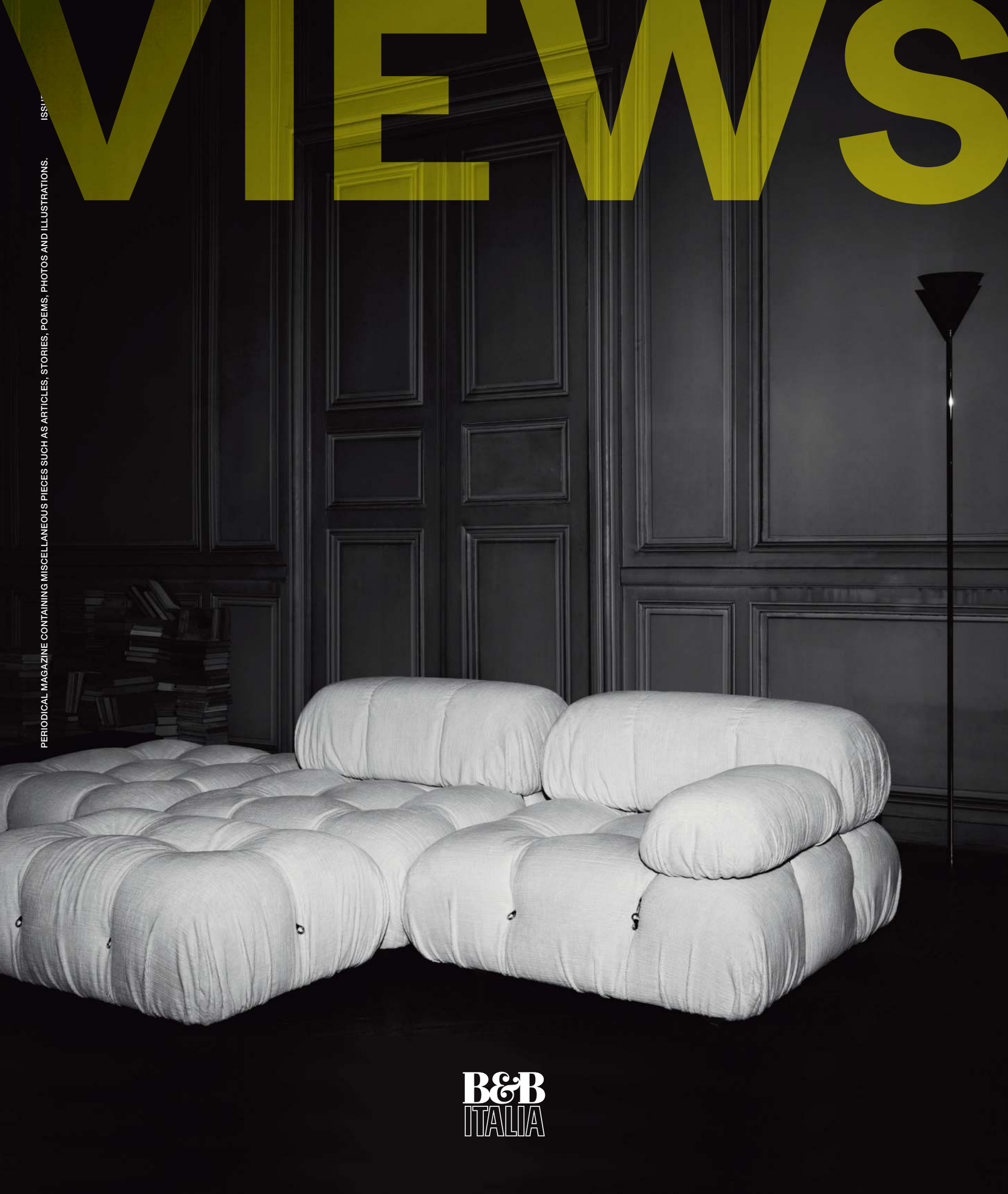
VIEWS

PERIODICAL MAGAZINE CONTAINING MISCELLANEOUS PIECES SUCH AS ARTICLES, STORIES, POEMS, PHOTOS AND ILLUSTRATIONS. ISS



B&B ITALIA

ISSUE #01

In 2022 B&B Italia steps up to the mic again with a magazine, — *Views*.

In this first issue, the quintessence of products and places is presented through the contemporary interpretation of B&B Italia, and the precise gaze of two photographers such as Tommaso Sartori and Santi Caleca.
We photographed in Paris, Munich, Milan and Barcelona.
We photographed in unexpected places, factories, unique villas, apartments steeped in history, architectural icons: sets where the products express themselves in their essence.

Photography gives way to a story made up of objects, places and light because what I want to reveal is the true nature of products, by letting them speak, and express their musicality.

The dialogue established between the object, the photographer, the space and us is proof that B&B Italia communicates with the power of contemporaneity and beauty. It does not require frills or to be pigeonholed into a precise style and even historic products can become novelties.

Views is the perfect medium for expressing the vision of B&B Italia through its products, designers and styles.

Views will tell stories, worlds and impressions.

Piero Lissoni

B&B ITALIA

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Tobi-Ishi table, Edward Barber and Jay Osgerby

COMME DANS UN RÊVE

Footsteps echo in the rooms of this splendid building at 72 Rue de l’Université in Paris. In the stillness of a sunny day, every space, silent for many years, recalls when the doors were opened in 1720 and for the very first time the carriages entered the courtyard and the candles in the drawing room were lit.

A celebration, and then the joy of living in this hôtel particulier every day, named Hôtel du président Chauvelin in 1738. Germain Louis Chauvelin was the Keeper of the Seals of Louis XV, an extremely learned man, a library housing three thousand books, an art collection that boasted a painting by Raphael and Jean-Antoine Watteau’s most beautiful prints. A realm of grace, music and delicacy.

And everything has remained as it was, the warmth of the wooden floors, the discrete style of the small cabinet, the freshness of the flowery upholstery in Madame’s bedroom and the blue striped one in that of Monsieur.

A secret is hidden between the two bedrooms, a wall on which, since the early twentieth century, every generation has marked the birth dates of their children, then followed their growth, one centimetre at a time. Lalo, Charles, Anne, Pierre, Jacques, Jeanne-Francoise, and Christine were all born here. Here, a diary-home was born.

PHOTOGRAPHY TOMMASO SARTORI
STYLING FRANCESCA SANTAMBROGIO
LOCATION PARIS, FRANCE

NOONU SOFA, ANTONIO CITTERIO

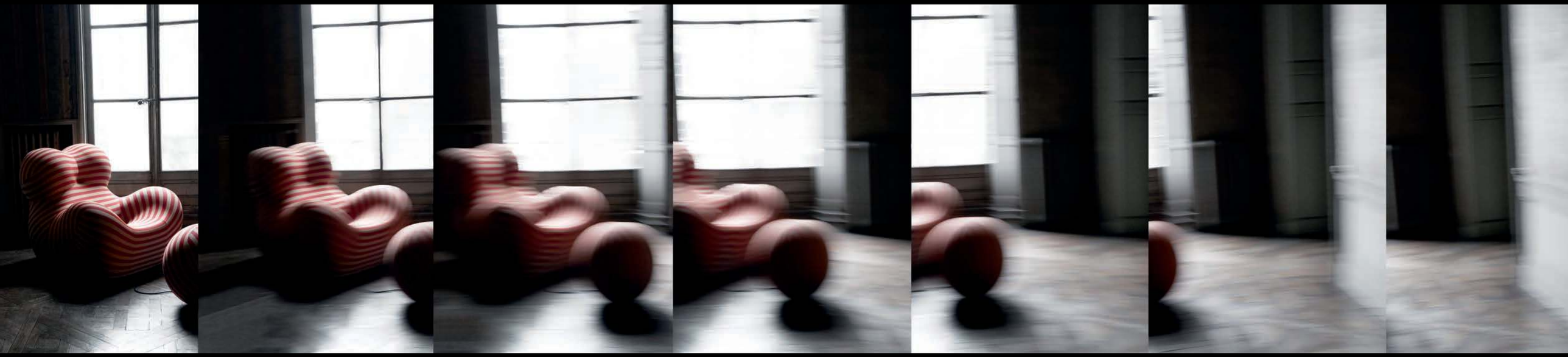
NOONU *SOFA*, ANTONIO CITTERIO

BULL TABLE, NAOTO FUKASAWA

BULL TABLE, NAOTO FUKASAWA

JENS CHAIR, ANTONIO CITTERIO

SERIE UP ARMCHAIR, GAETANO PESCE



CAMALEONDA SOFA, MARIO BELLINI - GLI SCACCHI COMPLEMENTS, MARIO BELLINI - MONACHELLA FLOOR LAMP, AZUCENA COLLECTION

CAMALEONDA SOFA, MARIO BELLINI - GLI SCACCHI COMPLEMENTS, MARIO BELLINI - CATILINA ARMCHAIR, AZUCENA COLLECTION

CAMALEONDA SOFA, MARIO BELLINI - GLI SCACCHI COMPLEMENTS, MARIO BELLINI

B&B ATOLL BED, ANTONIO CITTERIO - CATILINA ARMCHAIR, AZUCENA COLLECTION - MONACHELLA FLOOR LAMP, AZUCENA COLLECTION

B&B ATOLL BED, ANTONIO CITTERIO - MONACHELLA FLOOR LAMP, AZUCENA COLLECTION

Le Bambole

50th Anniversary

PHOTOGRAPHY TOMMASO SARTORI
STYLING FRANCESCA SANTAMBROGIO
LOCATION MUNICH, GERMANY

B&B Italia presents Le Bambole by Mario Bellini, in a radically renewed version. Fifty years after their initial creation, these icons of Italian style are evolving thanks to new design choices that make them even more comfortable and increasingly sustainable.

A constant presence in the B&B Italia catalogue for 50 years, Le Bambole evolves and becomes even more contemporary. The revamped version recaptures a look and feel more akin to the original, favouring generous, curvy, increasingly feminine shapes.

As Mario Bellini states: "I am delighted to revisit this family again, because it confirms to me that it is anything but old; on the contrary, it is enjoying a thriving and promising second life, a rebirth done in a big way, with enthusiasm, with breadth, with decorations and with the original flourishes. We have recovered its charm, sumptuous form and softness".

The new range sees confirmations and new elements, for a collection that restarts from the basic elements: the Bambola armchair, the Bibambola two-seater sofa, the Bamboletto double bed. In addition, the three-seater sofa has been updated to meet today's needs, with a deeper seat that has earned it the name Granbambola.

BAMBOLA ARMCHAIR, MARIO BELLINI

1972/2022

Throughout their history, Le Bambole have seen slight adaptations in shape, proving that they are always able to keep up with the times. In addition to appearance, comfort is a key element of the design.

Once again, softness is guaranteed by a series of clever construction measures despite the minimum amount of polyurethane used. Where the original construction was based on a metal structure embedded in polyurethane, now the materials used are of the latest generation. Recycled polyethylene gives structure; elements in polyurethane foam and thermoplastic elastomers are added to shape the geometry and define comfort and breathability, all sheathed by an undercover derived from recycled PET.

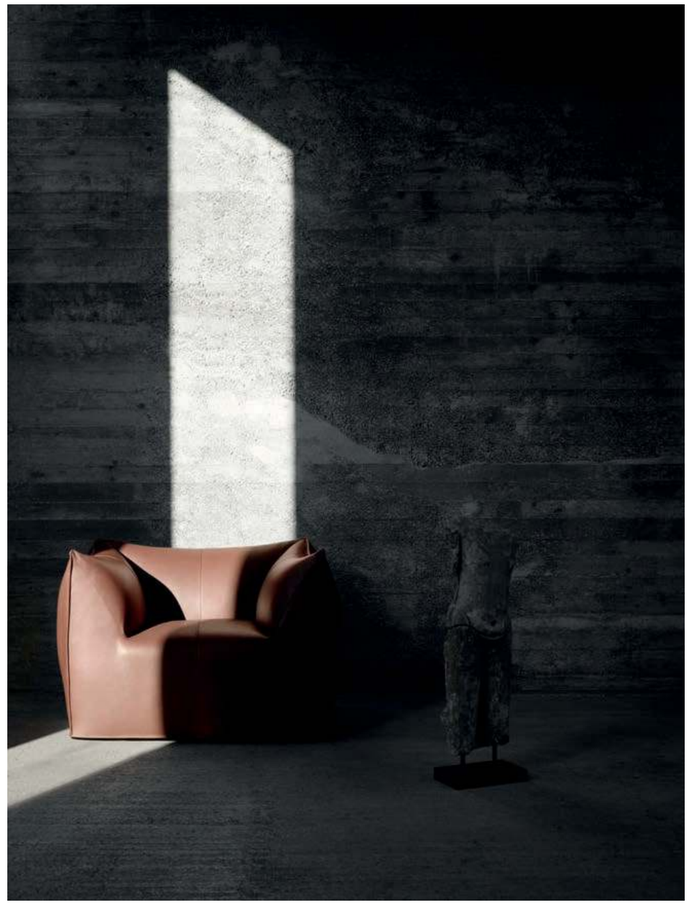
These design choices mean that every item in the new Le Bambole collection is completely disassembled and therefore easily recyclable.

The renewal of this collection brings with it Sila, a new sablé fabric available in eight colours. Its pleasingly irregular, three-dimensional nature masks the orthogonal effect of warp and weft, amplifying the effect of softness through a studied irregularity that seems reminiscent of natural, spontaneous surfaces.

This sensation begins with sight and is completed by touch. In fact, as Mario Bellini says: "The variation of this fabric, when in contact with your hands, your arms, your body, empathises with your skin and is extremely pleasant ".

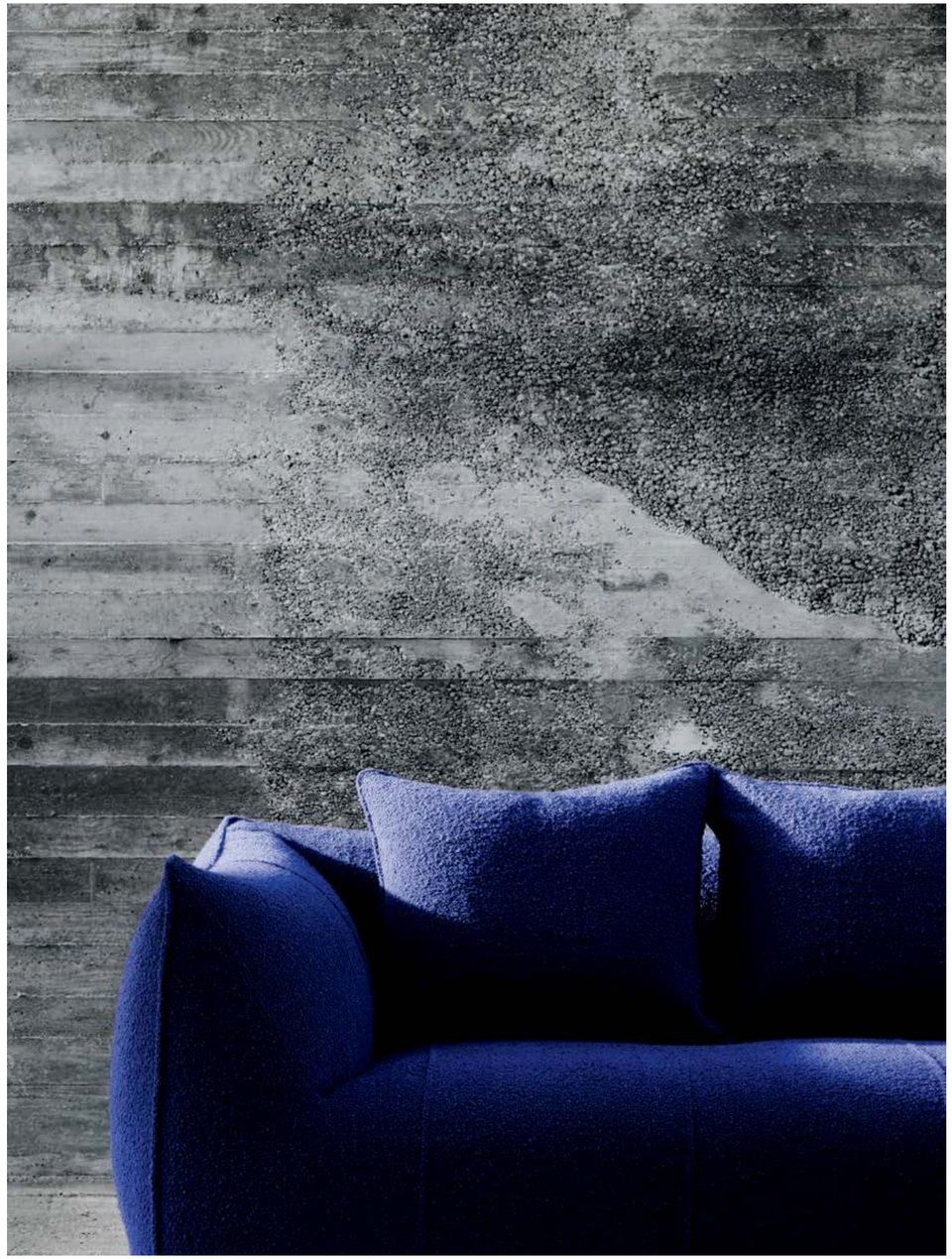
Le Bambole can also be upholstered in high-quality Kasia leather, an extremely soft and naturally marked full-grain leather. Here, too, touch and sight are equally satisfied, giving each Bambola an even more elegant and refined appearance.

fifty years of Le Bambole



BAMBOLA ARMCHAIR, MARIO BELLINI

BAMBOLA ARMCHAIR, MARIO BELLINI - GRANBAMBOLA SOFA, MARIO BELLINI - BULL BENCH, NAOTO FUKASAWA



GRANBAMBOLA *SOFA*, MARIO BELLINI

Atelier Rosa

He had built it with his own hands, as if it were a huge sculpture you could walk into and sense that revitalising experience you feel when you contemplate nature and create. At number 89 Osterwaldstrasse in Munich, Hermann Rosa, born in Pirna in 1911, had built his studio armed only with his craft.

In 1960, the extraordinary German sculptor, son of a stonemason, had bought a small piece of land not far from the green heart of the city, and in the eight years that followed, he had designed and built his studio there, a reflection of himself.

Everything within this magnificent building, declared a national monument in 1988, speaks of a radical, ascetic artist who adored Cézanne, Giacometti and Le Corbusier.

Hermann Rosa would say that building one's own house is the most important experience a man can have. Or in fact, it is what makes him a man.

This was how, by marking out the perimeter, digging the ground, building the walls, pouring the living material of the cement and combining the walls and stairs in a single shape, Rosa had conquered his "own" space, with humility and enthusiasm.

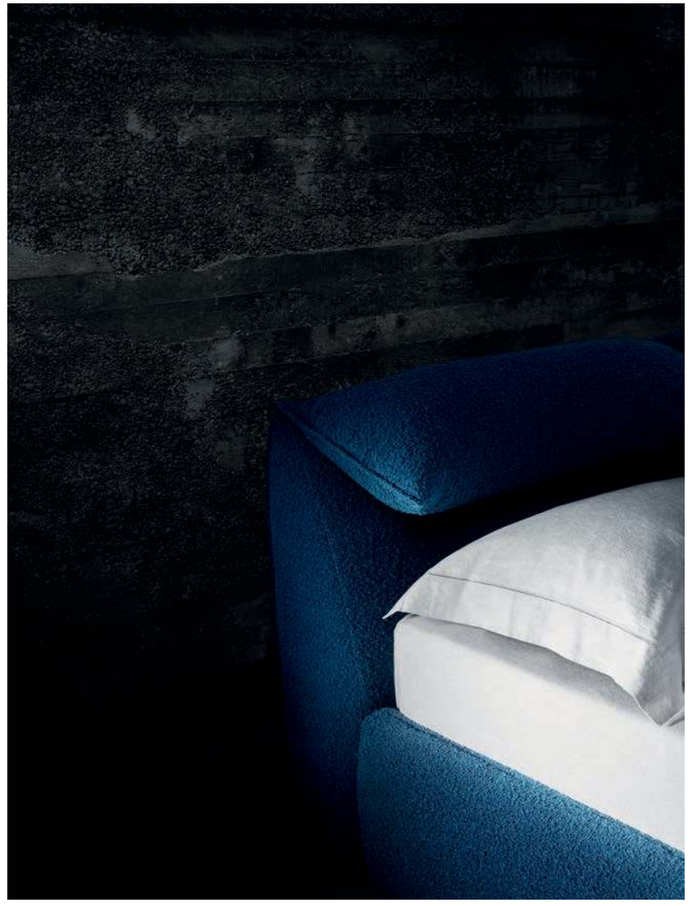
From dawn to dusk, daylight, a close ally, passes through two immense glass walls and joins the study to the garden.

Hermann Rosa had been searching for a peaceful space. He was looking for the house that lives and breathes within you and me.

BIBAMBOLA SOFA, MARIO BELLINI - TOBI-ISHI SMALL TABLE, EDWARD BARBER AND JAY OSGERBY

BIBAMBOLA SOFA, MARIO BELLINI - MONACHELLA FLOOR LAMP, AZUCENA COLLECTION

BAMBOLETTO BED, MARIO BELLINI



BAMBOLETTO BED, MARIO BELLINI

INTERVIEW

A SHORT CONVERSATION WITH MARIO BELLINI

MARIO BELLINI IS AN ARCHITECT AND DESIGNER INTERNATIONALLY RENOWNED. HE RECEIVED THE GOLDEN COMPASS AWARD EIGHT TIMES AND 25 OF HIS WORKS ARE IN THE PERMANENT DESIGN COLLECTION OF THE NEW YORK MOMA, WHICH DEDICATED TO HIM A PERSONAL RETROSPECTIVE IN 1987. HIS ACTIVITIES RANGE FROM ARCHITECTURE AND URBAN PLANNING TO PRODUCT AND FURNITURE DESIGN.

Dolled Up and Hitting Fifty

Although Mario Bellini's "Le Bambole" collection might be hitting 50 this year, its impact and relevance on the world of furniture design is as strong as ever. Just look at a recent Corriere Della Sera photo shoot featuring the sprightly octogenarian Italian maestro himself lying, legs in the air, on an armchair from the new collection that revives those cult 1972 designs.

"As often happens, the name came to me at once," says Bellini recalling the moment he baptised the project "Le Bambole" (Italian for "Dolls") whose form, structure and personality was inspired by those lovable rag dolls all children know. Those soft yet reassuringly sturdy little figures, sitting, or thrown on the floor, self-supported by stuffing made of who knows what, gave Le Bambole their identity.

Their random arrangement in a space signifying the freedom of expression that was the spirit of those times. Bellini's own notes on the designs spoke of Le Bambole in abstract, almost transgressive terms: *"You can sit on the Bambola, she is jolly and giving, supple and eager to comfort you, she hugs you, as that is what she is made of."* B&B Italia's innovative use of polyurethane foam with a hidden metal skeleton deep within rendered Bellini's imagined doll into an armchair that was casually playful and stylishly comfy in equal measure.

Bellini's own carefree pose in April 2022 is obviously a tongue-in-cheek reference to photographer Oliviero Toscani's ravishing, original shoot of Le Bambole featuring American model and Andy Warhol muse, Donna Jordan. Speaking of the revamped and radically renewed version of Le Bambole, Bellini is gushing; *"I feel the pleasure of revisiting this family again"* he says wistfully, *"because it confirms to me that it has anything but aged, on the contrary, it is enjoying a thriving and promising second life."*

While maintaining their unmissable shape and embracing comfort, in the new Le Bambole evolutions in material and engineering technology ensure that the collection can be disassembled and is therefore easily recyclable.

Looking at those images of Donna Jordan on Le Bambole, topless, in only jeans and black cowboy boots kicking in the air, it is almost impossible to believe they are half a century old. Famously those pictures were immediately censored when revealed at the Salone del Mobile in 1972. But both they, and Bellini's collection they embellished, soon became recognized as part of the style zeitgeist. To celebrate their 50th birthday, Le Bambole are refreshed with some noticeable improvements, above all, they are as desirable as ever.

Future Past

Using suggestive spaces created inside B&B Italia's Novedrate headquarters we revisit a past vision of the future. Out of the shadows emerge objects and collections that recall a modern utopia. Our home was built between 1971 and 1973 to the experimental designs of Renzo Piano and Richard Rogers, two young architects who would become masters of a high-tech, futuristic style.

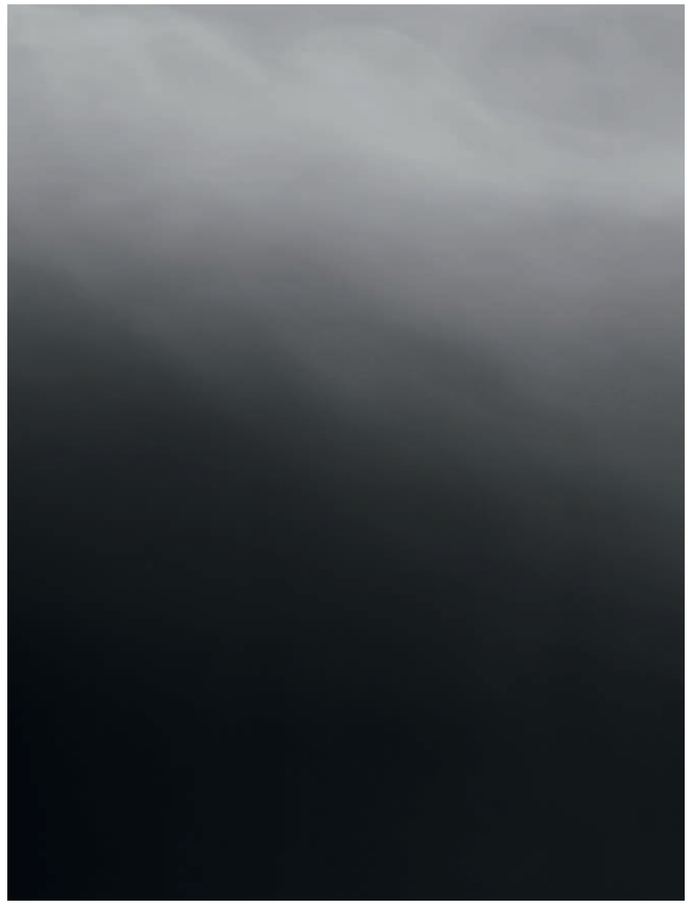
PHOTOGRAPHY TOMMASO SARTORI
STYLING FRANCESCA SANTAMBROGIO
LOCATION B&B ITALIA HEADQUARTER

ALLURE O' TABLE, MONICA ARMANI - FLAIR O' CHAIR, MONICA ARMANI

ALLURE O' TABLE, MONICA ARMANI - FLAIR O' CHAIR, MONICA ARMANI

ALLURE O' TABLE, MONICA ARMANI - FLAIR O' CHAIR, MONICA ARMANI

B&B ATOLL SOFT SOFA, ANTONIO CITTERIO



B&B ATOLL SOFT SOFA, ANTONIO CITTERIO

B&B ATOLL SOFT SOFA, ANTONIO CITTERIO

NOONU SOFA, ANTONIO CITTERIO - DIESIS SMALL TABLE, ANTONIO CITTERIO AND PAOLO NAVA

NOONU SOFA, ANTONIO CITTERIO

AWA SMALL TABLE, NAOTO FUKASAWA - HARBOR LAIDBACK ARMCHAIR, NAOTO FUKASAWA

NAOTO FUKASAWA

PHOTOGRAPHY SANTI CALECA
STYLING FRANCESCA SANTAMBROGIO
LOCATION B&B ITALIA HEADQUARTER

AWA SMALL TABLE, NAOTO FUKASAWA - HARBOR LAIDBACK ARMCHAIR, NAOTO FUKASAWA

AWA SMALL TABLE, NAOTO FUKASAWA

INTERVIEW

BORN IN 1956, JAPANESE INDUSTRIAL DESIGNER **NAOTO FUKASAWA** HAS BEEN DESCRIBED AS ONE OF THE MOST IMPORTANT PEOPLE WORKING IN THE FIELD TODAY. WITH A HYPER-VARIED CAREER, HIS WORK SPANS FROM THE DESIGN OF PRECISION EQUIPMENT AND ELECTRONIC GOODS, TO RESTRAINED CURVES IN HIS FURNITURE PIECES, AS WELL AS A DEEPLY CONSIDERED APPROACH TO ARCHITECTURE.

A SHORT CONVERSATION WITH NAOTO FUKASAWA

Fukasawa Lays Back

Fukasawa has worked with some of the most celebrated brands from his native Japan and the world, and in 2017 of course, he created the Harbor armchair for B&B Italia. As diverse as Fukasawa's portfolio is, his approach centres on the relationship between design and behaviour, perhaps more so now than ever. *"The whole world is under the pandemic,"* he said as he introduced the Harbor Laidback chair to us last year; *"So, everyone wants to know how to spend valuable time at home."*

His design optimises the beautifully simple Harbor, allowing for a deeper, more personalised experience for the chair's user. With a levering handle and adapted engineering, Harbor Laidback does exactly what its name suggests.

You don't just sit here, but lean back into the chair, thus creating a bond with the design that also expresses a sense of belonging. *"This is my own chair"* says Fukasawa soothingly; *"I wanted to create a feeling of 'Ah!' This is the place I shall return to".*

As important as form and function for the designer, are beauty and craft, and Fukasawa's Harbor Laidback again demonstrates this perfectly. Indeed, as he explains that his "philosophy of creation starts with outlining beauty" the lengths that Fukasawa goes to in this pursuit can be seen in the stitching of this chair's surface skin.

Like a supple yet sturdy dotted line, the stitching leads the eyes and hands around the chair's form, *"like in the fitting of a tailor-made suit"*, says the designer. As pleasing as the results are, this a far from simple feature to execute he continues: *"This [the stitching] was so hard to do that we needed to develop a new sewing machine just to do it."*

Speaking to this Japanese master of design, it is immediately clear how pleased he is with the Harbor Laidback, but he is equally keen to share his creation. *"I wish this armchair will have a long life"* ends Fukasawa almost as if talking about a beloved friend or pet; *"and that it will become iconic also for each future owner."*

ELEGANCE AND INNOVATION

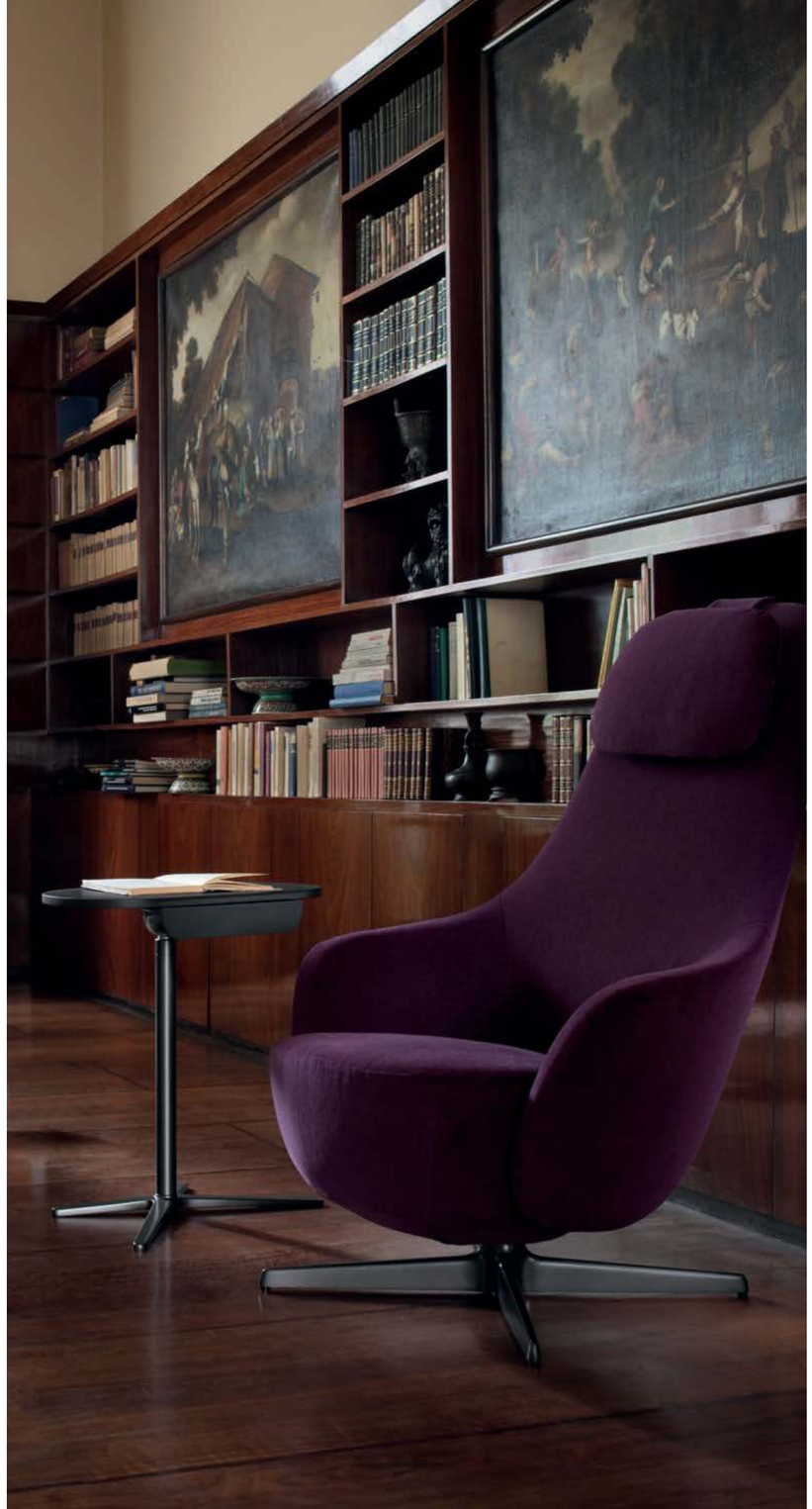
Built between 1932 and 1935, on an opulent street in the centre of Milan to the designs of one of the city's most celebrated architects, the Villa Necchi Campiglio has recently come to symbolise a certain Milanese style and elegance. Despite its adoration by design lovers and its frequent cinematic appearances, the house's story is far from straightforward.

HARBOR LAIDBACK ARMCHAIR AND OTTOMAN, NAOTO FUKASAWA - AWA SMALL TABLE, NAOTO FUKASAWA

PHOTOGRAPHY SANTI CALECA
STYLING FRANCESCA SANTAMBROGIO
LOCATION MILAN, ITALY

HARBOR LAIDBACK ARMCHAIR, NAOTO FUKASAWA

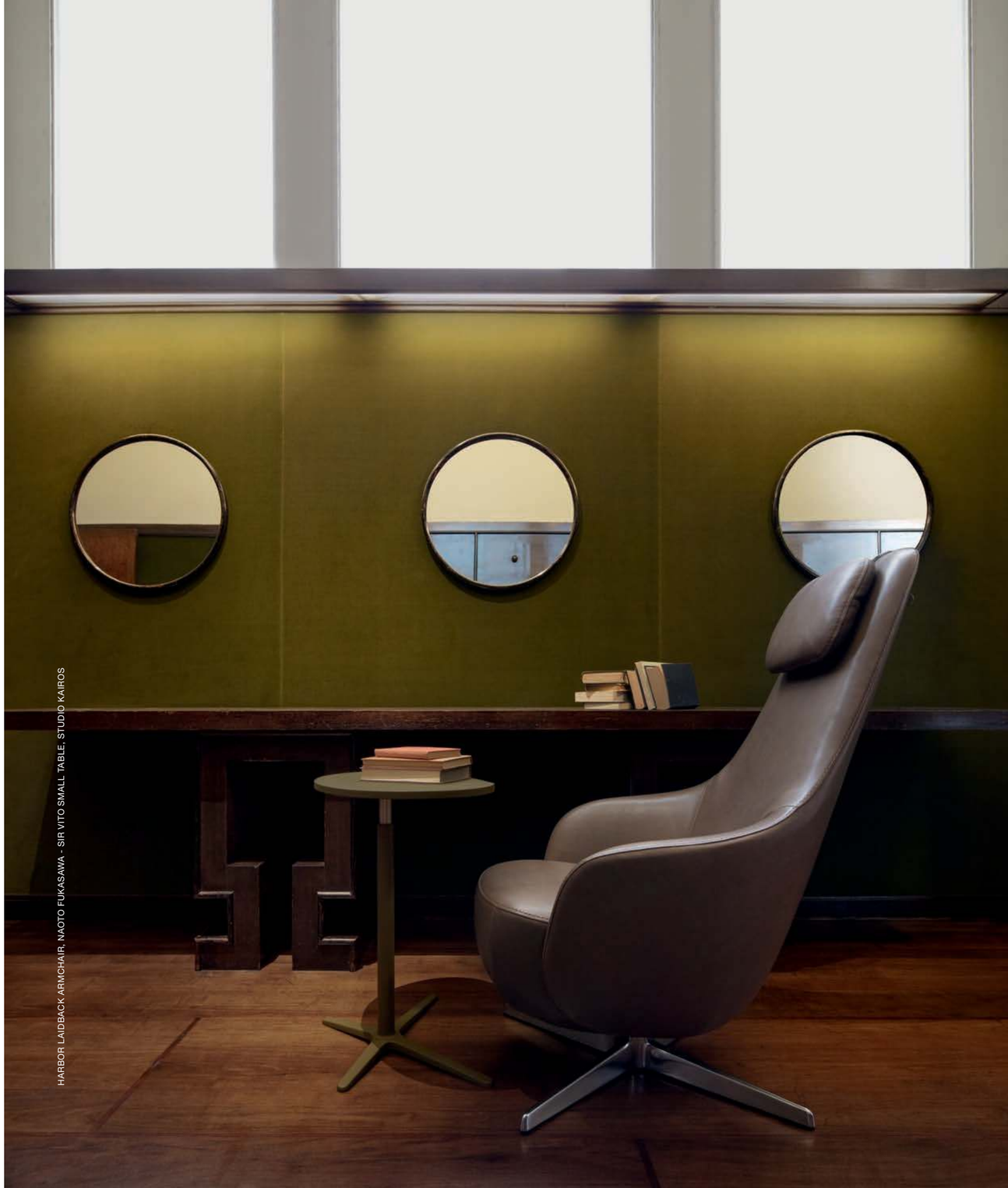
Technologically advanced, with all the latest domestic conveniences, the villa also represents a heavy, old-world grandeur in a modern, 20th Century guise. Ever since it was laid out in the 1890s, building over the orchards and gardens that once surrounded Milan's historic core, Via Mozart has been a prime address. It is where the city's most affluent and most taste-conscious inhabitants have long called home.



HARBOR LAIDBACK ARMCHAIR, NAOTO FUKASAWA - SIR VITO SMALL TABLE, STUDIO KAIROS

Here on a sizable plot of land, eclectic (and slightly eccentric) architect Piero Portaluppi was commissioned to build a residence by an unlikely trio of clients. Sisters Nedda and Gigina Necchi, and the latter's husband Angelo Campiglio were part of Lombardy's high bourgeois industrialist class, having made their fortune from the family's sewing machine factory in Pavia.

For their new Milan abode, Portaluppi designed a building that exuded elegance in every room and space, but thanks to the use of much technical innovation, was also an exercise in domestic comfort. Electric lifts and service systems known as ‘dumb waiters’ were installed, as well as sophisticated telephone lines and intercoms.



HARBOR LAIDBACK ARMCHAIR, NAOTO FUKASAWA - SIR VITO SMALL TABLE, STUDIO KAIROS

By the front door to the house also lies Milan's first private swimming pool; it was also heated, adding additional luxury to the residence. Serving as an evocative setting for Luca Guadagnino's 2009 "I Am Love" and more recently Ridley Scott's "House of Gucci" (2021), Villa Necchi Campiglio has now become symbolic of a very Milanese, and surprisingly modern refinement.

HARBOR LAIDBACK ARMCHAIR, NAOTO FUKASAWA

BAUH

The pavilion, which was built as part of the German representation at the 1929 International Exposition in Barcelona stands today on its original site, just off the Plaça d'Espanya. It is a graceful monument to both its architect Mies van der Rohe and of the international modernist movement he became a symbol of. There is, however, much that can be revisited here, not least the crucial involvement of a woman who was a true pioneer of modern design.

Trained as an industrial embroiderer, Lilly Reich quickly emerged as a leading figure in the experimental art and design world of the Weimar Republic. By 1920 she became the first woman in a leadership role at the influential Deutscher Werkbund, an association of German artists, architects and designers that lay the modernist foundations for the Bauhaus School. In 1924, Reich started to work at the Frankfurt trade fair office where she managed an exhibition design studio and where she met Ludvig Mies van der Rohe.

This was the beginning of a very productive personal and professional partnership that would result in the now-famous Barcelona Pavilion.

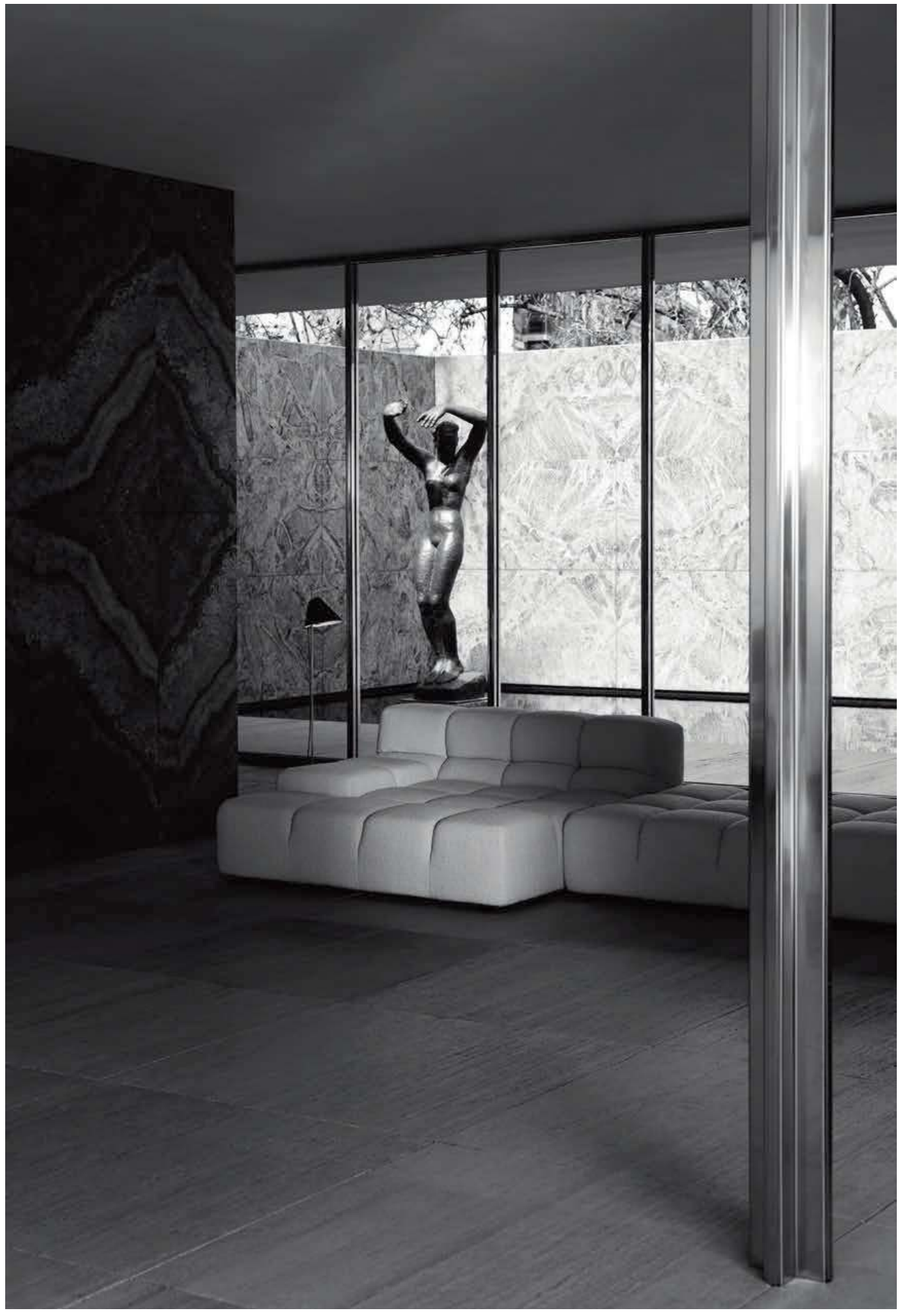
Becoming the artistic director of the German contribution at the exposition of 1929, Reich engaged Mies, who designed a superbly elegant structure with its iconic floating roof and spectacular use of the luxurious materials. But Reich's creative contribution to the pavilion should not be overlooked. It is impossible to ignore the flair she had for transparency and clean lines in her designs for shop windows and exhibition displays when walking through this legendary space.

The pavilion, which is nearly always associated with just one man, became a bridge to a dazzling 20th Century career for Mies. With a premature death in 1947 depriving Lilly Reich of a well-deserved legacy; at the Barcelona Pavilion, like so often, we should remember that there was a great woman behind a great man.

PHOTOGRAPHY TOMMASO SARTORI
STYLING FRANCESCA SANTAMBROGIO
LOCATION BARCELONA, SPAIN

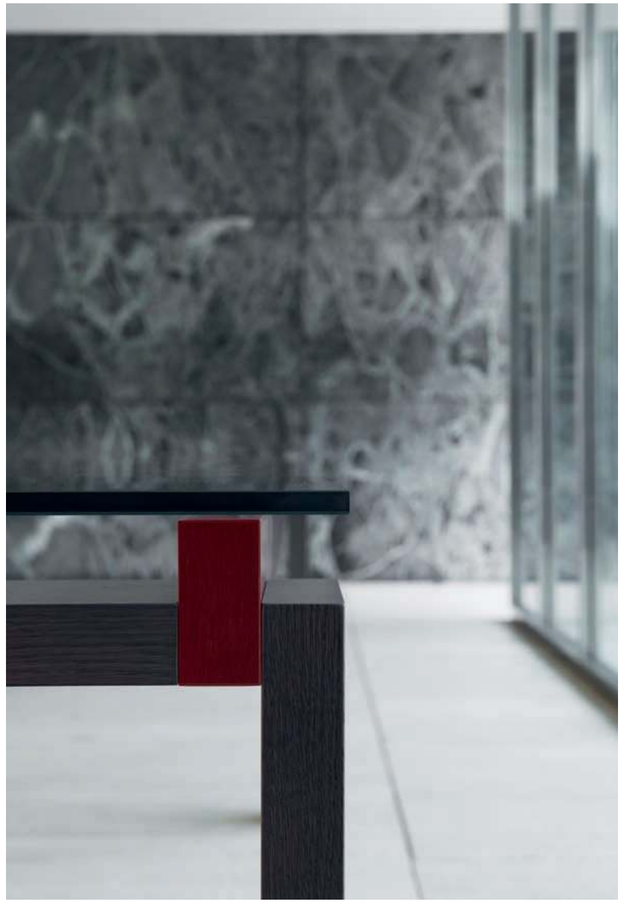
METROPOLITAN ARMCHAIR, JEFFREY BERNETT

TUFTY-TIME SOFA, PATRICIA URQUIOLA - FORMICHE SMALL TABLES, PIERO LISSONI - PARALLEL STRUCTURE TABLE, MICHAEL ANASTASSIADES

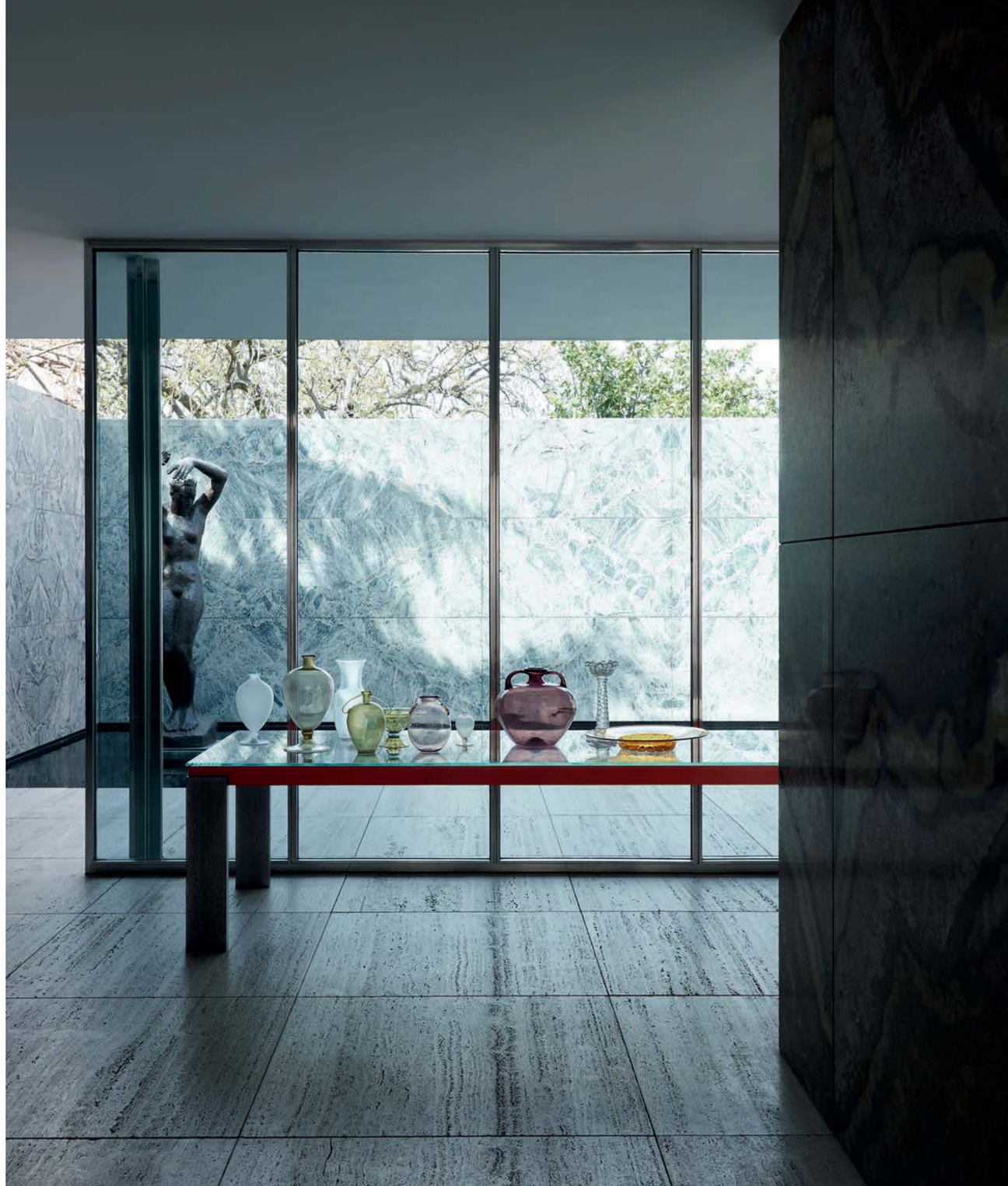


TUFTY-TIME SOFA, PATRICIA URQUIOLA - MONACHELLA FLOOR LAMP, AZUCENA COLLECTION

TUFTY-TIME SOFA, PATRICIA URQUIOLA - FORMICHE SMALL TABLES, PIERO LISSONI



PARALLEL STRUCTURE TABLE, MICHAEL ANASTASSIADES

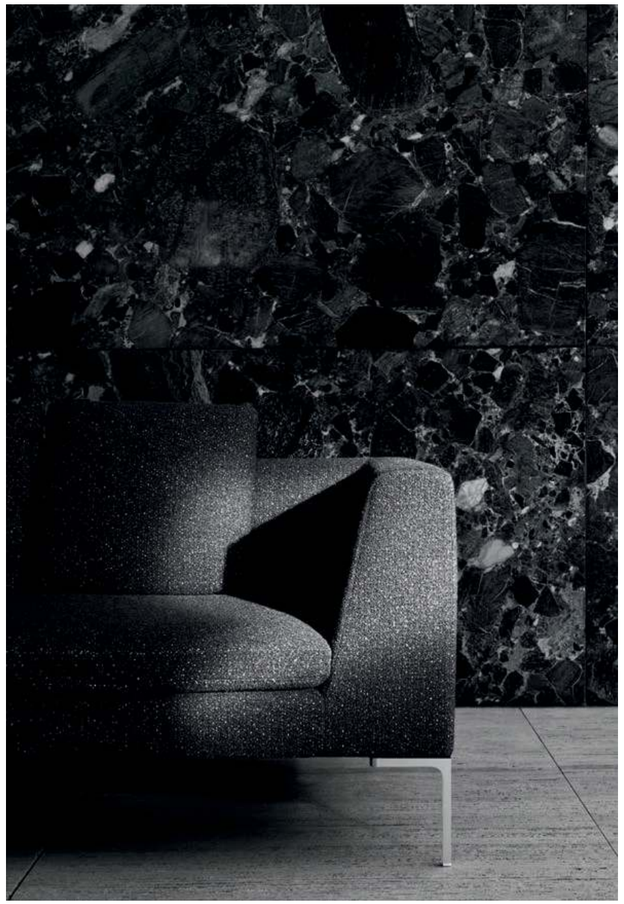


TOBI-ISHI TABLE, EDWARD BARBER AND JAY OSGERBY

MINI PAPILIO CHAIR, NAOTO FUKASAWA - TOBI-ISHI TABLE, EDWARD BARBER AND JAY OSGERBY

MART ARMCHAIR, ANTONIO CITTERIO

CHARLES SOFA, ANTONIO CITTERIO - DIESIS SMALL TABLE, ANTONIO CITTERIO AND PAOLO NAVA



CHARLES SOFA, ANTONIO CITTERIO - DIESIS SMALL TABLE, ANTONIO CITTERIO AND PAOLO NAVA

In the spotlight

2022: NEW PROJECTS ARRIVE ON STAGE.

References and assonances. Architecture, volumes and materials.
A monumental marble table, a soft and welcoming armchair,
a sophisticated and versatile chair, low tables with a bright heart...
Under the spotlight today to be the upcoming stars tomorrow.

PHOTOGRAPHY TOMMASO SARTORI
STYLING FRANCESCA SANTAMBROGIO
LOCATION B&B ITALIA HEADQUARTER

CORDOBA ARMCHAIR, FOSTER+PARTNERS, INDUSTRIAL DESIGN STUDIO

POCHETTE ARMCHAIR, PIERO LISSONI

POCHETTE ARMCHAIR, PIERO LISSONI

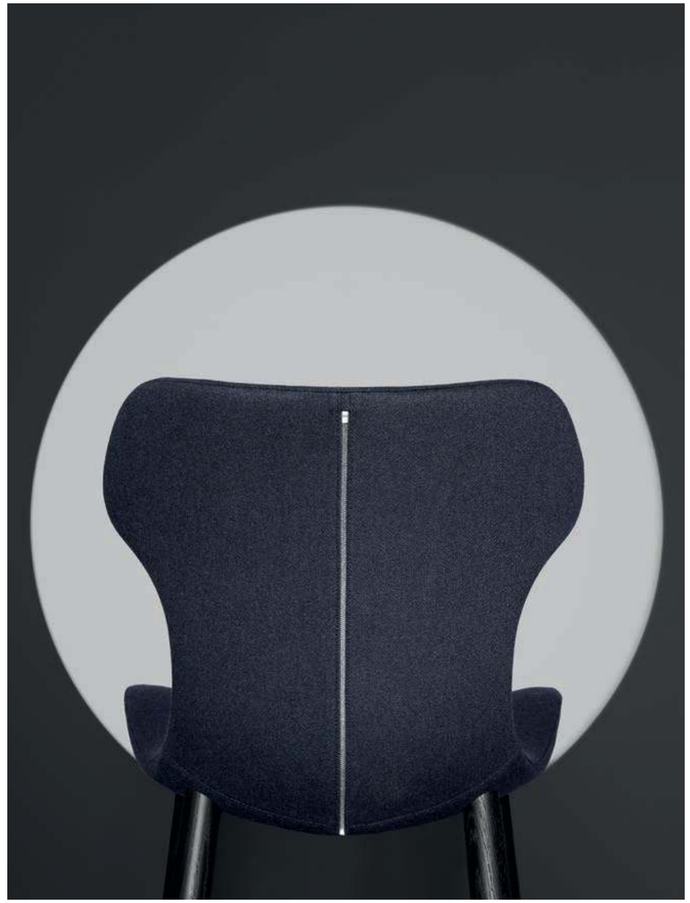
PLANCK SMALL TABLE, PIERO LISSONI

PLANCK SMALL TABLE, PIERO LISSONI

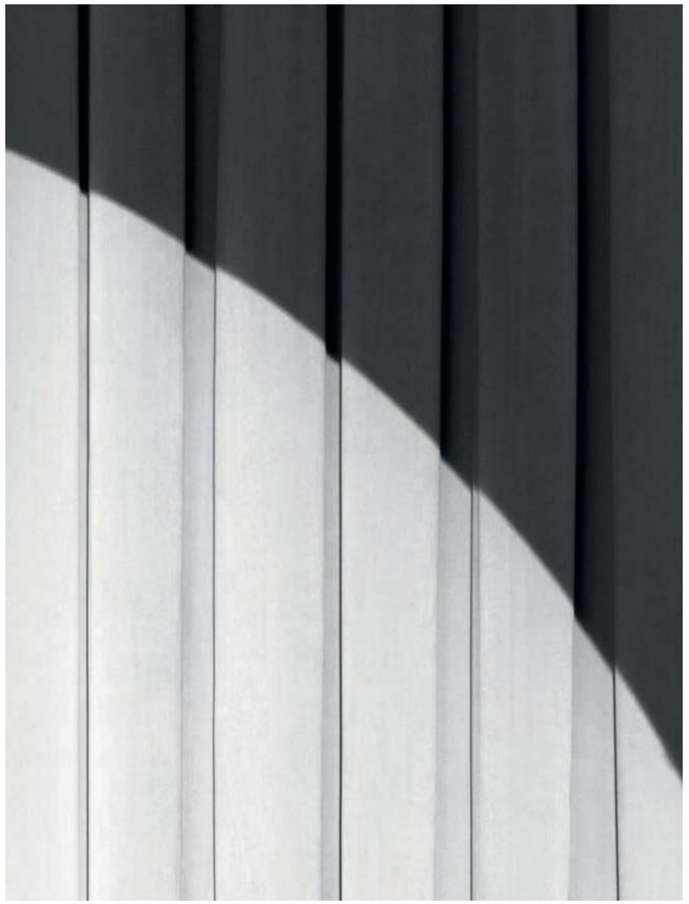
MJINA CHAIR, PIERO LISSONI

BLITZ TABLE, MARIO BELLINI - CUTTER CHAIR, MARIO BELLINI

BLITZ TABLE, MARIO BELLINI - CUTTER CHAIR, MARIO BELLINI

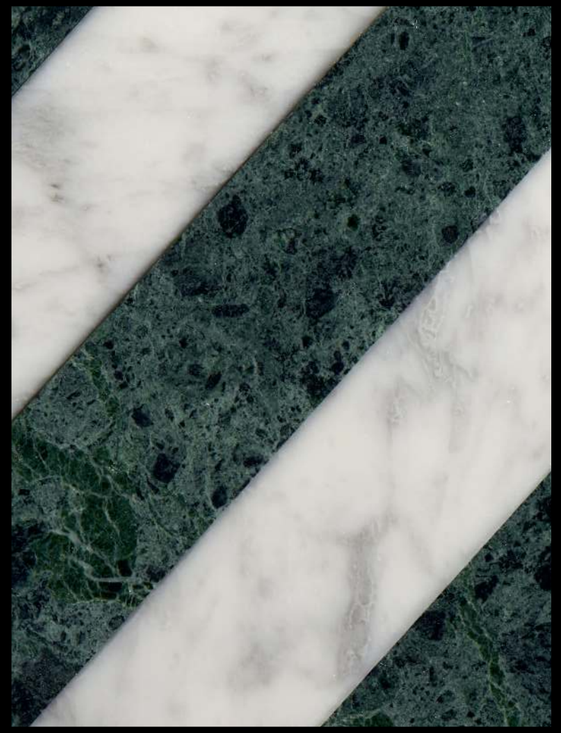


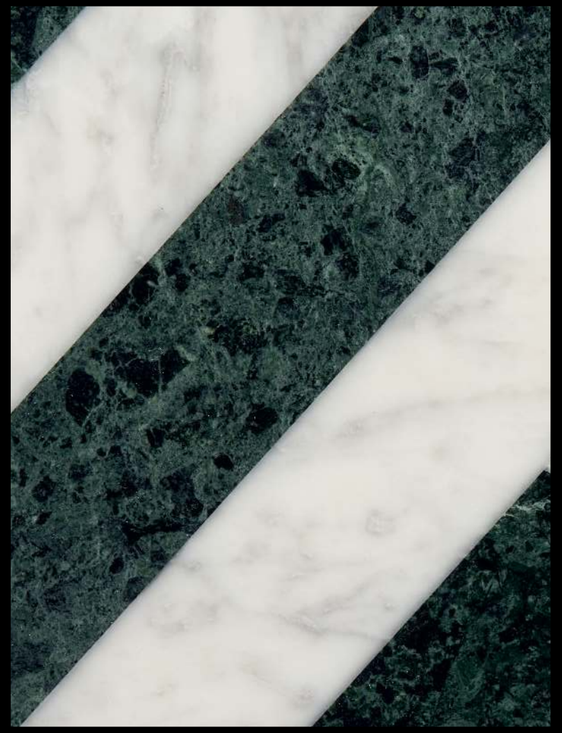
PAPILIO SHELL CHAIR, NAOTO FUKASAWA



TOBI ISHI SMALL TABLE, EDWARD BARBER AND JAY OSGERBY

TOBI-ISHI TABLE, EDWARD BARBER AND JAY OSGERBY





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Printing
Nava Press

Thanks to
Antoine Billore, Atrio Studio, Carpenters Workshop Gallery, Galleria Clio Calvi Rudy Volpi, Galleria Grazia Montesi, Galerie JAG, Galleria Rossana Orlandi, Galleria Rossella Colombari, Hermann Rosa, Materea, Mobilier Tomette, Modernariato ‘900, Objet Vagabond, Renzo Freschi, Sergio Maria Calatroni, Studio Alexa Lixfeld, Terry Davies, Toni Porto, UP/ART

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June 2022

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