

Novaluna@Salone del Mobile Milano 2022.

In view of its 10th anniversary, the company returns to the Milanese kermesse with a large space, with models presented in an absolute preview and a whole new payoff: Emotions and design®.

Ten beds of which as many as 4 will be in absolute preview, this is the stable that Novaluna lines up for the 2022 edition of the Salone del Mobile in Milan. A brand that ten years after its birth has consolidated a strong and distinctive identity and a prominent role in the Made in Italy design scene thanks to products that combine quality, aesthetics and the ability to touch people's emotional chords.

To mark this distinct personality, Novaluna chose as its business card a phrase by John Ruskin (London, Feb. 8, 1819 - Brantwood, Jan. 20, 1900), British writer, painter, poet and art critic. One of the founders of the *Arts and Crafts Movement*, Ruskin stated that «Art is that in which the hand, head and heart of man proceed in accord.» This is precisely what Novaluna has always aimed to achieve: beautiful and masterfully crafted furniture elements that can accompany in the best possible way the people who choose to welcome them into the intimacy of their homes and lives.

From June 7th to June 12th, waiting for agents, customers and all visitors to the show will be the spacious spaces of **Stand B15 in Hall 18** and the full staff, ready to present the new products and the entire rich catalog of beds, coverings and complements.

24 maggio 2022



EMOTIONS AND DESIGN®

Novaluna. Emotions and design.

When we created Novaluna in 2013, we had a well-defined company and product project in mind. With a long and solid entrepreneurial history behind us, such as that of Fratelli Cornacchia group, it was natural to imagine and shape a brand able to keep together the factors and characteristics of the company (reliability, efficiency, innovation, technology and expertise) with those of a product first desired and then realized (high-profile design and quality, professionalism of the workers, rigorous selection of materials, craftsmanship).

For the first few years we concentrated on the process of approaching a synthesis with which we can now say we are satisfied. Although we are convinced that this is only the first step of a continuous path of improvement, we are finally sure to be able to offer beds and complements that fully satisfy our customers but, above all, are able to go beyond, to surprise and excite. A Novaluna bed is much more than a part of the furniture of a house: it is a life companion, it is a warm embrace, it is a cozy and reserved nest.

How do we get to this level? First, let's talk about the factory where the beds are made. The factory of the industrial group to which Novaluna belongs is in Matera, the geographical area that includes the Matera-Montescaglioso upholstered furniture district and the Apulia wood-furniture district, production areas that are among the best known in the furniture sector on a continental level. It occupies an area of 50,000 square meters, 15,000 of which are covered. All employees are selected and trained according to the spirit of the company: passion, constant updating, maximum care of the whole and of the details. A team aware of the importance of carrying out their work scrupulously.



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Another determining factor is the 100% Made in Italy production cycle. Project, prototype, production and quality control are all made in Italy. A guarantee of reliability, competence and taste recognized all over the world and confirmed by a very clear fact: Novaluna can boast a customer satisfaction close to 97%.

Numbers and percentages say a lot but not everything. In fact, no number can represent the surprise and emotion of seeing one of our beds in your home. That is the point of arrival that gives meaning and significance to the work that began with the pencil of our designers (a team of experienced professionals and enthusiastic young people) and ended with the delivery and assembly. There are no percentages or graphs that can represent the smile and joy that one of our beds brings to the daily life of those who choose Novaluna.

All this is not the result of bets or magic formulas, it is the goal to which leads a serious job, done right. Like the scrupulous selection of materials for all the components: from the wooden or metal structures to the coverings and finishes; like the long research to adopt only the solutions able to offer a real added value; like the attention to retailers and customers, also in important occasions like the participation to the Salone del Mobile in Milan, one of the most important world exhibitions of the furniture sector.

This is the essence of Novaluna, a brand present in all continents, which wants to offer high quality products, with a wide catalog that can accommodate beds with cutting-edge design and more contemporary beds, because every home has its own taste and style. This is Novaluna: emotions and design.

novaluna™

EMOTIONS AND DESIGN®



Origami, the new Novaluna™ challenge to innovate bed design. Embracing padding like a hug thanks to the passion of designers and craftsmen who love a job that involves the lives of people who care about the details, quality and personality of their homes.



Dress, the new bed created by Novaluna™ to test your eye and your heart: emotional design to make your room more than a simple room. Dynamic and sensual lines that create a personal, intimate and welcoming space. Absolutely yours.



In all its headboard variants, **Tecum** does not betray its task: comfort and beauty. Fresh and dynamic lines to give air and movement to settings projected into the future and with a particular attention to practicality: despite the base profile being so light and bright, a large capacity storage unit is available.



Among the models with high headboard, the upholstered bed **Ginevra** stands out for its special vertical division: the central elements have a more padded and soft profile than the extremities, an aesthetic trick that gives additional comfort and pleasantness to resting. The side inserts, in wood or metal, consist in a detail capable of changing even deeply the identity of a bed which, in this way, is able to embellish contemporary environments as well as more classic ones.



The outline of one of the most famous racing circuits in the world echoes in the **Monza** bed lines. Heir to the great tradition of Italian design and craftsmanship, it enrusts its own identity to details such as the pronounced stitchings that draw the entire silhouette and draw the line beyond which only true masters are able to create.

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Alternative version of the **Elysium** bed, **Velvet** presents a pleated headboard, a touch of high class resulting from the craftsmanship of our upholstery specialists. The design of this already so innovative model takes a further step forward, in and beyond the contemporary.



Previewed at Salone del Mobile 2022, **Harald** is Novaluna's interpretation of the contemporary bed embellished with details of high craftsmanship. The metal side elements enhance the edge of the headboard on which the large cushions rest, a guarantee of comfort and personality.



Camelia is among the great novelties that Novaluna has reserved for visitors to the Salone del Mobile 2022. The high headboard and the particular vertical stitching are the scenographic backdrop of a bed of great beauty, while the optional side modules give it a pleasant impressiveness. Countless covering combinations are available to create the perfect setting for your desires.



It will be difficult to forget this bed. When in Novaluna we talk about Emotions and design we mean this: projects able to leave a mark in the memory and give positive sensations. Not many words are needed, one look is enough: it's **Dorian**.



The **Infinity** program is the latest of Novaluna's novelties for the Salone del Mobile 2022. A new interpretation of the bed with a high, modular and soft headboard in which the surfaces of this variant are marked by alternating smooth and plissé upholstery. A rigorous design with an ingenious decorative touch.