



Present Tense Traditions

Manutti. Salone del Mobile 2019

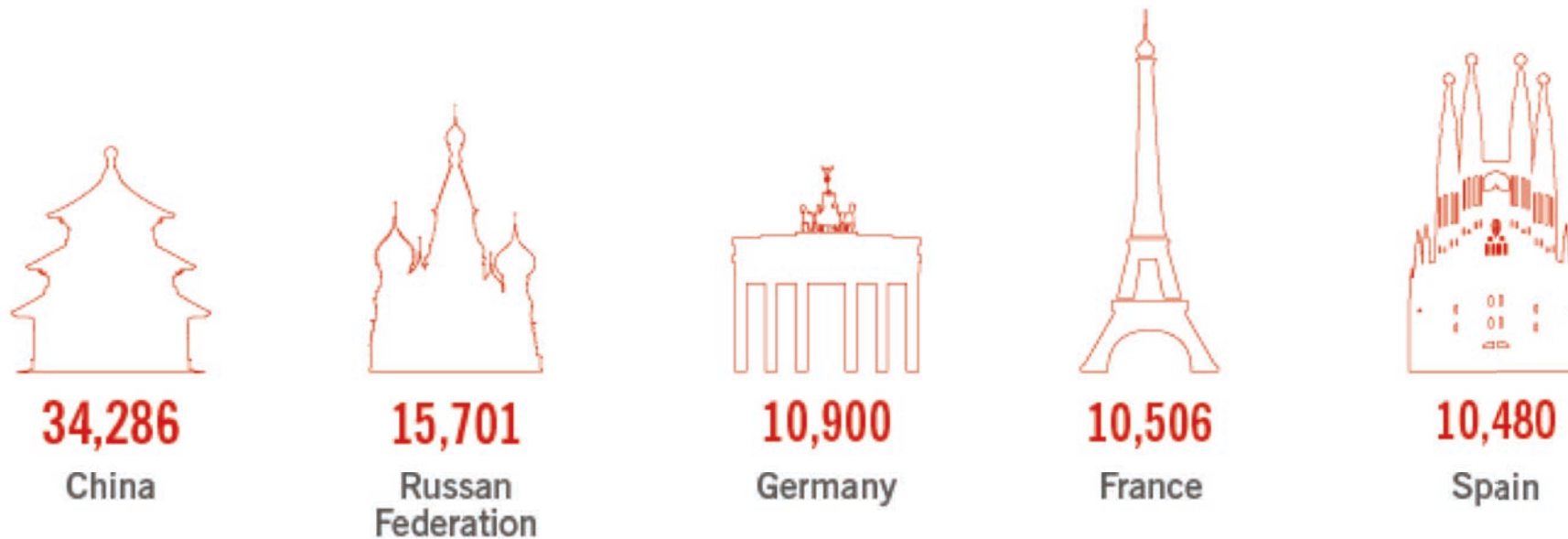
Communication

Salone del Mobile Figures 2018

The 435,065 attendees from all 5 continents and 188 different countries were testament to the powers of attraction of an event that is a global experience, capable of playing a leadership role at international level.

Also present were 5,054 journalists, 1,999 of them from Italy and 3,055 from other countries, along with 492 photojournalists.

Top 5 - Attendees by Country



Present tense traditions

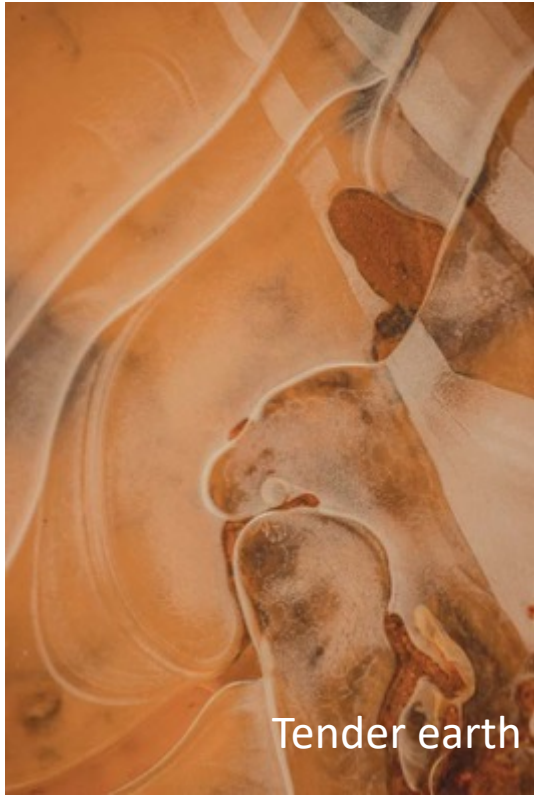
- Overall message: Manutti challenges the combination of craftsmanship with technology for outdoor furniture
- Campaign: Present tense traditions
 - Trend: neo-conservatism; tender, spontaneous and appreciation for nature and its materials. Combine technology with craftsmanship to create timeless products that have proven to be classics, or have the potential to become. Working with a sober, natural color palette
- Objective Manutti: re-strengthen our design position
 - Focus designer collections:
 - FLEX: new collection with design studio Metrica
 - SOLID: extension of collection with designer Lionel Doyen



Craftsmanship meets

technology

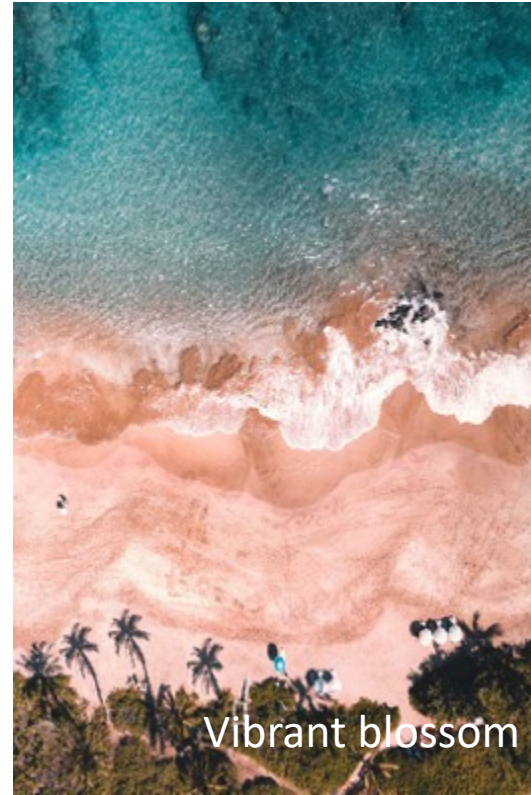




Tender earth



Wild harvest

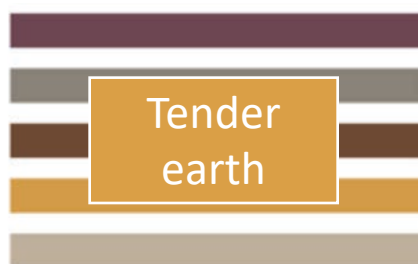


Vibrant blossom



Golden night

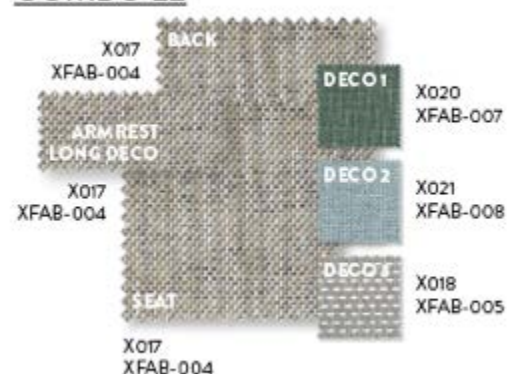
Natural and sober color palette



COMBO 21



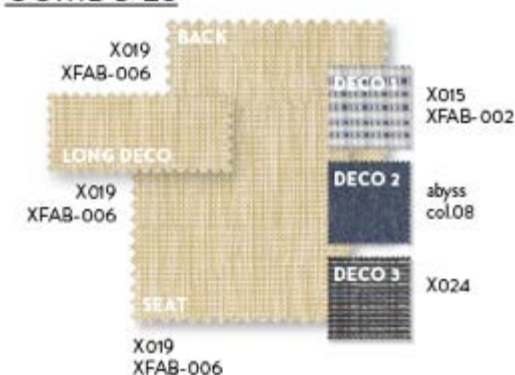
COMBO 22



COMBO 24



COMBO 23



4 new color combinations

Flex - intro

- Elegant & warm suspended sofa system
- The concept of Flex is about connecting wood and aluminium and the different feelings both materials evoke. While the elegant metal casting creates a strong and sober foundation for the design, the wood evokes feelings of comfort and warmth. Flex will be available in two versions: teak natural and brushed teak nero. Both can be combined with soft cushions in different colour combinations.



Flex - designer

Metrica is a design studio based in Milan with an international reputation for the unique approach to contemporary furniture design. Metrica expertise in furniture design has been recognized through numerous international awards including the prestigious *Compasso d'Oro*. Their portfolio includes designs from MDF Italia, Poliform and many other design brands.

- Lucio Quinzio Leonelli – Co-founder and Managing Partner.
- Robin Rizzini – Co-founder and Chief Designer.



Flex – design USP

The aluminium legs, which give character and lightness to the entire structure, are characterised by a unique design. Robin Rizzini, chief designer & partner at Metrica: “Instead of choosing a standard cylindrical shape, we opted for an exclusive form that is crucial to the overall feel of the Flex sofa. Starting out as cylindric shape, the legs gradually change into rounded triangles that eventually shift into an oval shape to connect to the backrest.”



Flex – internal positioning

Aesthetics vs. Sales

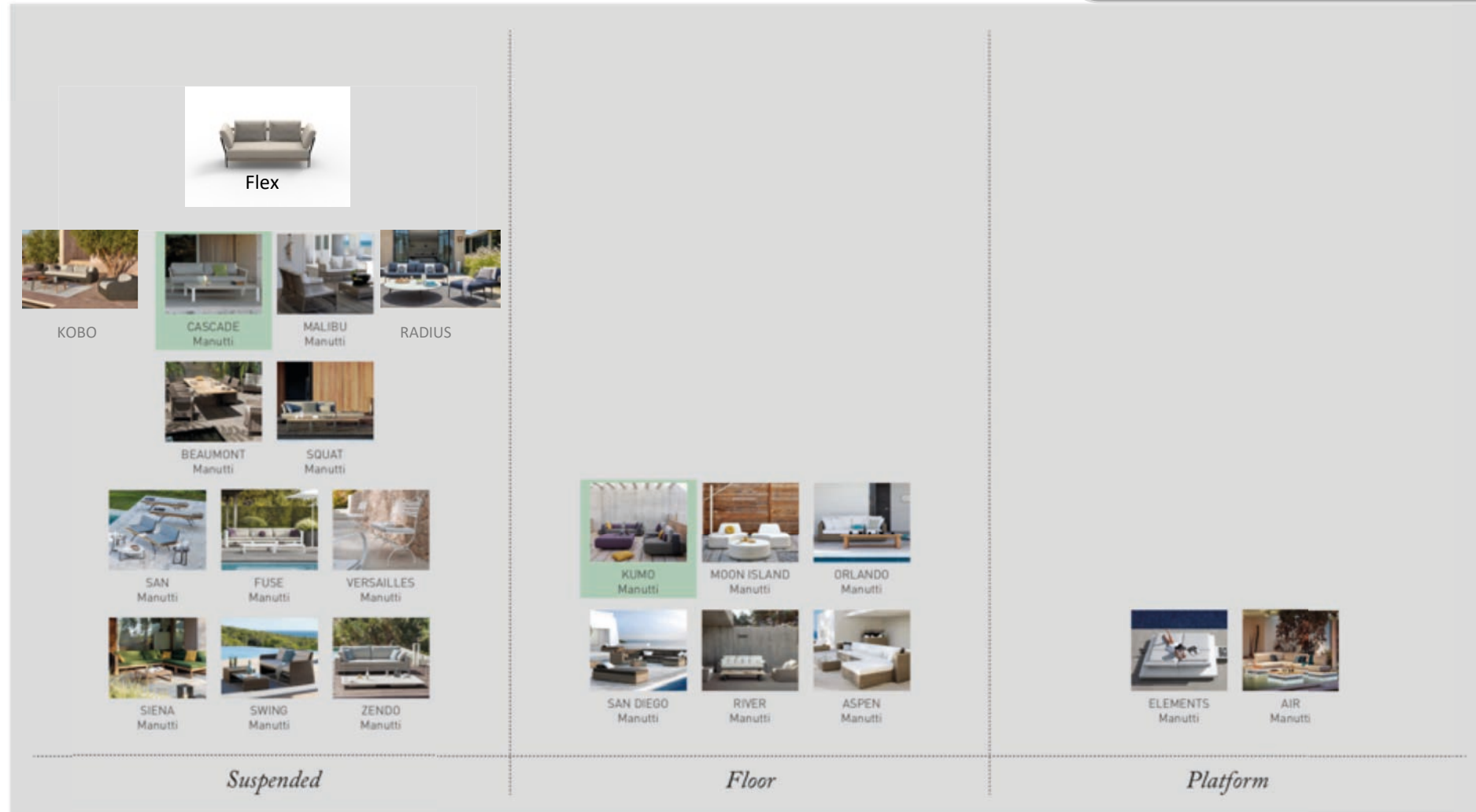
Flex is designed to strengthen the design portfolio today represented by Kumo and Kobo sofa solutions. Flex complements the existing segment and minimizes the risk of product cannibalization.



Flex – internal positioning

Structure

Flex integrates the suspended sofa solutions



Solid - intro



ArmChair



Stool 47



CounterStool 61



BarStool 61

Solid - designer

Lionel Doyen is a French designer specialized in product and industrial design and product development. He aims to establish a more experimental approach to product design and development. In partnership with companies he hopes to promote a more comprehensive strategy, taking into consideration the customer's relationship with the product and its use, the innovative aspects and implementation more than simply its aesthetic appeal.

Besides Solid collection, Manutti worked with Lionel Doyen for Kumo and San in the past.



Solid – design USP

Connecting high-tech with tradition, Solid's teak frame is shaped with the latest CNC technology, and assembled and finished by hand.

This combination of technology and craftsmanship has allowed for a unique design shape of Solid.



Communication plan - preshow

@Manutti_official
#SaloneDelMobile2019

- DEM to 650 contacts for a cocktail
- SoMe promoted campaign InstaStories & Facebook: over 200K design aficionados in Europe
- LinkedIn post
- Instagram & InstaStories teasing campaign



Communication plan - press

DEM to 1500 journalists BE, FR, DE and WW design and lifestyle press

Release press communication 'Present tense traditions'

150 USB press kits:

- press text EN, FR & IT
- photography
- biography & headshot designers

50 press kits printed

All press enquiries and interviews: Sophie & Bieke



Manutti has been selected as part of the **Archiproducts Design Selection Salone del Mobile.Milano 2019** for being an example of excellence, quality and innovation!

Being part of the Archiproducts Design Selection will help our brand to getting more visibility during the fair.

The ICON of Design Selection will be displayed at our desk.

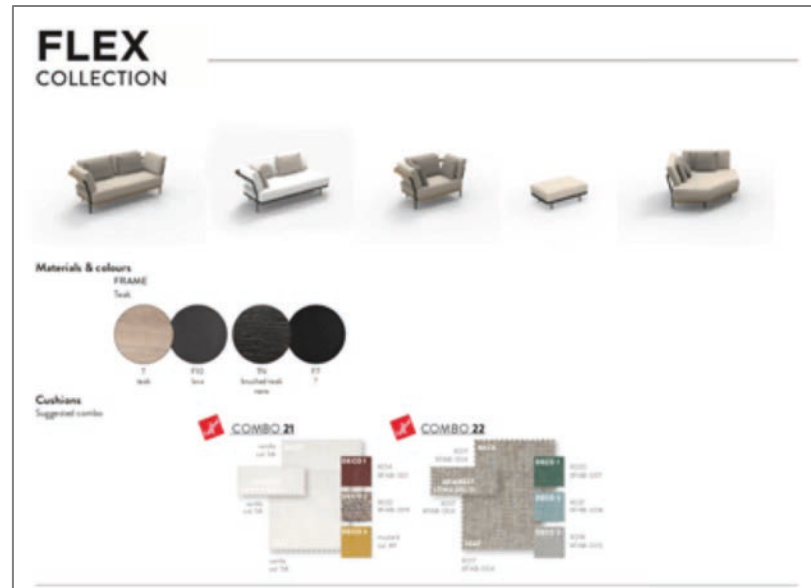
archiproducts®

**DESIGN
SELECTION**

2019

Communication tools (1) pricelist

Not to be distributed!
Final pricing October 2019



Communication tools (2) magazine

Present Tense Traditions



FLEX

design studio METRICA

"Marked by a light, comfortable and strong yet sober character, Flex is a careful balancing act between past and present, between the warmth of wood and the elegance of aluminum. This is evident from the way in which the aluminum legs connect to the solid wood profile to create the backrest and to the wood-covered structural platform."

Contact sheet

See sales and transport conditions!

EXHIBITION: I SALONE | 9-14 APRIL '19

M
MANUTTI

Day of visit: ☐ Tue ☐ Wed ☐ Thu ☐ Fri

Taken by: _____

Company: _____

First name: _____

Last name: _____

Email: _____

Tel.: _____

Country: _____

Language: ENG / FR / NL / DEU / IT / ES

Business card

TYPE VISITOR

☐ EXPERIENCE A ☐ CREATION A ☐ ARCHITECT

☐ EXPERIENCE B ☐ CREATION B ☐ PROJECT DEVELOPER

☐ INSPIRATION A ☐ DISTRIBUTOR ☐ CONSUMER

☐ INSPIRATION B ☐ AGENT

LEAD QUALIFICATION

Budget:	Authority:
Need:	Timing:

NOVELTIES FEEDBACK

	FLEX	SOLID	TORSA
PRICING:	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
DESIGN:	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
COLORS:	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>		
COMFORT:	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	
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REMARKS:			

© 2018 Salone del Mobile

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Salone Milano Registrations 2019

Company

First Name

Last Name

Email Address

Phone Number

Country
United States of America

Language
ENG

TYPE VISITOR

☐ Agent

☐ Distributor

☐ Retailer

☐ Architect

>

Data collection

Sales & marketing: lead qualification

R&D: product feedback



Thank you mail

Daily follow-up by hostess at the Manutti stand

Mailing sent via MailChimp

Message mailing depending on typology:

- Retailer, specifier, project developer, consumer: contact your sales representative and download catalog
- Agent, distributor: contact Hilde Baekelandt and download catalog



Event on show: toast to Flex

Wednesday at 4PM – Manutti stand

Italian aperitif in presence of designers Robin Rizzini and Lucio Quinzio Leonelli from Metrica

Opportunity to introduce your top clients to the designers

Need more?
See your info
package

- Communication plan Manutti
- Press communication
- Magazine
- Pricelist
- Example lead from
- Sales & transport conditions