



## BALDANZI & NOVELLI

Adriano Baldanzi and Alessandro Novelli, after studying Industrial Design in Florence, began to work with other colleagues, dealing with design and corporate image.

They worked for CIATTI, BIEFFE, MENOWAT, and other Tuscan companies.

In '84, the Baldanzi & Novelli office was defined.

They established the CASAMANIA company which produced furnishing complements.

In '86 the company was sold to FREZZA. The CASAMANIA BY FREZZA brand was born.

Since then the design office has designed a huge range of products, beds, trolleys, kitchens, and other furnishing complements. Among all of these, the outstanding article, due to its diffusion and the admiration it has aroused, is the FESTIVAL shelving system, designed in '88 and still up-to-date now. From 1991 the design office began to deal with office easy chairs, designing "DATA", a small easy chair for communities, in plastic and a metal structure. For this easy chair, the design office was awarded the FORUM DESIGN OFFICE prize at EIMU of Milan and at ORGATEC of Cologne.

They develop different product for CONTACT, NORDIC, VELA, VIGOR, BUM.

The office continued its experience in the seating sector, designing CAMPUS a study seat system for universities, for EMMEGI. The B&N office designed FLOW as ever for EMMEGI, a very attractive chair, new of its kind, from which Flow's was derived. Subsequently, MOOD was created from the experience acquired with FLOW, an easy chair with a mesh back-rest, producing a strong style impact. With LAMM, SITLAND and MECO they improve their ability in designing different office chairs.

Prizes and recognitions:

- WINNER OF THE FOLDEN 77 COMPETITION, THE MULTI-FUNCTIONAL MOBILE ULTRA-PROGRAM PROJECT
- FORUM DESIGN EIMU 91 PRIZE, WITH THE DATA PROJECT.
- WINNER OF THE PLANA GRANDESIGN 2000 PRIZE FOR CAMPUS
- 2001 MENTION FOR FLOW
- WINNER OF THE PLANA GRANDESIGN 2002 PRIZE IN MILAN, WITH SPIRIT.
- MENTIONS AT PLANA GRANDESIGN FOR DRUMS AND VIGOR
- MENTION AT THE COMPASSO D'ORO, ADI INDEX 2003 FOR SPIRIT
- MENTION AT THE COMPASSO D'ORO, ADI INDEX 2004 FOR UNA
- SELECTION AT DESIGN PHOTO REMIX PLANA GRANDESIGN MILAN 2004 WITH MOOD