



FRATTALI

Italians Design It Better

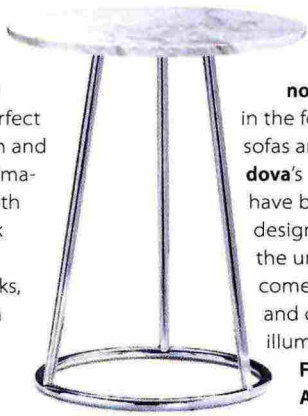
When it comes to high-end furniture design, Italy has the market cornered. **Tiffany Parks** investigates.



It's no surprise that the country that gave us the Colosseum, the Sistine Chapel, and the Ferrari is also the world leader in furniture design. Centuries, nay millennia of experience in engineering, art, architecture, and fashion have brought the country to the forefront of art-level furniture design. Design is not only what Italy does best; it's what it does, quite possibly, better than any other country on the planet. The secret may lie in Italian design's perfect balance between innovation and tradition, creativity and minimalism. Understated pieces, both elegant and functional, pack a hefty style punch without the need for clutter, gimmicks, or kitsch. Hand-in-hand with superior design comes the flawless quality of the raw materials and the meticu-

lous attention to detail that any object bearing the Made in Italy label—be it a Murano glass chandelier or an Armani suit—proudly possesses.

So who are the industry leaders? **Kartell** is perhaps best known for its simple yet surprising chairs and stools, **Antonio Lupi** specializes in luxurious and elegant bathrooms, **Paola Lenti** focuses on sumptuous outdoor furniture, **Zanotta** expresses its creativity in the form of perfectly balanced sofas and couches, and **DePavodova's** iconic shelving systems have become a must-have in any design-lover's home. **Artemide** is the undisputed leader when it comes to Italian lighting design, and other important names in illumination include **Fabbian, Foscarini, Mazzega1946,** and **Ailati Lights**, all companies



FLOU