



A NEW TOUCH OF ELEGANCE ...



CARPANELLI

1919

MADE IN ITALY

A NEW TOUCH OF ELEGANCE

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CARPANELLI srl, a furniture company with over 100 years of history dedicated to high cabinet making, today has an international clientele positioned in the so-called sector. Luxury, understood as an experience of authenticity, attention to detail and an expression of craftsmanship.

Distinctive element of Made in Italy appreciated in the world intended not as the simple fact that it is produced in Italy but that it is an expression of **CREATIVITY** and **COMPETENCE** for a so-called product. "Beautiful and Well Done".

A NEW TOUCH OF ELEGANCE ...

As part of the 4th Design Contest IdeasXwood 2021/2022 promotes the **Carpanelli Award** "A NEW TOUCH OF ELEGANCE".

In this period of great change, the concept of residential home has regained a great value of reassurance and warmth.

Each design idea must be thought of within a specific area of the modern house:

- **Living area:** dining, living, entrance.
- **Sleeping area:** bedroom
- **Home office:** home-office.

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The participant is required to:

A research path on current trends in the furniture sector.

"A NEW TOUCH"

The elaboration of a current concept of elegance understood as the use of precious, eco-sustainable materials, research of details and craftsmanship of the workmanship.

"OF ELEGANCE"

A NEW TOUCH OF ELEGANCE ...

Well considered are:

- the research work on current trends and the original interpretation of the Contest theme;
- the enhancement of wood in its most precious essences as the protagonist material (*collezione Tabu 555 colors of wood*);;
- search for combinations with new materials, including eco-compatible ones, which express a current concept of preciousness;
- attention to respect for the forest heritage through the use of FSC® certified wood veneer.

Strategy and value of the proposal

Carpanelli is an evergreen, preciously elegant brand, now enriched with a touch of novelty.

With the new products we have tried to intercept the new trends while maintaining the Carpanelli DNA, a synthesis of refined elegance and strong emotional impact.

Values and strengths

Great attention to the customer, high quality standards and ability to customize. The novelty is the use of a traditional and eco-sustainable material such as natural wood, in an innovative way. Carpanelli furniture was born from a continuous research and experimentation path that makes it possible to create "high craftsmanship" products, created through the careful selection of fine materials including wood, marble, leather and trendy metals.



Strategy and value of the proposal

Able to offer

Carpanelli today wants to be the interpreter of an idea of trend luxury, an idea expressed through the ability to customize our products. A true tailor-made service dedicated to our most demanding, elegant customers who are in step with the times.

How to recognize a Carpanelli piece of furniture?

The latest proposals express a modern version of high cabinetry, presented with an elegant design characterized by light lines and the utmost attention to detail.



IL BRAND PRISM TO-BE DI CARPANELLI

External factors

Internal factors

PHYSICAL

What the brand offers

- Soft / sober lines
- Precious woods
- Modern inlays
- Quality / precious materials (leather, marble, metal)
- Sober and soft colors, without ostentation
- Chromatic effects of wood
- Sensory materiality of materials
- Modern design
- Balance between shapes and coatings

RELATIONS

The added value of the brand

- Customization
- Tailoring
- Intimacy in the relationship with the customer
- Timeless (long lasting) furniture
- Customer care
- Able to read the evolution of the modern customer

REFLEX

Target customers

- Who wants to stand out without being tacky
- Those who appreciate luxury and beauty
- Owners of luxury cars
- Refined High spending power
- Beware of influencers (shops - architects)

SENDER



RECEIVER

- Elegant
- Search but not over the top
- Coherent stylistic research maintained over time (attention to trends)
- Sober elegance

PERSONALITY

The fundamental elements to stand out

- Made in Italy
- Quality (beautiful and well done)
- Elegance
- Craftsmanship
- 100 years of business
- Contemporaneity
- Innovation and modernity (in step with the times)

CULTURE

Brand values

SELF-IMAGE

The inner perception of the clientele

- Home as a business card
- Furniture that is handed down (because it is beautiful, not because it is different) to be carefully preserved and restored
- Expert of quality furniture

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SMOOTH LINES

ELEGANCE

ALFEA

SIDEBOARD



MODERN DESIGN



MODERN INLAY WITH
GEOMETRIC PATTERN

ALFEA

SIDEBOARD



LEATHER PROFILE
WITH SEAM

PRECIOUS MATERIALS

CRAFTSMANSHIP

VARNISHED GLASS
OR MARBLE TOP



ALFEA

SIDEBOARD



LEATHER WITH SEAM

CANALETTA WALNUT

LIGHT TAY

GAE BOOKCASE



MATERICITY

CRAFTSMANSHIP

SMOOTH LINES



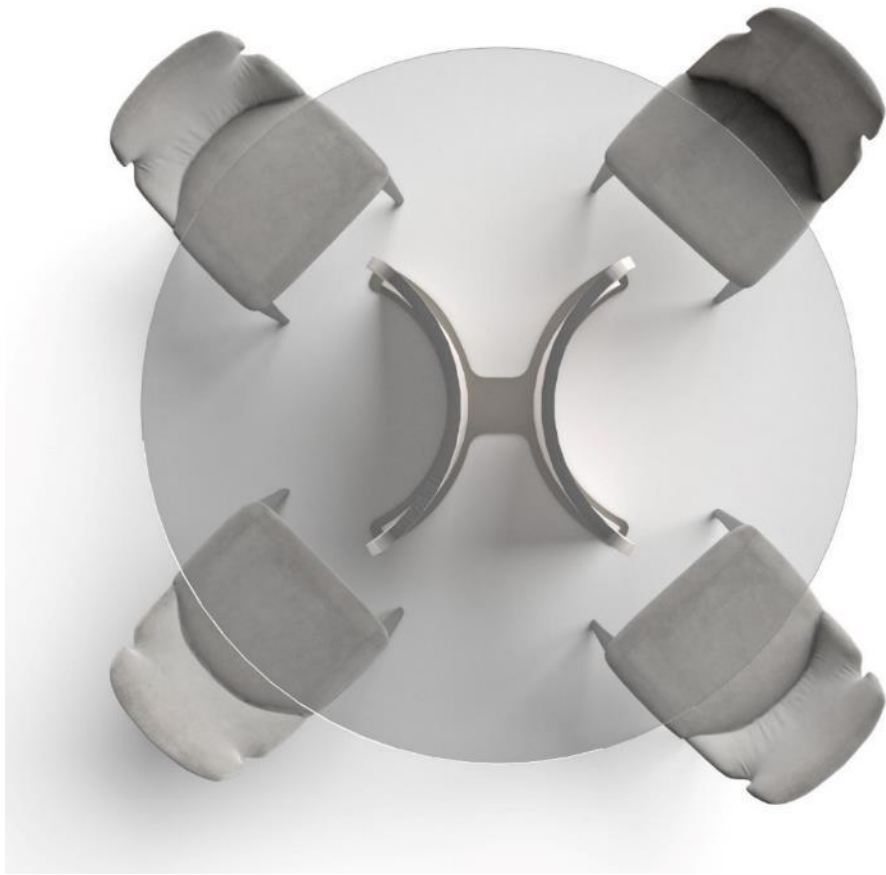
DARK TAY →

GAE

BOOKCASE

← LIGHT TAY





SHAPE

TABLE

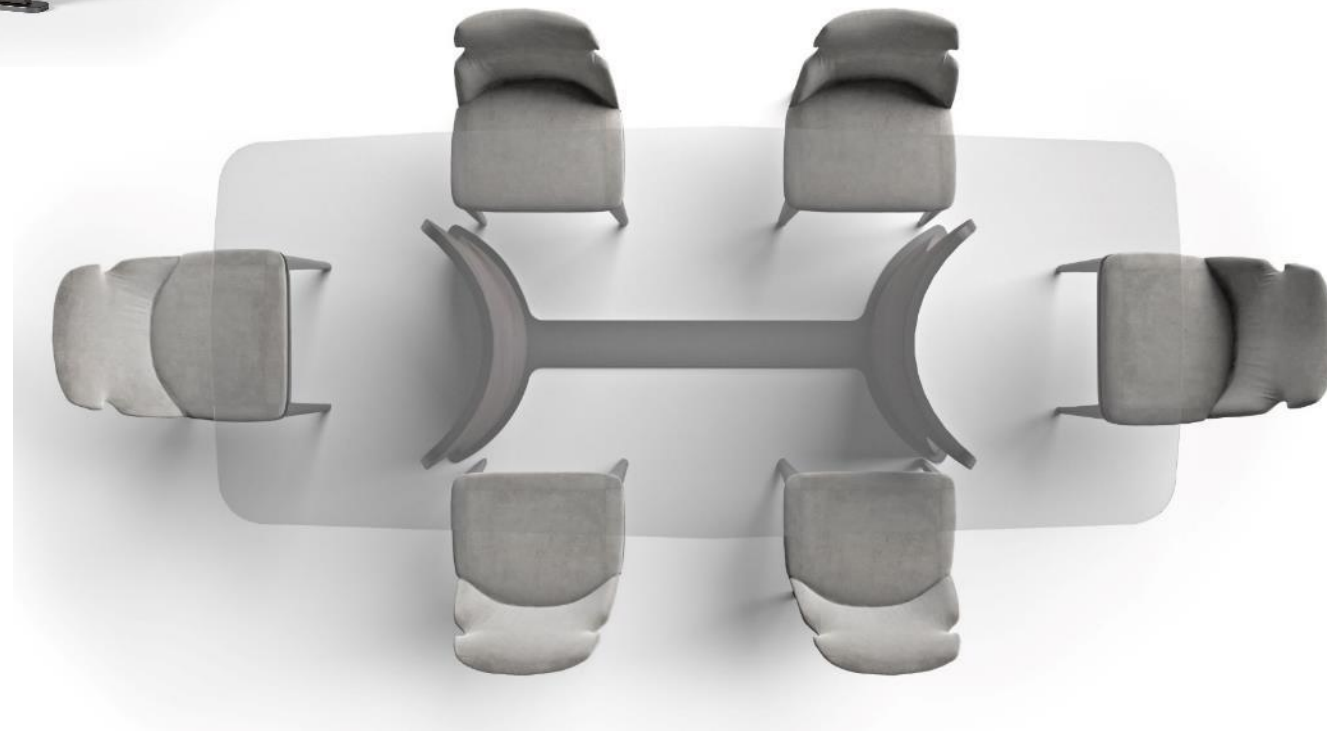


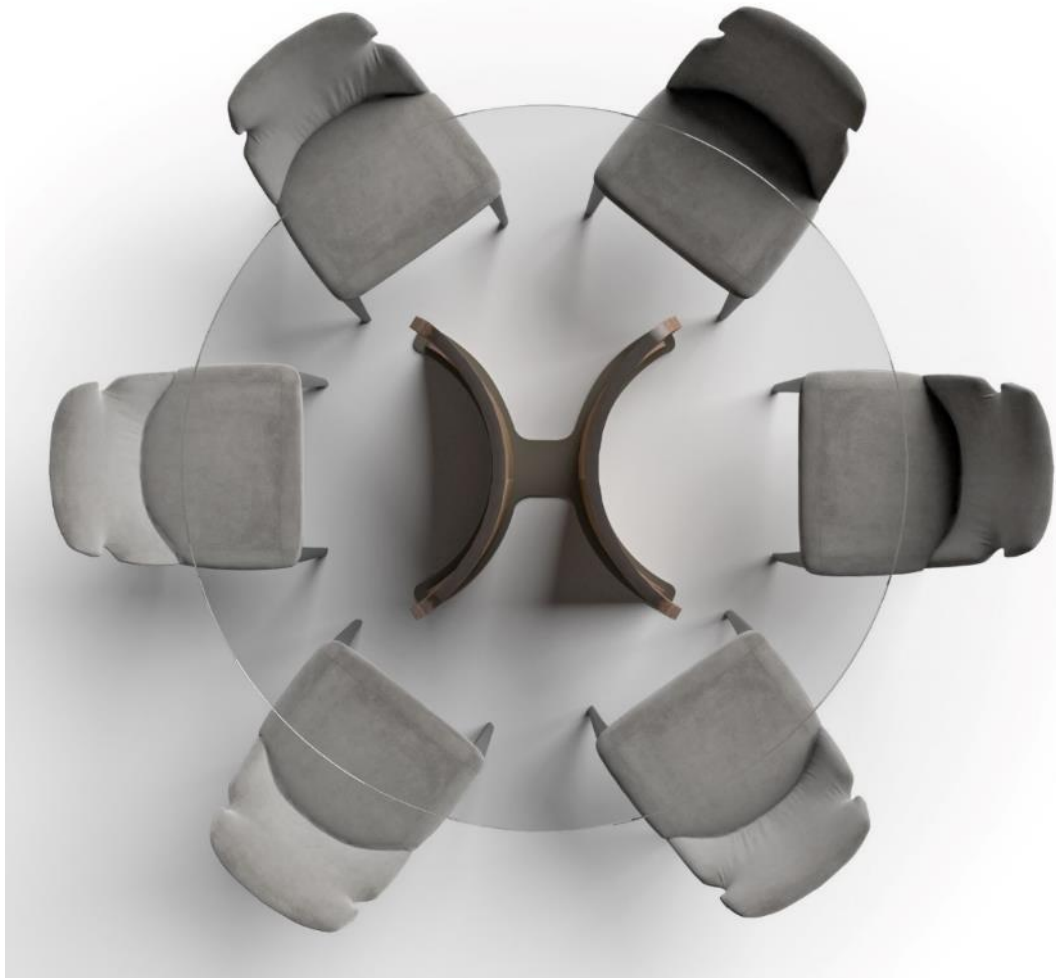
METAL BASE WITH BRONZE-GOLD
OR LEAD FINISH

DARK TAY

SHAPE

TABLE





SHAPE

TABLE



← CANALETTA WALNUT

SAHARA NOIR
MARBLE TOP
↙



SHAPE

TABLE

STRUCTURE IN SOLID ASH



DOLFIN

SMALL ARMCHAIR

NATURAL FINISH



DOLFIN

SMALL ARMCHAIR



PRECIOUS WOODS

NATURAL MATERIALS

ELEGANCE AND EMOTIONAL IMPACT

BLACK SLATE FINISH



DOLFIN

SMALL ARMCHAIR



CANALETTA WALNUT FINISH



DOLFIN

SMALL ARMCHAIR



SHAPE

SMALL ARMCHAIR



ELEGANCE

TAILORING

MODERN DESIGN

SHAPE

CHAIR





Thanks for the attention!

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