately handcrafted pieces with years of legacy. We are fearless and crave for innovation, being able to deliver an unparalleled experience and fulfill our most demanding clients' desires and needs.

GENERAL ENQUIRES

Press Team

press@bocadolobo.com

DOWNLOAD PRESS PACK