

Edra will be in Cologne, 19 to 22 January 2015. In order to present its collection and the new chair "**Gilda B.**", Edra has chosen the prestigious art gallery Karsten Greve, in the heart of the city, with whom it had previously collaborated.

Edra, recognized innovation leader, was the first company to exhibit outside the expo in this city in the Eighties. For this edition, Edra presents its products throughout the whole gallery. At the top level, an itinerary created with the sofas and armchairs best seller of the collection. At its center, the new chair designed by Jacopo Foggini, **Gilda B.**, dedicated to his friend Gilda Bojardi, key figure of the Italian design and editor in chief of the magazine "Interni".

Gilda B. will be shown on a cylindrical pedestal intended as a meeting place. **Gilda B.** is the new creation of the artist / designer who has been collaborating with Edra since a long time, manipulating shapes and materials to give birth to new alchemy. It is a very "liquid" chair: a monocoque of extruded polycarbonate working is mounted on black legs inspired by mid-century design (the recurring theme of this series begun with the first chair by Foggini, **Gina**, presented in 2014). It is produced in a single color variant, with the transparency of pure crystal and with the warm tones of cognac, amber and tobacco leaves as sediments of thousand year-old oxides. The result is a chair-sculpture of timeless elegance, which well expresses the concept of universality of use that is one of the fundamental values of the collection.

The sofas and armchairs in the gallery, the protagonists of the collection, show the quality, research, innovation and design, and visually summarize the history and philosophy of Edra.

Standard. A seating system malleable, which adapts to the desires of a greater comfort thanks to an "intelligent pillow" which works as the backrest / armrest and can recline in infinite positions.

On the Rocks. Four autonomous seats with different geometrical shapes, and two flexible backs that multiply modularity to the nth degree.

Grinza. An armchair that wraps around, comfortable, perfect to relax and chat.

Rose Chair. Precious as a creation of haute couture, cozy and welcoming.

Flap. A sofa that revolutionizes the traditional concept of sitting. A thickness of only fourteen centimeters and six different tilt angles. Each one can be used at will to achieve new goals in the concept of relaxation.

Scrigno. Precious containers of different sizes. The external surfaces are finished by a mosaic of mirror shards.

Sofa Alto. Traditional size and shape. Can have high or low backs. Classic elegance sublimated by extreme comfort.

Vermelha. An armchair entirely handmade that enhances the quality of its craftsmanship, created by the overlap of hundreds of twines made with about five hundred meters of special rope.

Cabana. A mysterious container made with "straw". It hides five solid circular shelves under impalpable fronds of raffia.

EDRA a NUDO- EDRA RAW

In the lower level of the gallery, Edra "bares" it all showing the materials, structures, interiors, manual dexterity and technologies utilized to achieve the high quality of each piece.

CALENDAR

The gallery will be open from Monday 19th January to Thursday, January 22, from 10 am to 8 pm, to meet with clients, architects, designers and journalists.

On the 19th, at 7 pm: Roundtable with Valerio Mazzei, president of Edra, Jacopo Foggini and Gilda Bojardi

On the 20th, 6 to 8 pm: the designer Francesco Binfarè will be available to meet public and press.

On the 21st, at 10 am: presentation of "Interni & ExpoMilano 2015: Energy for Creativity".

On the 22nd, 6 to 8 pm: closing evening dedicated to Castello di Ama, a magical place for wine and art in the heart of Tuscany, in the Chianti region. With a selection of fine wines presented by the owners of Castello di Ama, Lorenza Sebastì Pallanti and Marco Pallanti.

Every night, 6 to 8 pm: tasting with wines by Castello di Ama, paired with Tuscan specialties.

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