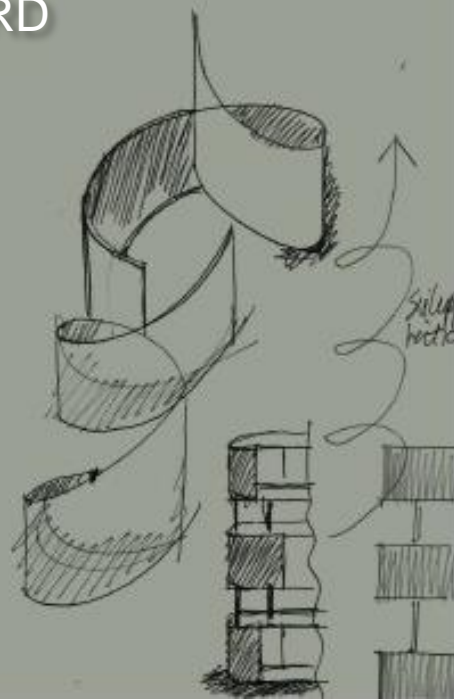
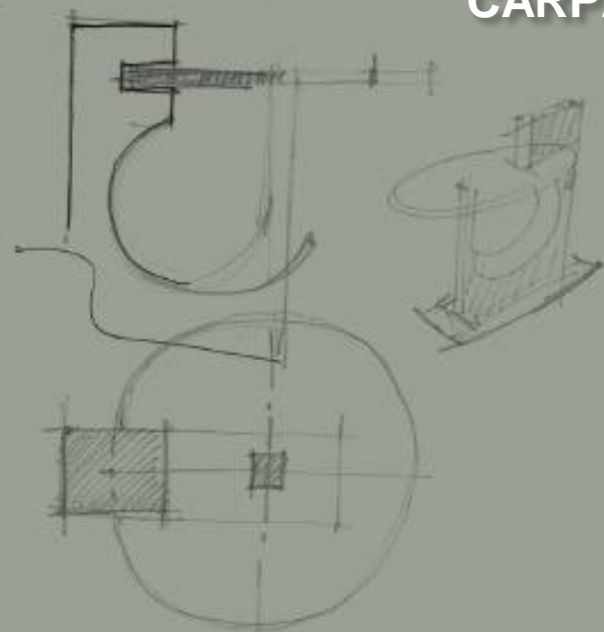


CARPANELLI AWARD



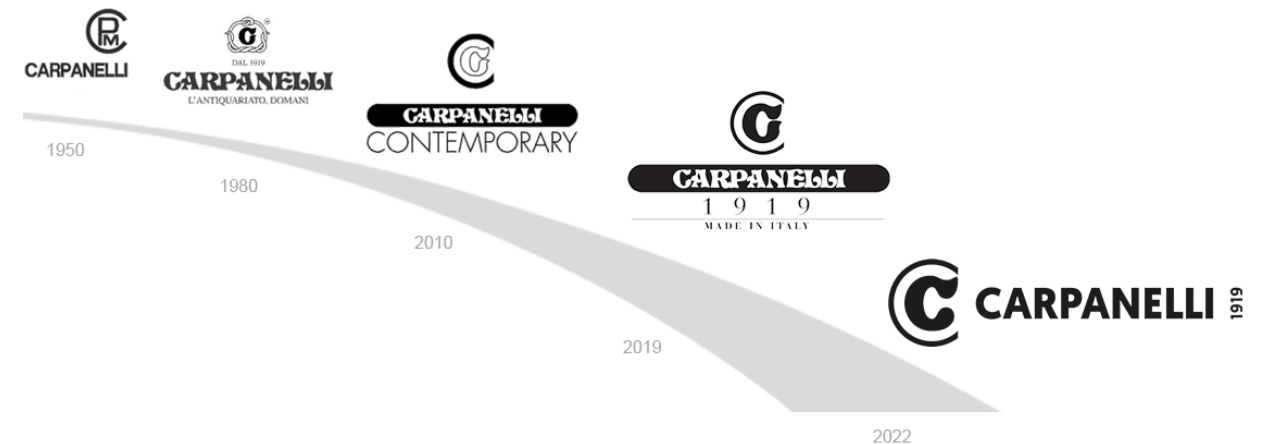
IDEAS4WOOD

International design contest
VI edition

THE COMPANY

CARPANELLI srl, a furniture company with over 100 years of history dedicated to fine 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 understood 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".



IDEAS4WOOD CONTEST

Within the 6th edition of the Design Contest IDEAS4WOOD 2023/2024 promotes **Carpanelli Award**.

A design journey inspired by the style and sophistication of one's own country and translated into a piece of furniture coordinated with the Carpanelli concept «**A NEW TOUCH OF ELEGANCE**» and declined according to the language of Italian design.

Each design idea must be designed for the following specific types of product:

- BOOKCASES
- SIDEBOARDS and CABINETS
- COMPLEMENTS (e.g. CONSOLE, DIVIDERS, SMALL CABINETS)



A NEW TOUCH OF ELEGANCE

The participant is required:

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 into details and craftsmanship in the manufacturing.



OF ELEGANCE

A NEW TOUCH OF ELEGANCE

Well considered are:

- the research work of current trends and the original interpretation of the theme of the Contest;
- the enhancement of wood in its most precious essences as the protagonist material (Tabu 555 colors of wood collection);
- search for combinations with new materials, including eco-friendly ones, that express a current concept of preciousness;
- attention to respect for the forest heritage through the use of an 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.



THE CARPANELLI BRAND PRISM TO-BE

Internal Factors

External 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

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

- 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
- Connoisseur of quality furniture

PERSONALITY

The fundamental elements to stand out

CULTURE

Brand values

SELF-IMAGE

The inner Perception of the clientele

















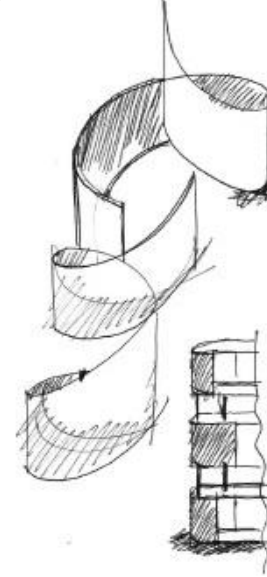
GAE

bookcase





INSPIRATION AND DEVELOPMENT ...



GAESYSTEM
Bookcase



MATERIALITY

SOFT LINES



DARK TAY

CANALETTO WALNUT

LIGHT TAY

LEATHER WITH STITCHING

GAE

bookcase



GAE

family



GAE
bookcase



GAE
sideboard



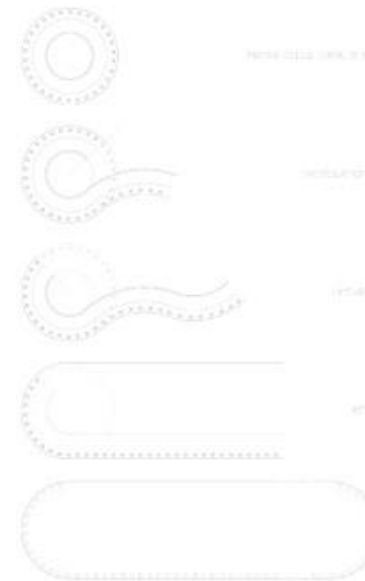
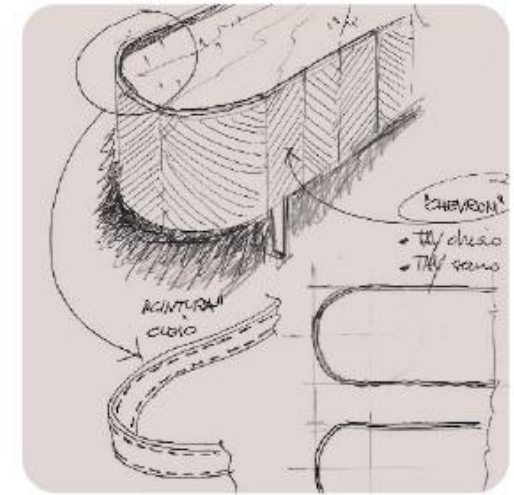
GAE
coffee tables

ALFEA

sideboard



INSPIRATION AND DEVELOPMENT ...



ALFEA
Cupboard





Gold Calacatta
marble top



Leather profile
with stitching

ALFEA

sideboard

SOFT LINES

ELEGANCE

ALFEA

sideboard



Metal feet
bronze-gold finish



ALFEA

family



ALFEA
sideboard



ALFEA
high sideboard

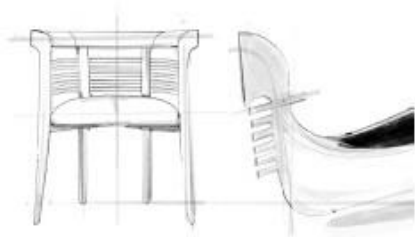


DOLFIN

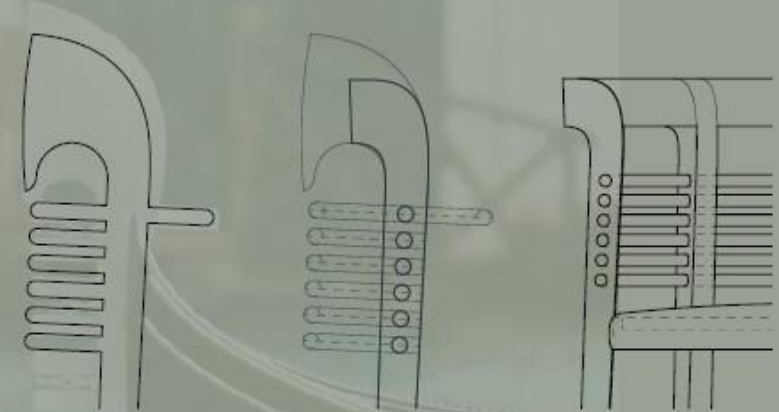
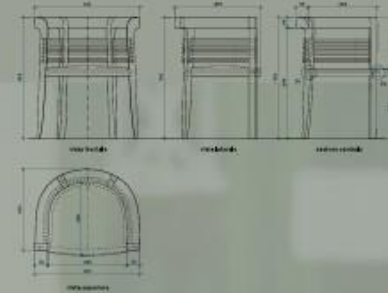
small armchair



INSPIRATION AND DEVELOPMENT ...



DOLFIN
Small armchair



PRECIOUS WOOD

NATURAL MATERIALS

DOLFIN

small armchair



Canaletto walnut finish



Black slate finish



Structure in solid ash

SEE YE

coffee table



EMOTIONAL IMPACT

MODERN DESIGN

SEE YE

coffee table



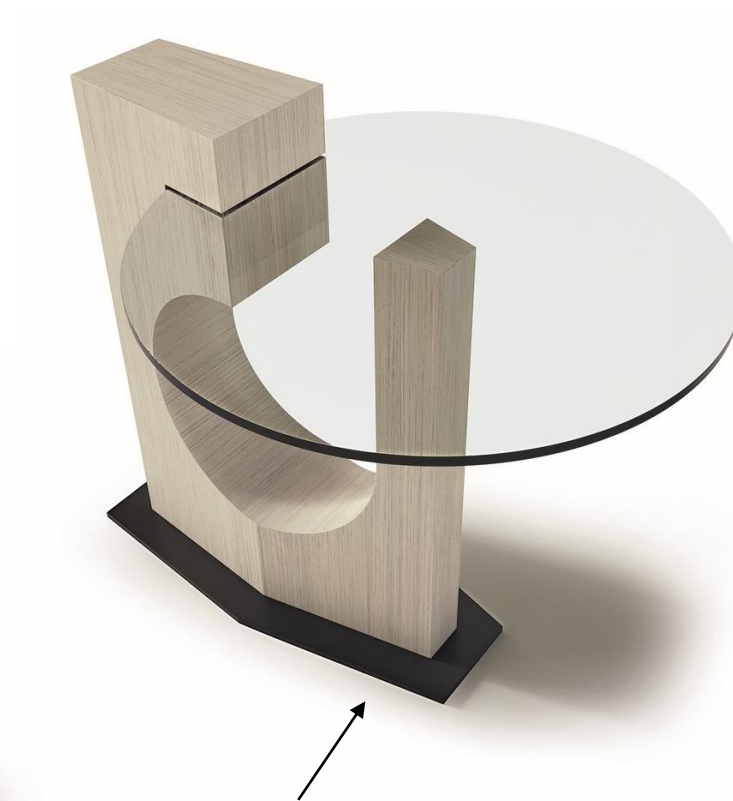
Lacquered finish



Light Tay finish



Dark Tay finish

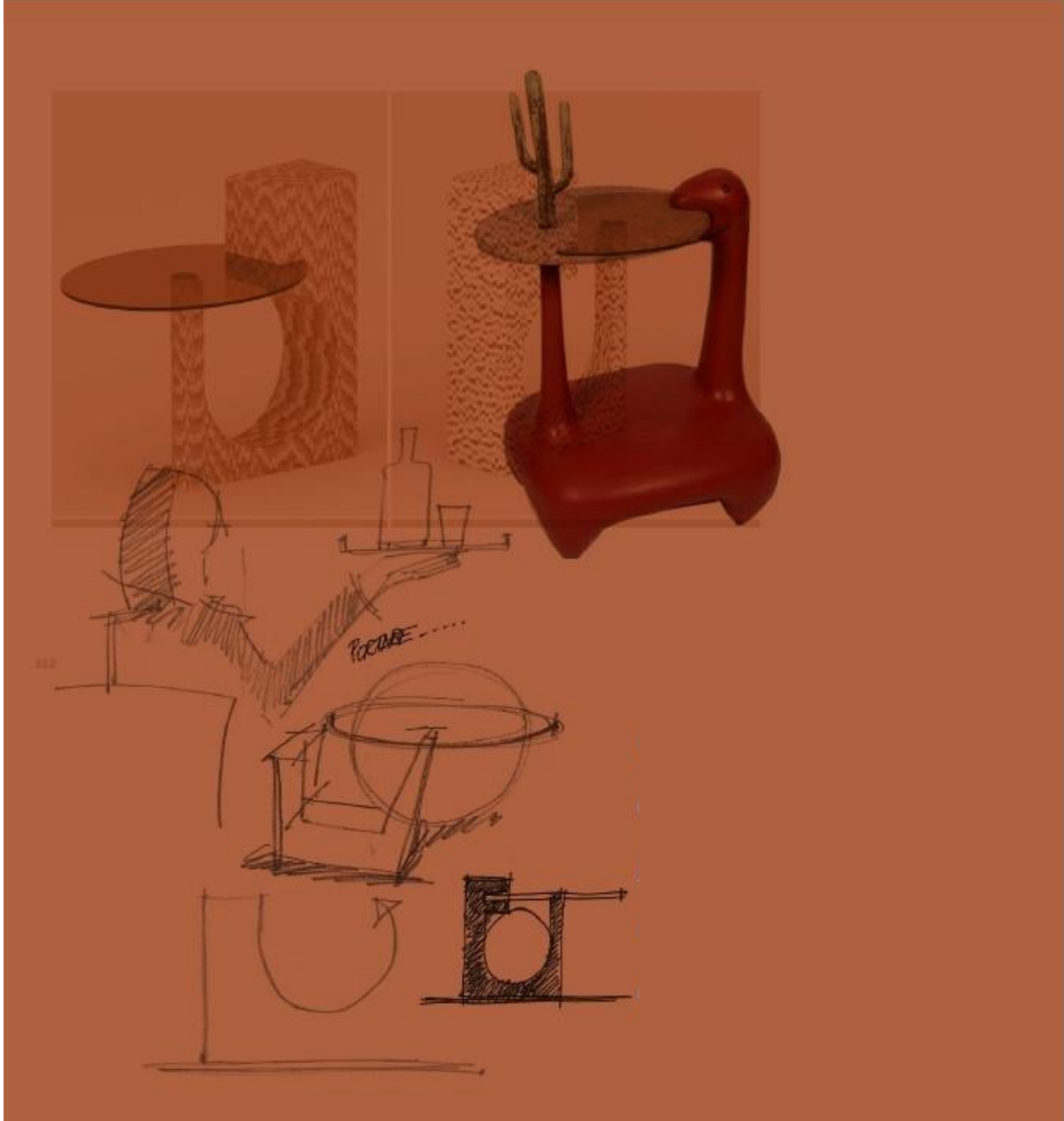
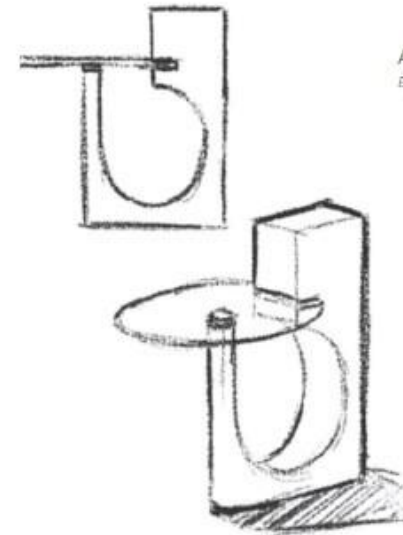


Base in *metal*
bronze-gold finish

INSPIRATION AND DEVELOPMENT ...



ALFEA
Bookcase



AIDA

small armchair



MODERN DESIGN

SOBER ELEGANCE

AIDA

small armchair



DAFNE

sideboard



DAFNE

sideboard

PRECIOUS MATERIALS

STYLISTIC RESEARCH

ELEGANCE AND EMOTIONAL IMPACT





DAFNE

glass cabinet

PRECIOUS DETAILS

MODERN DESIGN

DAFNE

glass cabinet



Mirror backdrop

Interior covered in leather





A NEW TOUCH OF ELEGANCE

Download the catalogs of the latest collection

<https://we.tl/t-2Nmpf41prU>



A NEW TOUCH OF ELEGANCE 01



PREVIEW A NEW TOUCH OF ELEGANCE 02



i4w@carpanelli.com

