

FLEXFORM  
around  
**the**  
world





# Sentirsi a casa, sempre, ovunque.

*Feel at home anywhere and at any time.*

**FLEXFORM**

FLEXFORM | MADE IN ITALY

*Quella di Flexform è la storia  
di un'azienda di famiglia.  
Una storia tutta italiana che dal 1959  
racconta di divani e poltrone,  
di chaiselongue e letti.  
Che parla di grande comfort,  
di sobria eleganza, di eccellente fattura.*

*È la storia di un prodotto fatto in Italia  
che viaggia per il mondo e si ferma nelle case  
di ogni angolo del pianeta portando  
con sé un po' di quella bellezza italiana  
misurata e rassicurante, fatta di proporzioni,  
stile, qualità.*

*È soprattutto la storia di una promessa mantenuta.  
Quella di regalare a chiunque scelga Flexform,  
una sensazione unica:  
Home at last, sentirsi a casa. Finalmente.*

*La casa, il porto sicuro dove approdiamo  
alla fine delle nostre giornate.  
La casa, il sogno di un'intera vita.*

*Che il viaggio abbia inizio.  
Perché a farci sentire a casa,  
ovunque ci troviamo, ci pensa Flexform.*

*The story of Flexform revolves around  
a family-run company.  
It is a quintessentially Italian story that has been  
giving an account of sofas, armchairs,  
chaises longues and beds since 1959.  
It tells of great comfort, understated  
elegance and exceptional workmanship.*

*It is the story of a product that  
is made in Italy and travels to  
homes all over the world, bringing with  
it the typically Italian low-key, reassuring  
beauty that is built on proportion,  
style and quality.*

*Most importantly, it is the story  
of a promise fulfilled.  
The promise is to give everyone who chooses  
Flexform a unique feeling: Home at last.*

*Home is the safe haven that welcomes us  
at the end of every day.  
Home is the dream of a whole lifetime.*

*Let the journey start.  
Because no matter where we are,  
Flexform will make us feel at home.*

## Home at last.





## Alex Bellini

*è un esploratore italiano nato ad Aprica, un piccolo paese tra le Alpi, nel 1978. Le sue imprese in solitaria lo hanno reso noto come esploratore estremo, speaker motivazionale e mental coach, ma Alex è prima di tutto un viaggiatore. Ha attraversato il Sahara, esplorato l'Alaska, navigato dal Mediterraneo all'Atlantico. È partito dal Perù per arrivare in Australia, solcando l'Oceano Pacifico in kayak ed ha visitato gli Stati Uniti correndo da Los Angeles a New York in 70 giorni. Per Alex, la sensazione Home at last è in tutto il mondo.*

*is an Italian explorer who was born in 1978 in Aprica, a little Alpine village. Thanks to his solo feats, he has become a renowned extreme explorer, motivational speaker and mental coach, but first and foremost Alex is a traveller. He has crossed the Sahara, explored Alaska and rowed across the Mediterranean and the Atlantic. He also rowed across the Pacific Ocean from Peru to Australia and he ran across the United States from Los Angeles to New York in 70 days. Alex gets that Home at last feeling all over the world.*

*Tutto comincia con un'immagine. Si forma dal niente, alle volte da un rumore, altre da una paura. Forse è il silenzio ad accenderla, come una cassa di risonanza dei miei pensieri più inconsci. O forse è, semplicemente, che ad un certo punto inizio a provare un'insostenibile nostalgia per quelle cose che solo a casa posso trovare.*

*Allora perché privarsene?*

*So di essere una persona particolare. Vivo l'eterno conflitto di desiderare ciò che non posso avere. Quando sono a casa desidero la lontananza, il gelo, il silenzio, il buio; attenzione a non intenderlo come uno scappare, il mio è piuttosto un inseguire. Quando invece sono lontano desidero sprofondare nel comfort di casa. Ecco, vorrei alle volte sentirmi più normale. È una bella giostra la mia vita, attratto ora da un estremo ora dall'altro, ma questi due poli così lontani e così diversi sono necessari per mantenere tutto in un perfetto disequilibrio che di fatto è la vera molla per continuare a muoversi. Andare, tornare, sognare, andare nuovamente...*

*Continuo ostinatamente a preferire il viaggio in solitaria. Forse sarà per sempre così. Ma tutte le volte che la vita mi regala la possibilità di trasformare un sogno in qualche cosa di concreto attraverso cui esplorare i confini, dentro e fuori di me, mi rendo conto che l'esperienza più bella è quando sono vicino alle persone che amo. In quel momento il mio viaggio, qualunque esso sia, non è più un andare verso la mia destinazione, verso il coronamento di un sogno, verso qualcosa di ancora più lontano, ma diventa un lungo e lento ritornare. Finalmente a casa.*

*Everything starts with an image. It takes shape by itself, sometimes taking its cue from a sound and sometimes from a fear. Perhaps it is silence that sets it in motion, like a resonance chamber for my most unconscious thoughts. Or perhaps I simply get to a point where I become unbearably nostalgic about the things that I can only find at home.*

*So why should I deprive myself of them?*

*I know that I am an unusual person. There is a constant battle inside me because I always want what I cannot have. When I am at home, I want to be far away, in the cold, the silence and the dark; although it is important to note that rather than running away from something, I am chasing it. When I am far away, I long to indulge in home comforts. Sometimes I would like to feel more normal. My life swings to and fro, as I go from being attracted by one extreme to feeling the draw of the other. However, these two distant, different ends of the spectrum are necessary in order to keep everything in the perfect imbalance that actually serves as the real driving force to keep me moving. Leave, come back, dream, leave again...*

*I stubbornly continue to prefer to travel alone. Perhaps I always will. But every time life presents me with the chance to make a dream come true and explore the boundaries both inside me and in the outside world, I come to appreciate that the most wonderful experiences are those that I enjoy alongside the people that I love. When that happens, no matter what sort of journey I am on, I find that I am no longer heading to a destination, the realization of a dream and something even further away, but slowly following the long path back, until I am home at last.*





People and pigeons fill a courtyard,  
seen from cathedral on the square  
DUOMO SQUARE, MILANO, ITALY

Italy





PENTHOUSE AT BOSCO VERTICALE BUILDING, MILANO, ITALY  
PROJECT: STUDIO MATTEO NUNZIATI









MANDARIN ORIENTAL HOTEL, SUITE FORNASETTI, MILANO, ITALY  
PHOTO: SANTI CALECA









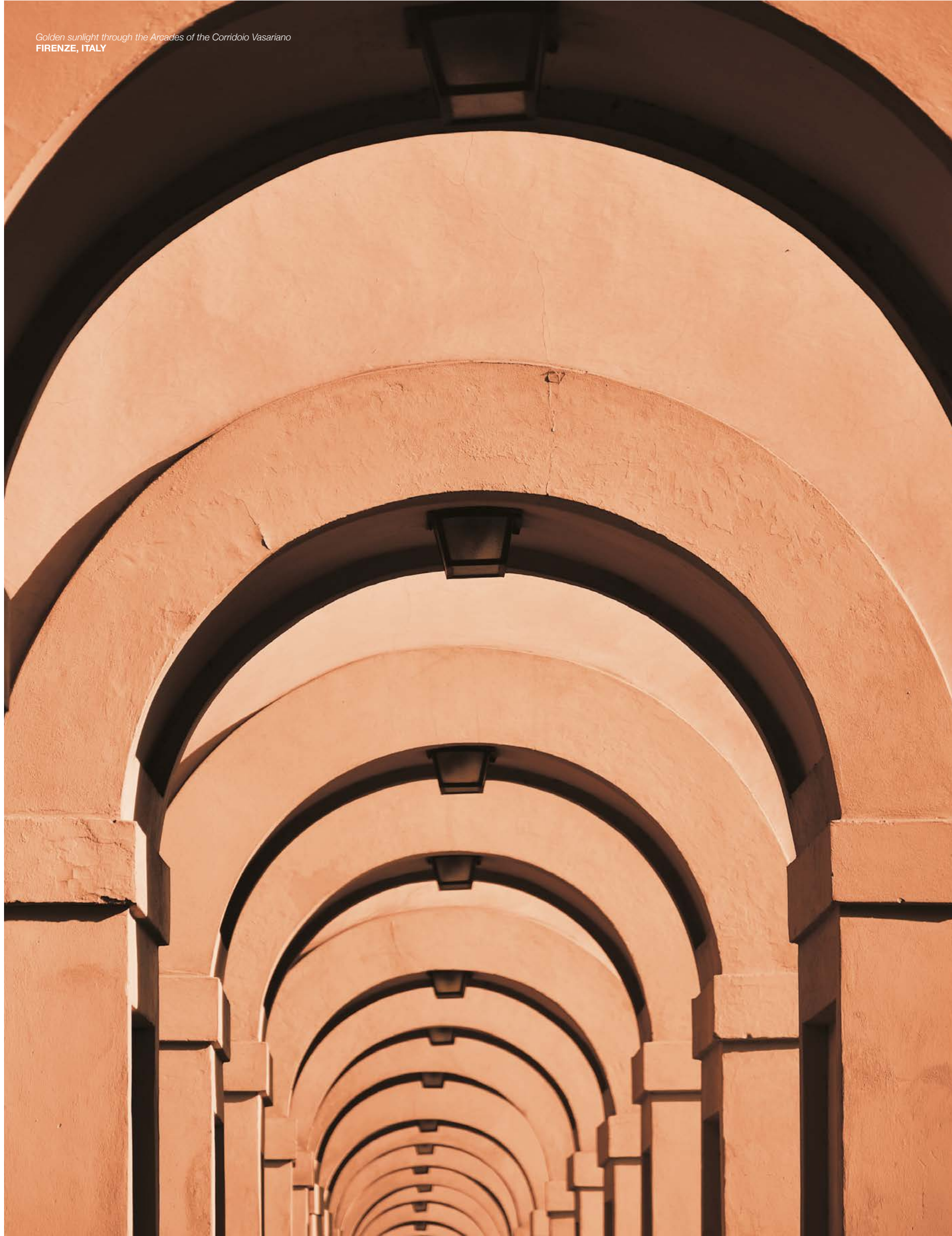




Drying Grapes  
VALTELLINA REGION, ITALY



Golden sunlight through the Arcades of the Corridolo Vasariano  
FIRENZE, ITALY



AQUAZZURA HEADQUARTER IN FIRENZE, ITALY  
PROJECT: CASA DO PASSADIÇO  
PHOTO: FRANCISCO ALMEIDA DIAS





SANLORENZO YACHT SL 106 615





VILLA IN TREVISO, ITALY  
PROJECT: ZAETTASTUDIO  
PHOTO: ALBERTO FERRERO







*"You may have the universe  
if I may have Italy"*

*Giuseppe Verdi*



Baci Perugina, typical praline of Perugia  
UMBRIA, ITALY





Europe







VILLA IN KLAMPENBOR, DENMARK  
PROJECT: ARNE JACOBSEN  
PHOTO: KRISTIAN LÜTZAU













W.I.N.D. HOUSE, HOLLAND  
PROJECT: UNSTUDIO  
PHOTO: INGA POWILLEIT

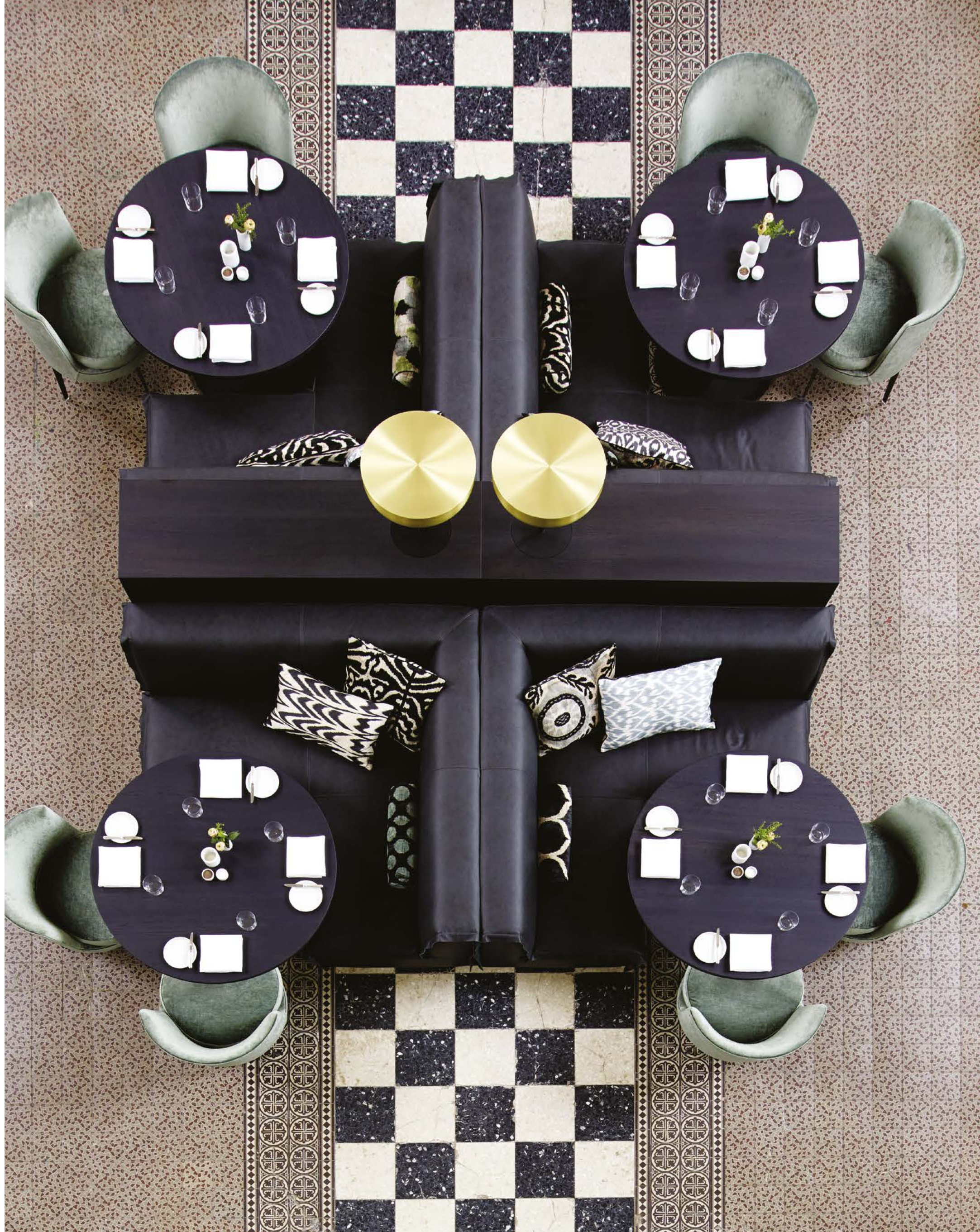
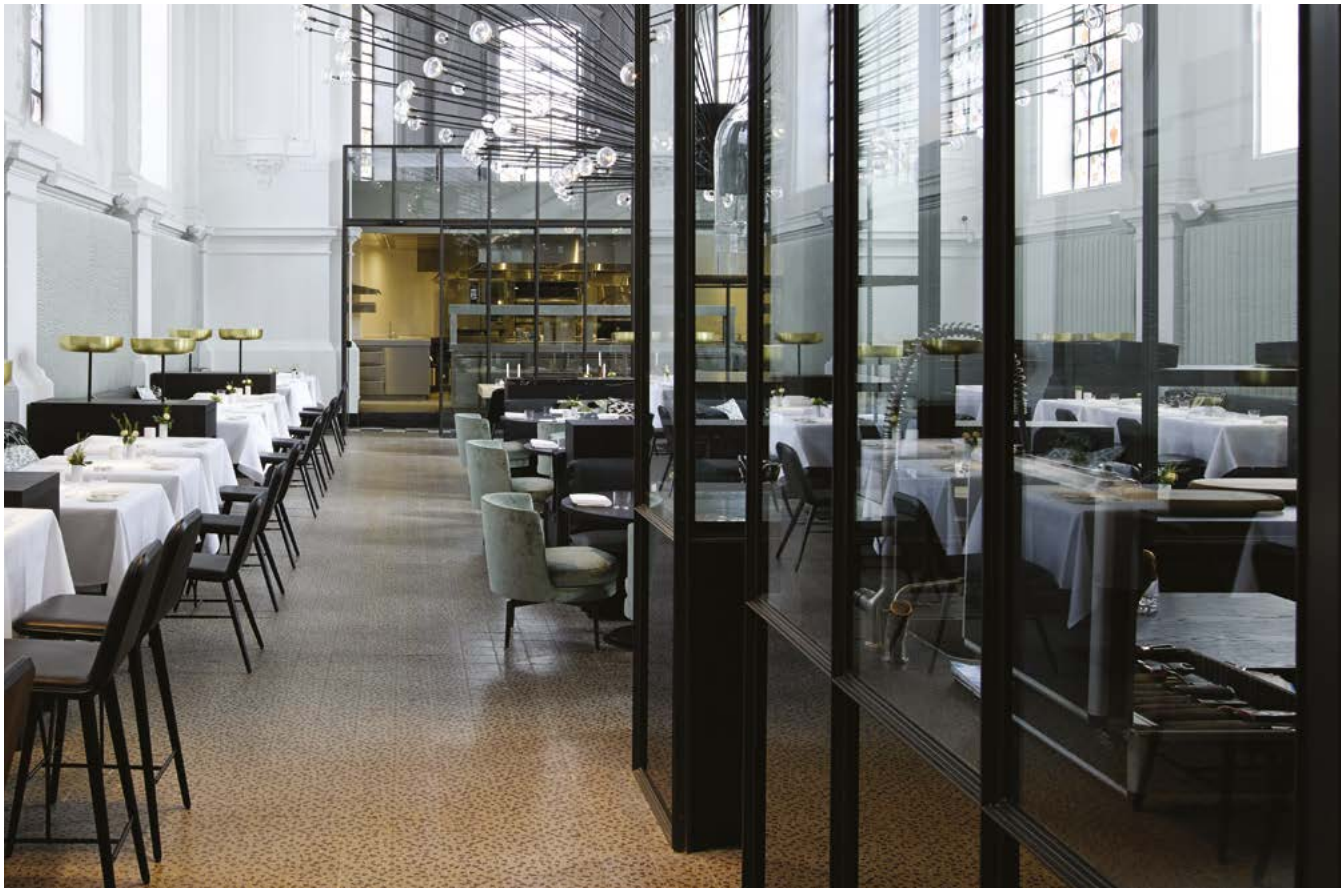




**HOUSE IN HAELEN, HOLLAND**  
 PROJECT: Lab32 architecten / ROB ZEELLEN INTERIOR  
 PHOTO: WIM PAUWELS BETA-PLUS



THE JANE RESTAURANT, ANTWERPEN, BELGIUM  
PROJECT: STUDIO PIET BOON  
PHOTO: RICHARD POWERS























HOUSE IN WARSAW, POLAND  
PROJECT: FU INTERIOR DESIGN  
PHOTO: SARA NIEDZWIECKA

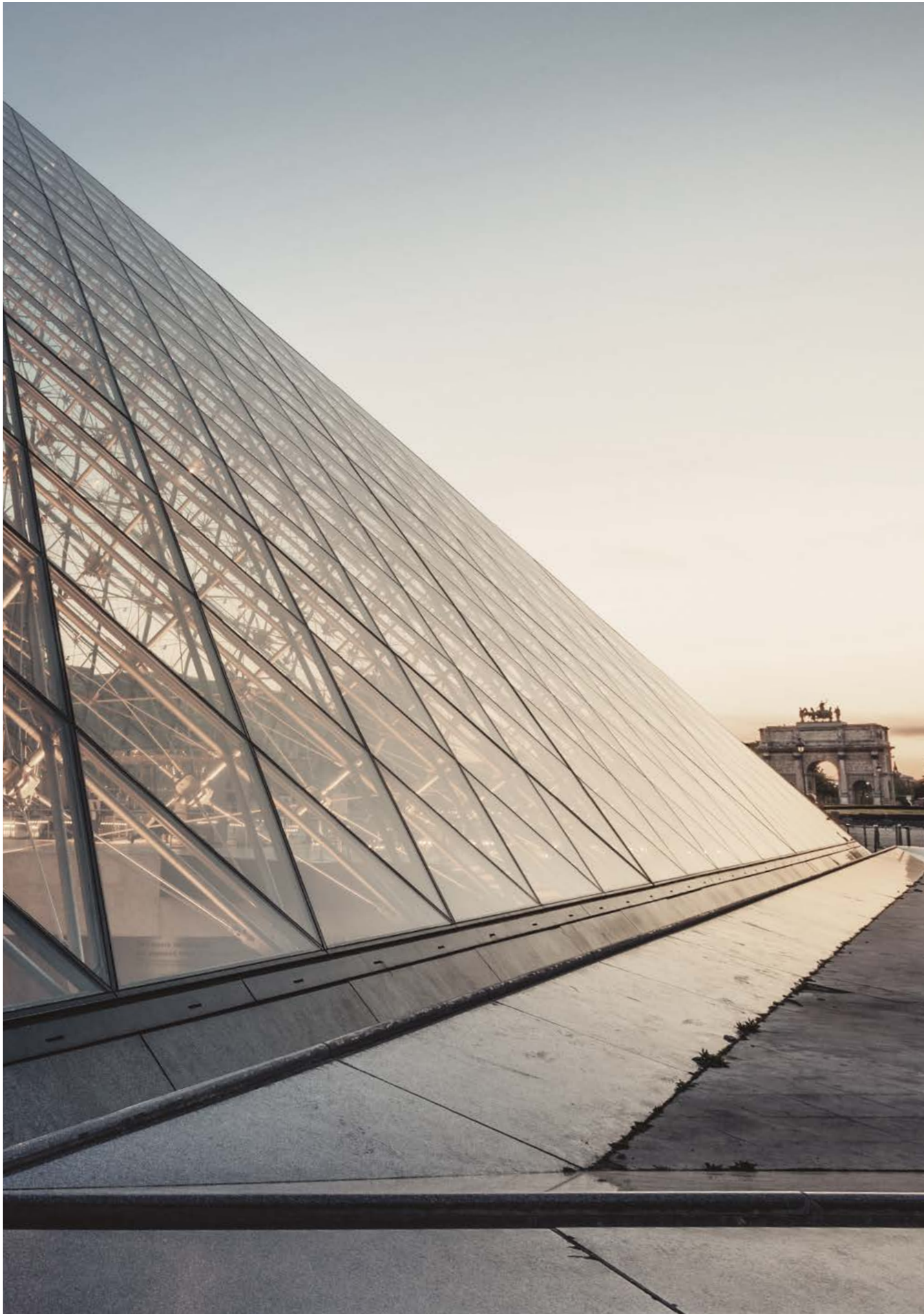




















APARTMENT IN PARIS, FRANCE  
PROJECT: GÉRARD FAIVRE  
PHOTO: MATHIEU FIOL





HOUSE IN LYON, FRANCE  
PROJECT: CLAUDE CARTIER  
PHOTO: GUILLAUME GRASSET



Croissants



RIVEA RESTAURANT AT BYBLOS HOTEL, SAINT-TROPEZ, FRANCE







CHALET MONT-BLANC MEGÈVE, FRANCE  
PHOTO: STUDIO BERGOEND





















THE VIEW LUGANO HOTEL, SWITZERLAND



*"Following the light of the sun,  
we left the Old World"*

*Christopher Columbus*









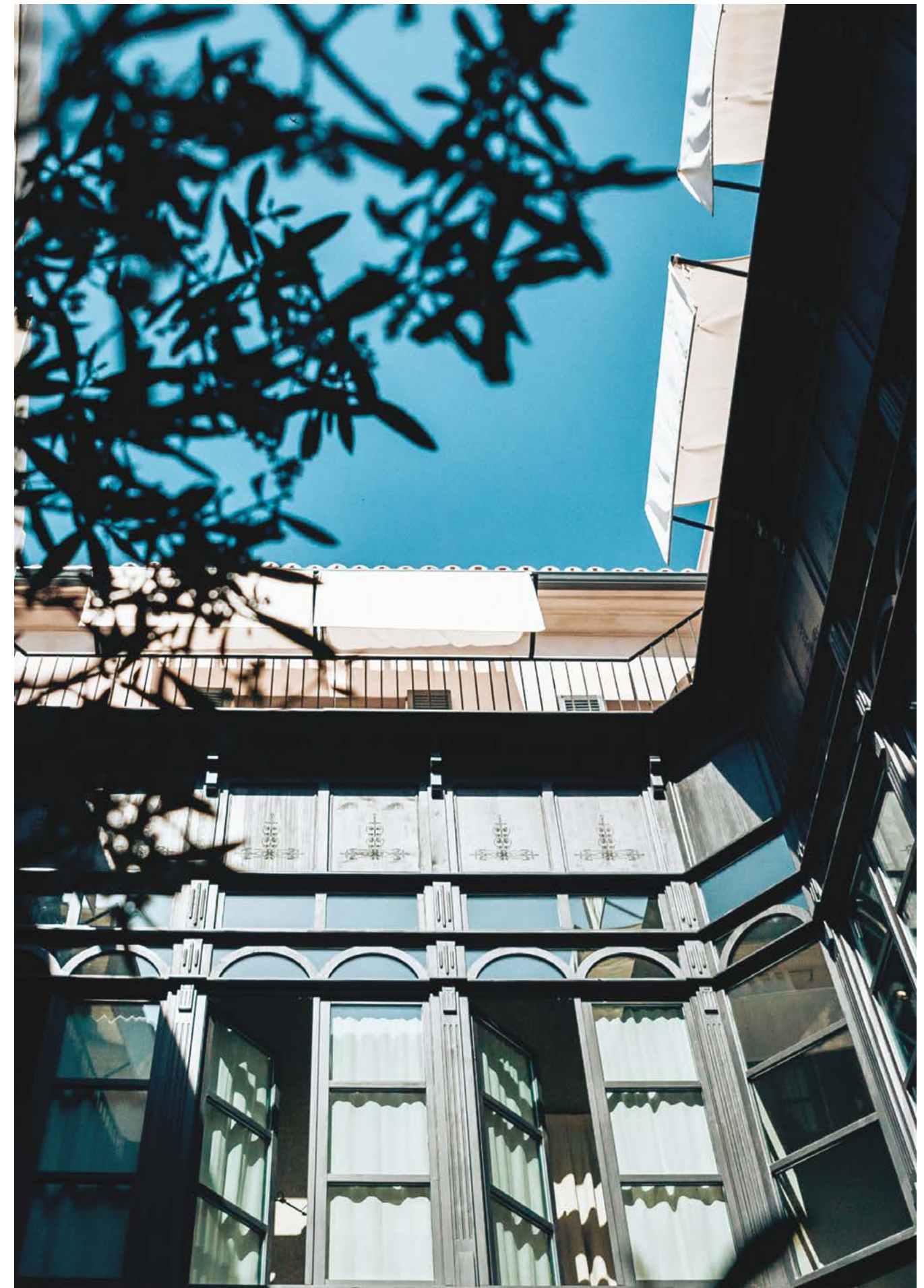


HOUSE IN PALMA DE MALLORCA, SPAIN





SANT FRANCESC HOTEL SINGULAR, PALMA DE MALLORCA, SPAIN







YURBBAN TRAFALGAR HOTEL, BARCELONA, SPAIN



FAMILIAR HOUSE IN MARBELLA, SPAIN  
PROJECT: A-CERO, JOAQUIN TORRES  
PHOTO: JACOBO ESPAÑA (NEGAMI)









*“If you have a garden and a library  
you have everything you need”*

*Cicerone*









HOUSE IN ALGARVE, PORTUGAL  
PROJECT: STAFFAN TOLLGARD DESIGN GROUP  
PHOTO: VASCO CÉLIO





















# North America







Caribou  
NORTHWEST TERRITORIES, CANADA





















*"In geography, as in morals,  
it is very difficult to know the world  
without going from home"*

*Voltaire*



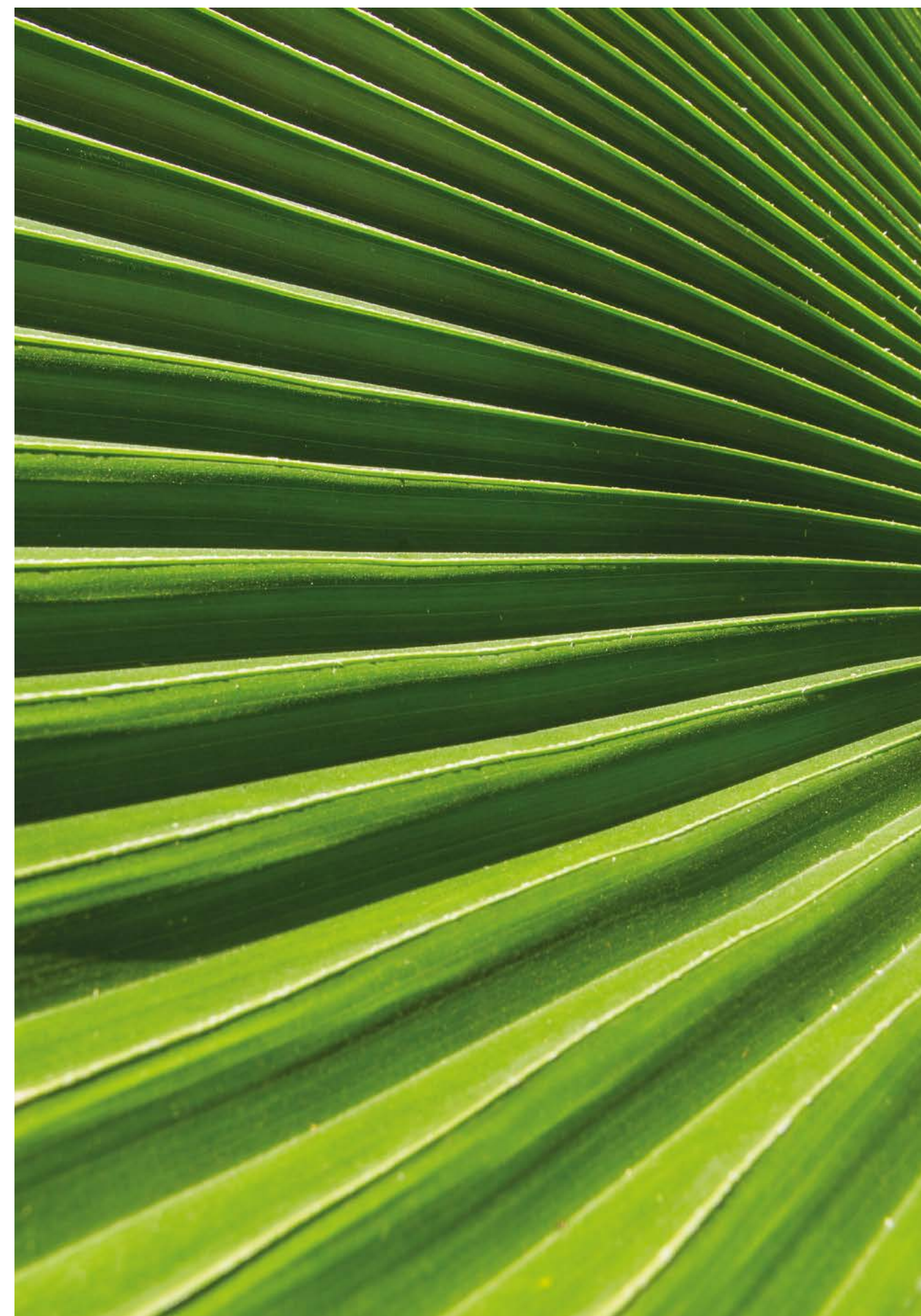














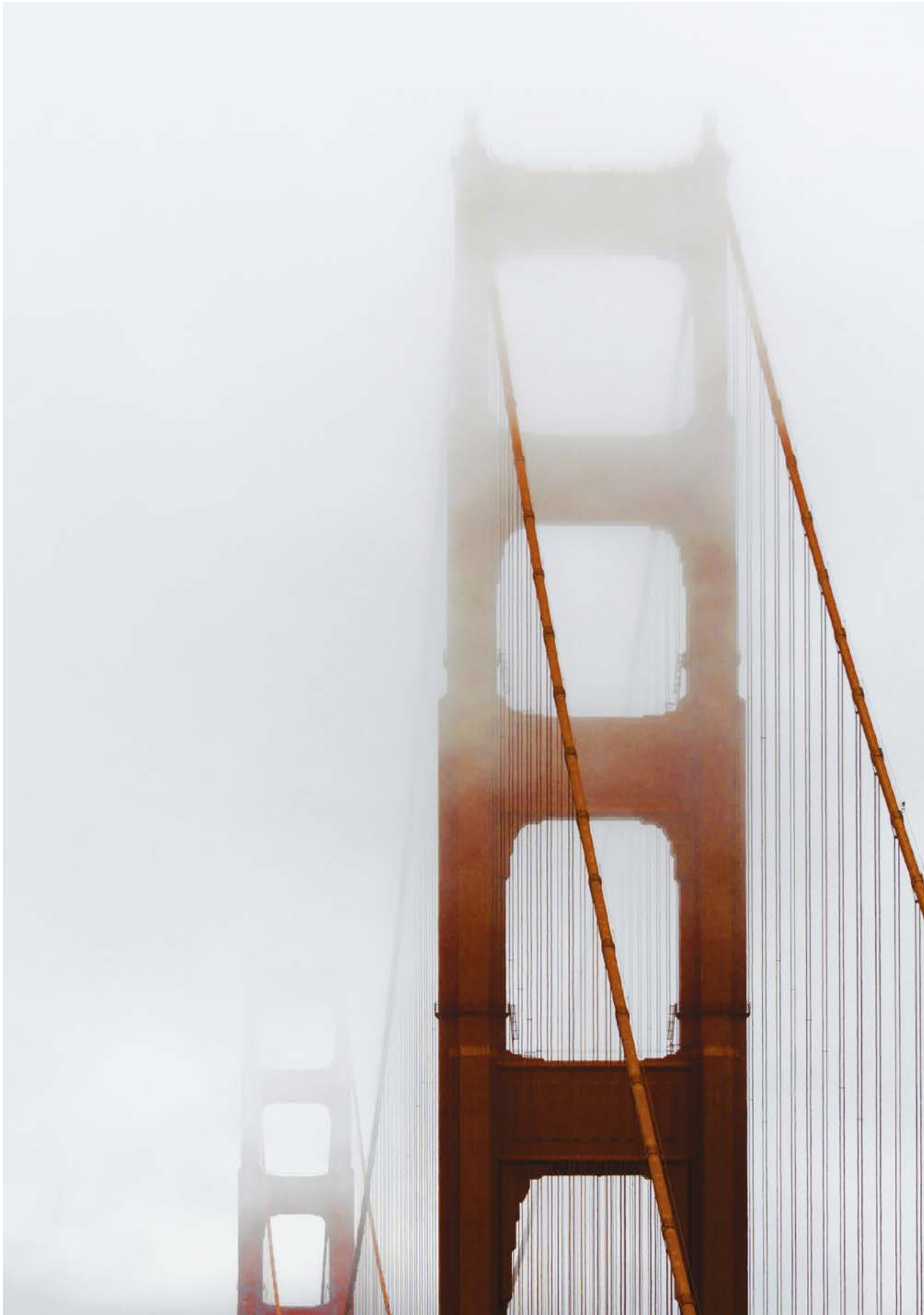








A glowing tower of the Golden Gate Bridge rises above the fog  
SAN FRANCISCO BAY, CALIFORNIA, USA



GRAND HYATT HOTEL SAN FRANCISCO, USA





HOUSE IN MENLO PARK, CALIFORNIA, USA  
 PROJECT: BUTLER ARMSDEN ARCHITECTS, REBA JONES  
 PHOTO: MATTHEW MILLMAN



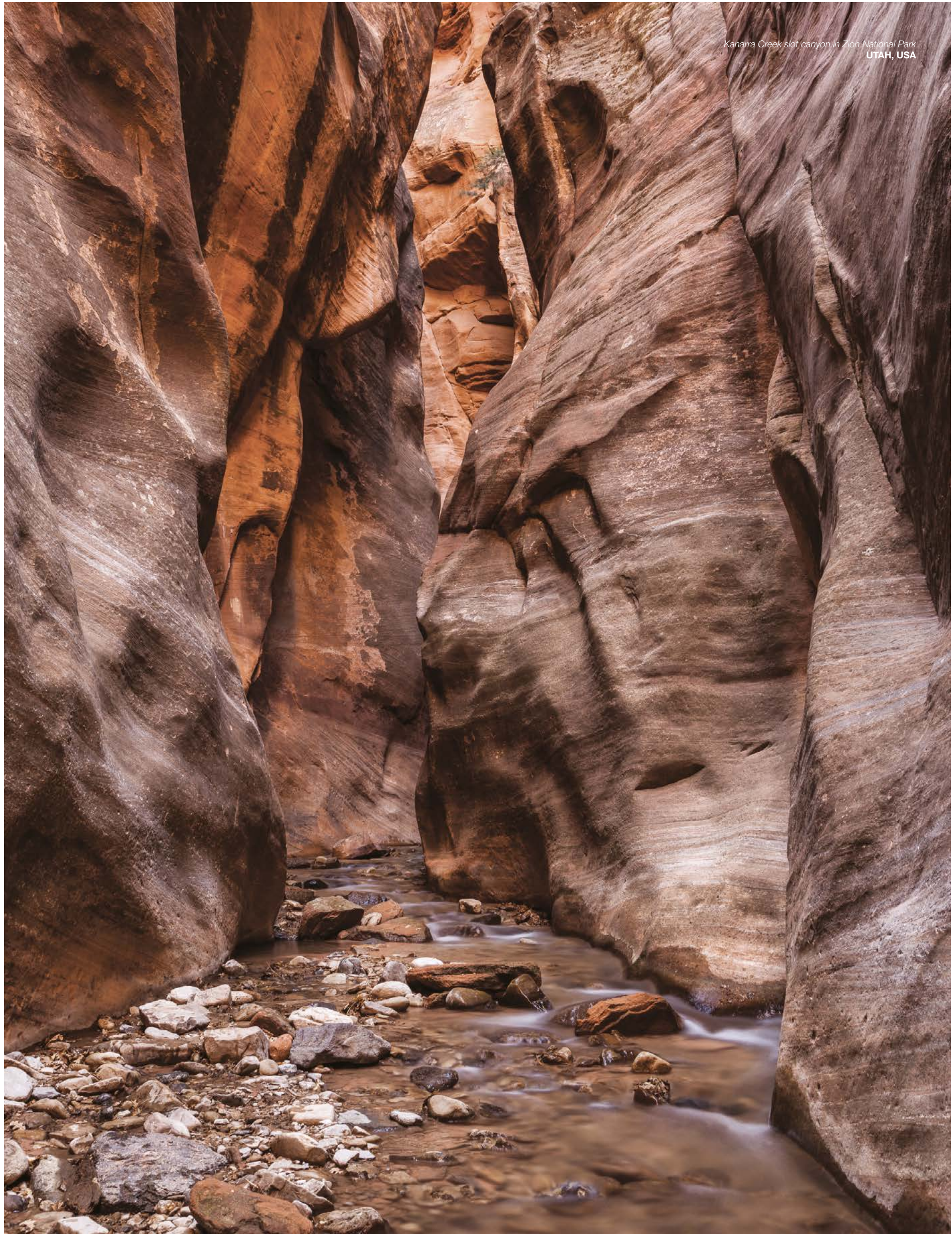




*“Life, Liberty and the pursuit  
of Happiness”*

*Quote from United States  
Declaration of Independence*





Kanarra Creek slot canyon in Zion National Park  
UTAH, USA











# Central and South America











Brazilian beach



APARTMENT IN SAO PAULO, BRAZIL  
PROJECT: DIEGO REVOLLO  
PHOTO: ALAIN BRUGIER











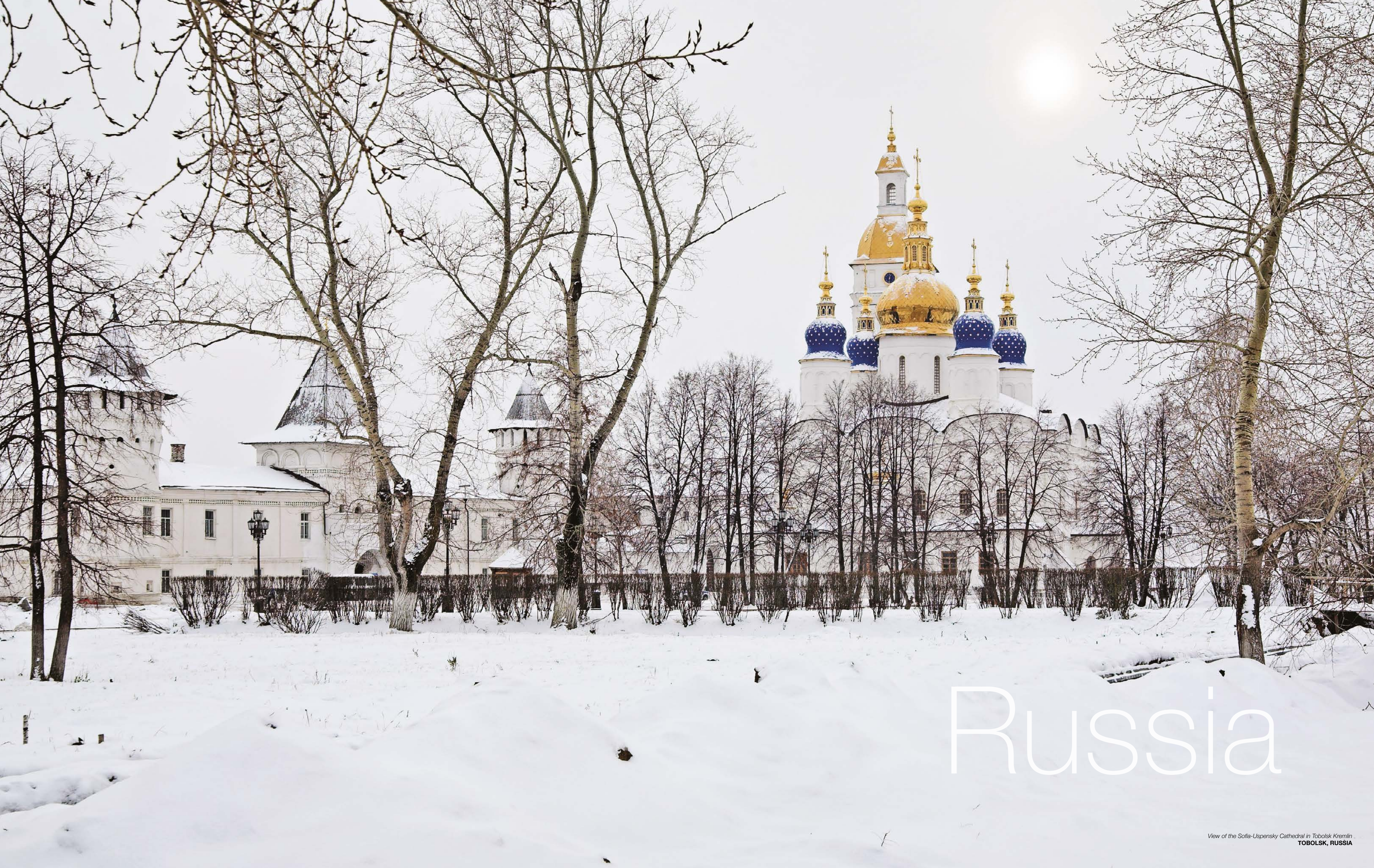












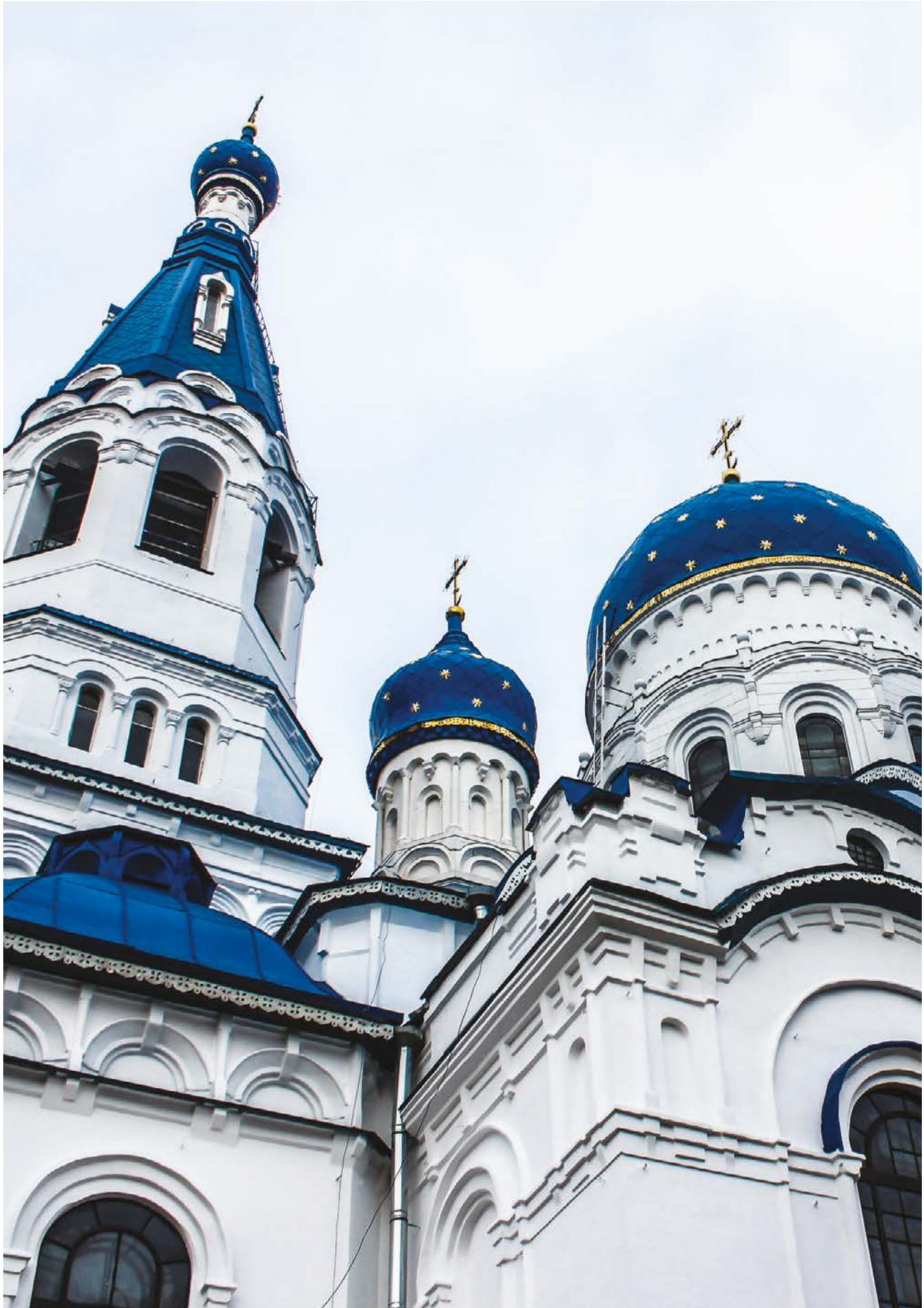
Russia



*"There are no roads in Russia.  
Only directions"*

*Napoleon Bonaparte*













Middle  
East





MANDARIN ORIENTAL HOTEL, BODRUM, TURKEY









*“Traveling. It leaves you speechless,  
then turns you into a storyteller”*

*Ibn Battuta*















# Asia and Oceania























RESORT CHEVAL BLANC RANDHELI, MALDIVES









*"It does not matter how  
slowly you go as long as you  
do not stop"*

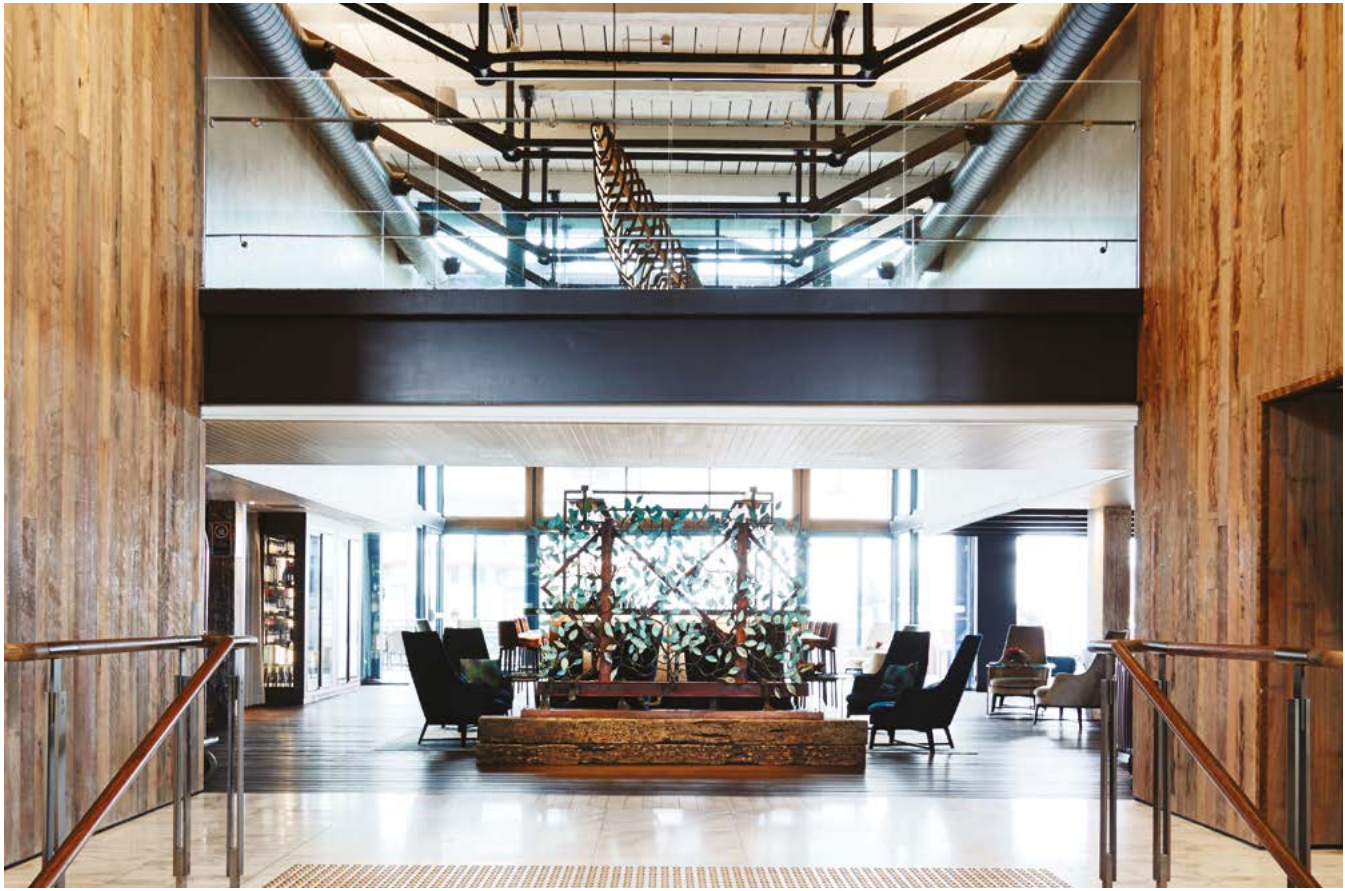
*Confucius*



























Africa



APARTMENT IN CAPE TOWN, SOUTH AFRICA  
PROJECT: K/M2K ARCHITECTURE & INTERIOR DESIGN  
PHOTO: ADAM LETCH







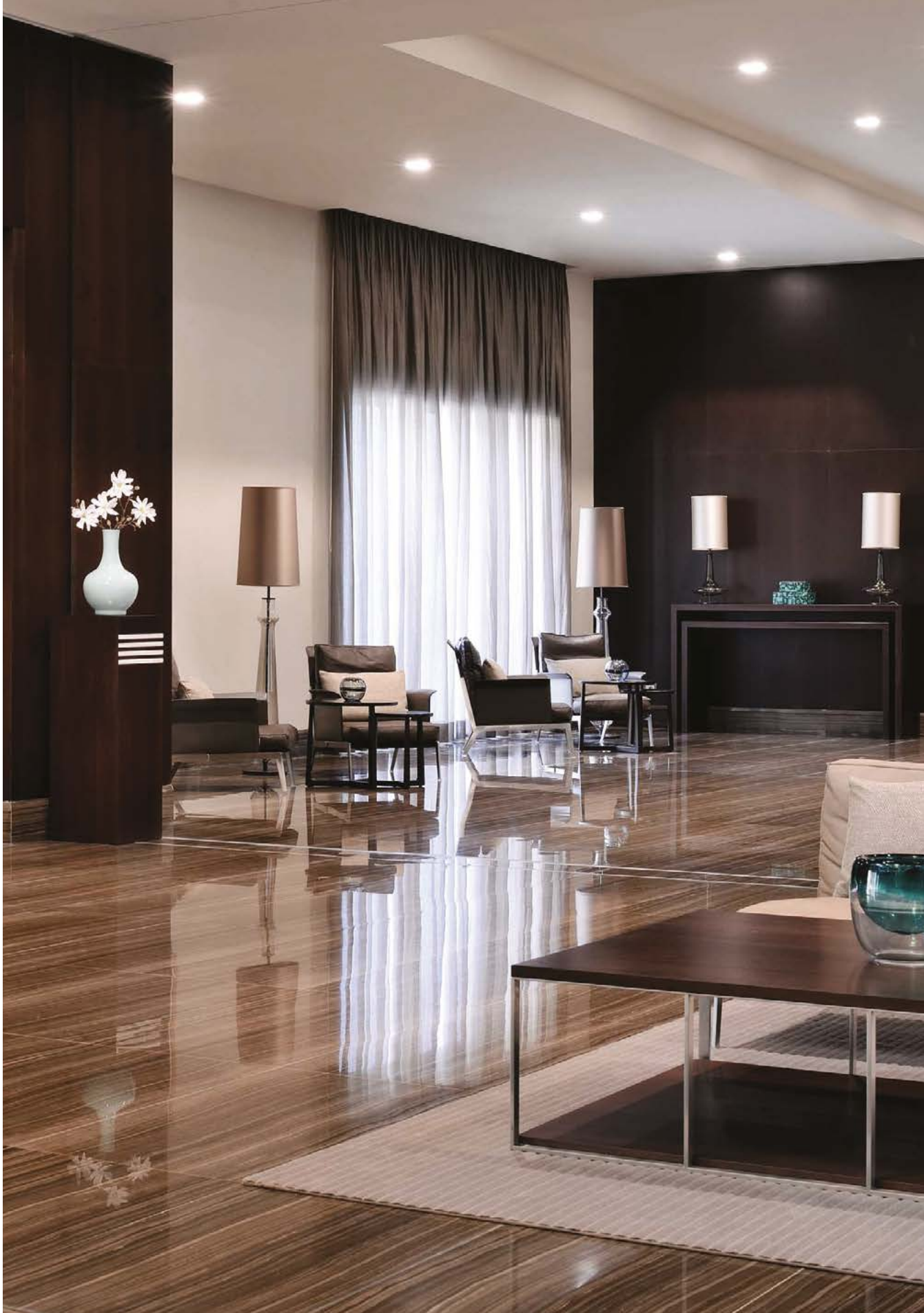














*"You will find what you have never seen  
in places where you have never been"*

*African proverb*



*"A man travels the world over  
in search of what he needs  
and returns home to find it"*

*George A. Moore*



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176 **MINTHIS HILLS, GOLF CLUB AND RESORT IN CYPRUS**

SOFAS: FEEL GOOD

ARMCHAIRS: FEEL GOOD

SMALL TABLES: DIDA

178 **NAPA MERMAID HOTEL & SUITES, CYPRUS**

ARMCHAIRS: THOMAS

SMALL TABLES: KIDD

180 **PENTHOUSE IN TEL-AVIV, ISRAEL**

PROJECT: ASAF LERMAN ARCHITECTS

ARMCHAIRS: GUSCIOALTO

OTTOMAN: SOFT DREAM

SMALL TABLE: FLY

SOFA: SOFT DREAM

182 **PRIVATE HOUSE, GEZER, ISRAEL**

PROJECT: KEDEM SHINAR DESIGN & ARCHITECTURE

PHOTO: AMIT GERON

ARMCHAIRS: HAPPY

SECTIONAL SOFA: GROUNDPIECE

OTTOMAN: GROUNDPIECE

## Asia and Oceania

184 **HOLIDAY PENTHOUSE IN TEL AVIV, ISRAEL**

PROJECT: GERSTNER ARCHITECTS

FOTO: AMIT GERON

SOFA: CESTONE

ARMCHAIRS: CESTONE

188 **DAIKANYAMA TSUTAYA BOOKS, LIBRARY, TOKYO, JAPAN**

PROJECT: KLEIN DYTHAM ARCHITECTURE,

KENYA HARA, TOMOKO IKEGAI

PHOTO: NAKASA & PARTNERS

SOFA: HAPPY

ARMCHAIRS: HAPPY

ARMCHAIRS: BETTY

ARMCHAIRS: JENNY

190 **KYU KARUIZAWA HOTEL, NAGANO, JAPAN**

ARMCHAIRS: EMILY

192 **HOUSE IN SINGAPORE**

PROJECT: ROBERT GREG SHAND ARCHITECTS

PHOTO: AARON POCOCK

SOFAS: GROUNDPIECE

OTTOMAN: GROUNDPIECE

196 **RESORT CHEVAL BLANC RANDHELI, MALDIVES**

SECTIONAL SOFAS: CESTONE

SLOT-IN TABLES: CESTONE

202 **LITTLE NATIONAL HOTEL, CANBERRA, AUSTRALIA**

SOFA: GUSCIO

ARMCHAIRS: HAPPY

SMALL TABLE: DIDA

STOOL: PETER

204 **HOTEL PIER ONE SYDNEY HARBOUR, AUSTRALIA**

ARMCHAIRS: GUSCIOALTO

HIGH STOOLS: FEEL GOOD

208 **HOBSON BAY HOUSE, AUCKLAND, NEW ZEALAND**

PROJECT: JULIAN GUTHRIE

PHOTO: PATRICK REYNOLDS

SECTIONAL SOFA: GROUNDPIECE

ARMCHAIRS: THOMAS

SMALL TABLE: PLAIN

## Africa

214 **APARTMENT IN CAPE TOWN, SOUTH AFRICA**

PROJECT: K/M2K ARCHITECTURE & INTERIOR DESIGN

PHOTO: ADAM LETCH

DORMEUSE: LIFESTEEL

SMALL TABLE: OLIVER

ARMCHAIR: ANTHONY

SOFAS: GRANDEMARE

ARMCHAIRS: A.B.C.

SMALL TABLE: JIFF

219 **HOUSE IN ABIDJAN, COTE D'IVOIRE**

PROJECT: AD ARCHITECTURE & DESIGN

SOFAS: CESTONE

222 **CONSTANTINE MARRIOTT HOTEL, ALGERI, ALGERIA**

ARMCHAIRS: HAPPY-HOUR

SMALL TABLES: JIFF

SECTIONAL SOFAS: CESTONE

SLOT-IN TABLE: CESTONE

ARMCHAIRS: FEEL GOOD

SMALL TEBLE: VIENNA

224 **HOUSE IN MARRAKECH, MOROCCO**

PHOTO: NICOLAS MATHEUS

ARMCHAIRS: PETER



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