

**set**  
collection

*2019*

# set collection 2019

Il punto vendita Lema come specchio dell' identità aziendale: il concept espositivo si amplia per comunicare l' evoluzione della collezione Home Retail.

La Set Collection 2019 esprime sempre più l' importanza nella progettazione dello spazio espositivo: le nuove soluzioni di campionatura diventano veri e propri spazi domestici che coniugano tra loro, sistemi, complementi giorno e notte, accessori, armadi e cabine armadio in armoniose ambientazioni, sempre più costruite e proporzionate sul modello di un ipotetico "spazio casa".

Alla descrizione progettuale degli ambienti, che percorre l' abitazione partendo dal living, passando per la zona pranzo, fino ad arrivare alla camera da letto, si affianca una completa analisi materica di tutte le soluzioni che caratterizzano gli showroom Lema in Italia e nel mondo.

*Lema store as reflection of the company's identity: display concept expands to convey the evolution of the Home Retail collection.*

*Set Collection 2019 expresses more and more the relevance of the display space's design: new sets solutions for showroom become real domestic spaces combining systems, day and nights complements, accessories, wardrobes and walk-in wardrobes, in harmonious settings always shaped and more complied with the model of a hypothetical "home space".*

*The spaces planning description, which involves the whole home, from living, passing through the dining, until to get to the bedroom area, is enriched with a complete material analysis of the solutions that characterize Lema's italians and worldwide showrooms.*



# living collection



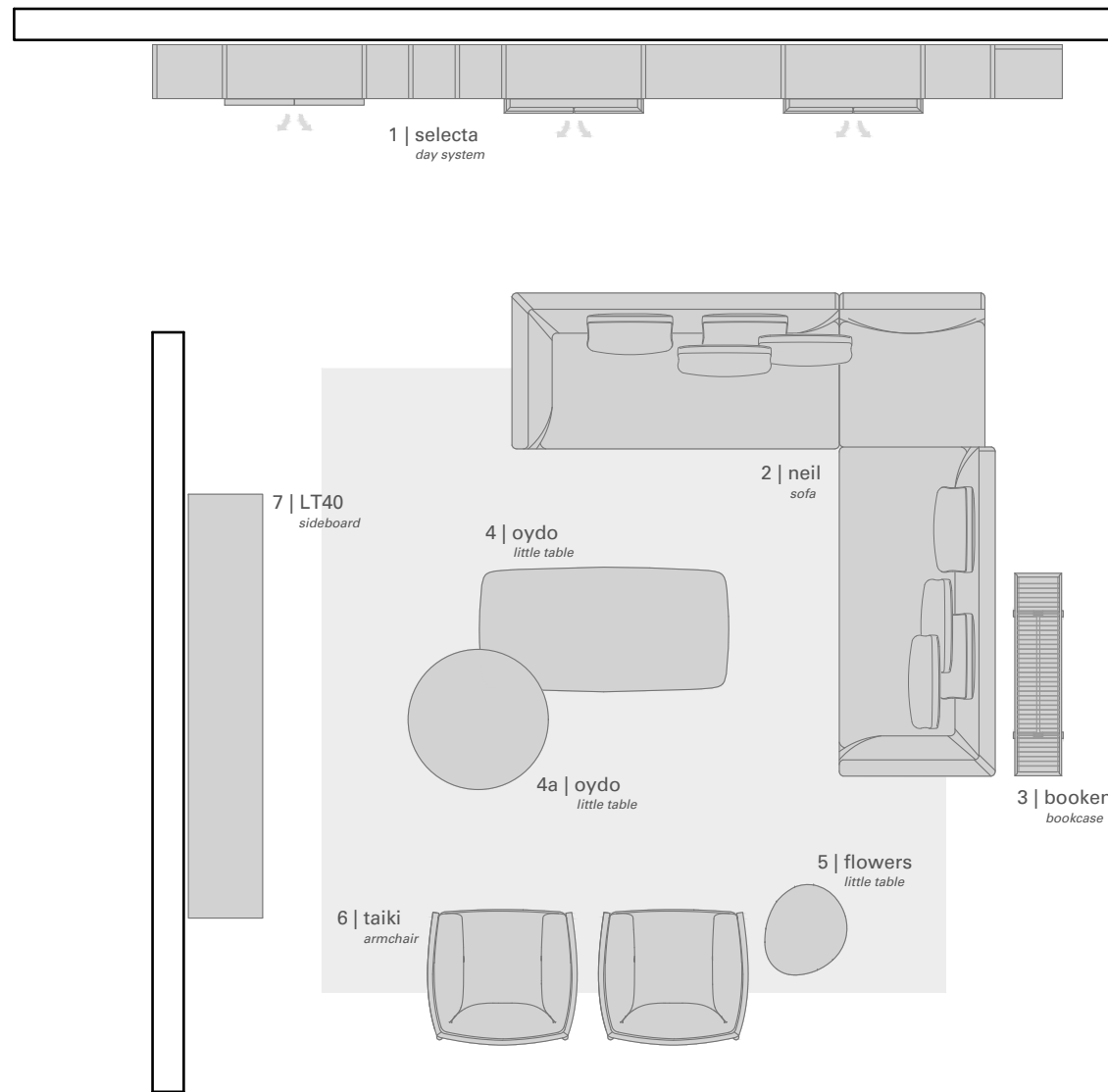
*living A*



*living B*



*living C*



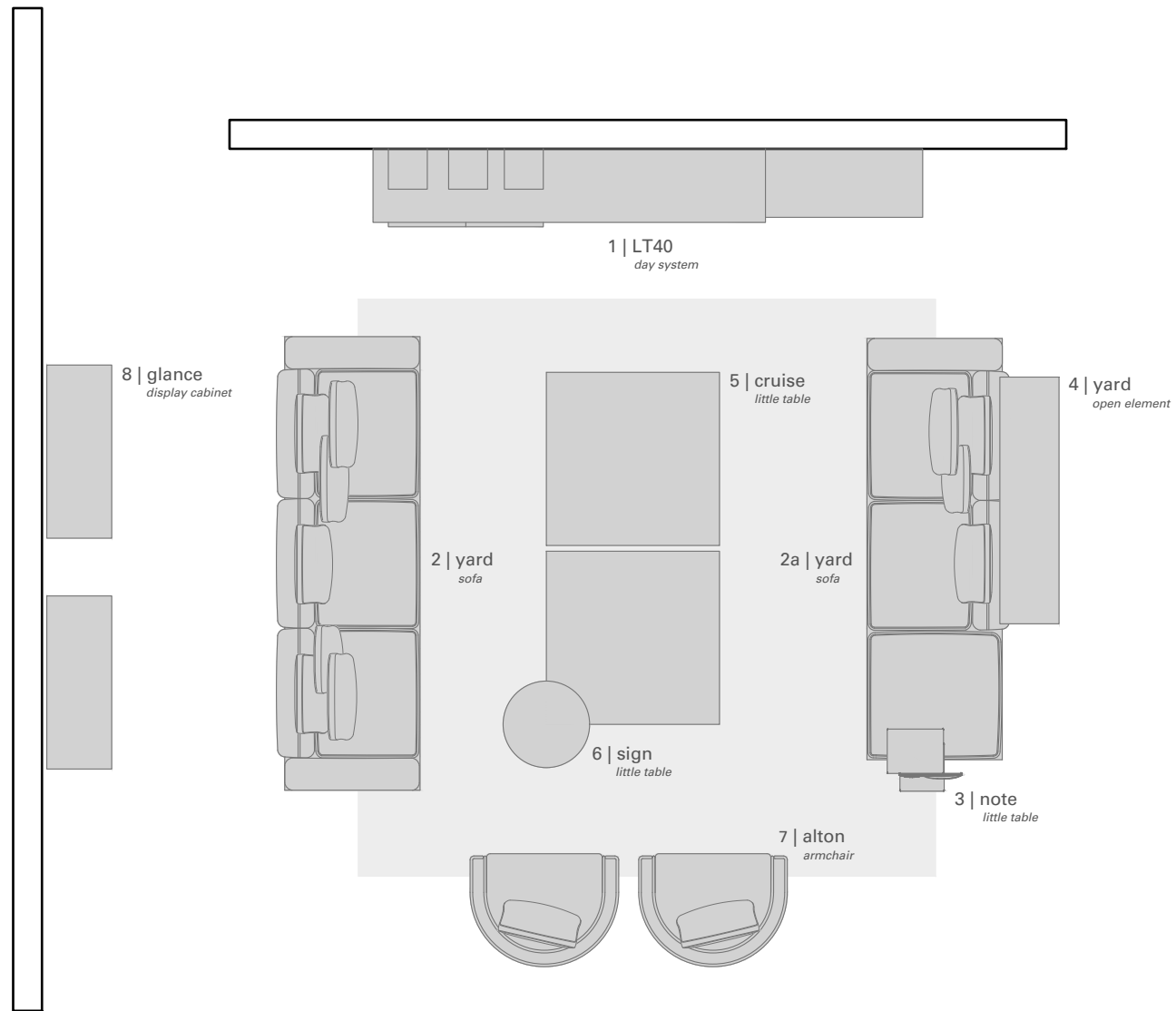








- ① "L" walnut  
*noce "L"*
- ② bronze metal M421  
*metallo bronzo M421*
- ③ mat laquered LCT 805 terra  
*laccato opaco LCT 805 terra*
- ④ bronze metal M422  
*metallo bronzo M422*
- ⑤ glossy laquered LCL 236 impero  
*laccato lucido LCL 236 impero*
- ⑥ mat grey stone  
*pietra grey opaco*
- ⑦ heat-treated oak  
*rovere termotrattato*
- ⑧ fabric TDC 882 antares  
*tessuto TDC 882 antares*
- ⑨ fabric TDE 771 chara  
*tessuto TDE 771 chara*
- ⑩ fabric TDC 172 alya  
*tessuto TDC 172 alya*
- ⑪ fabric TDC 173 alya  
*tessuto TDC 173 alya*

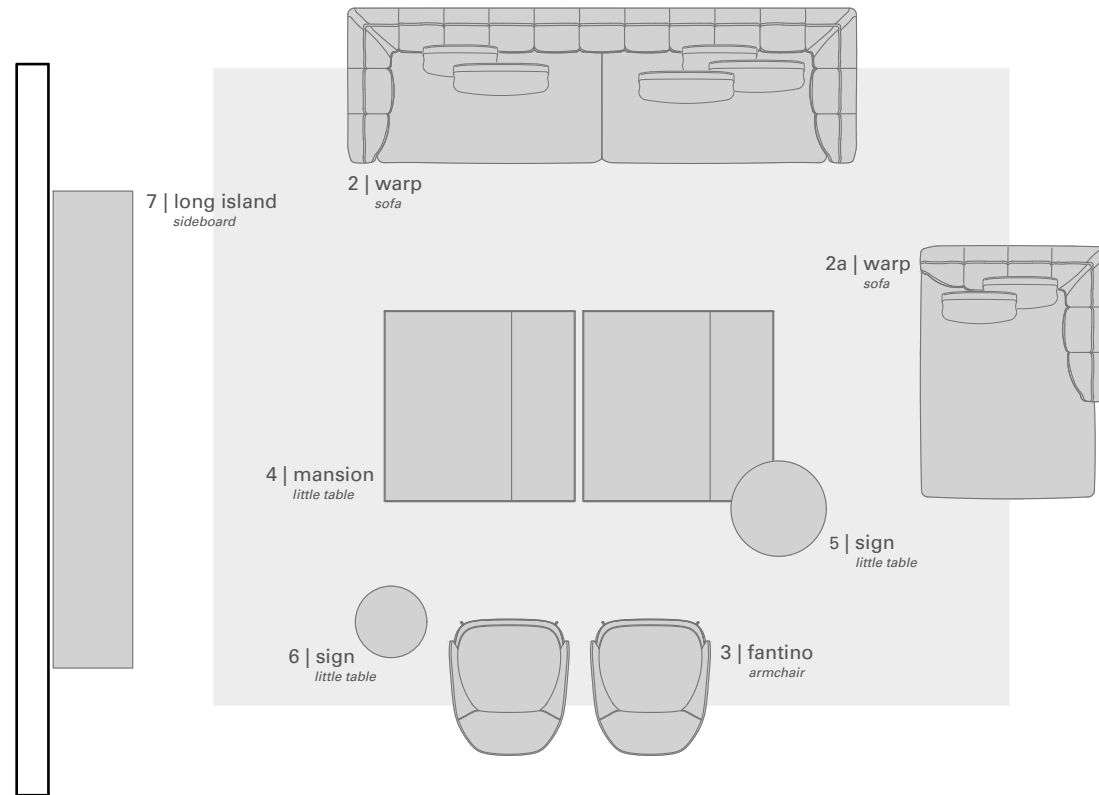
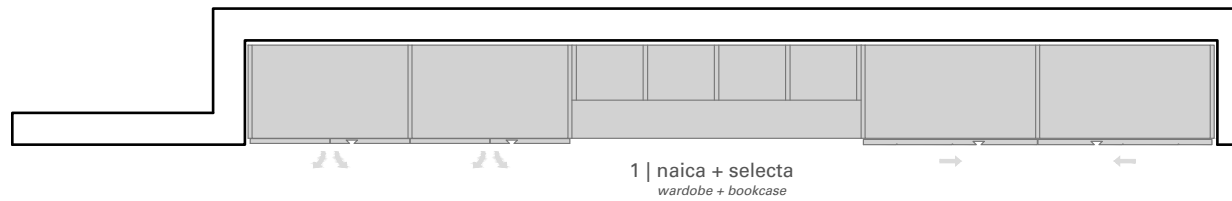






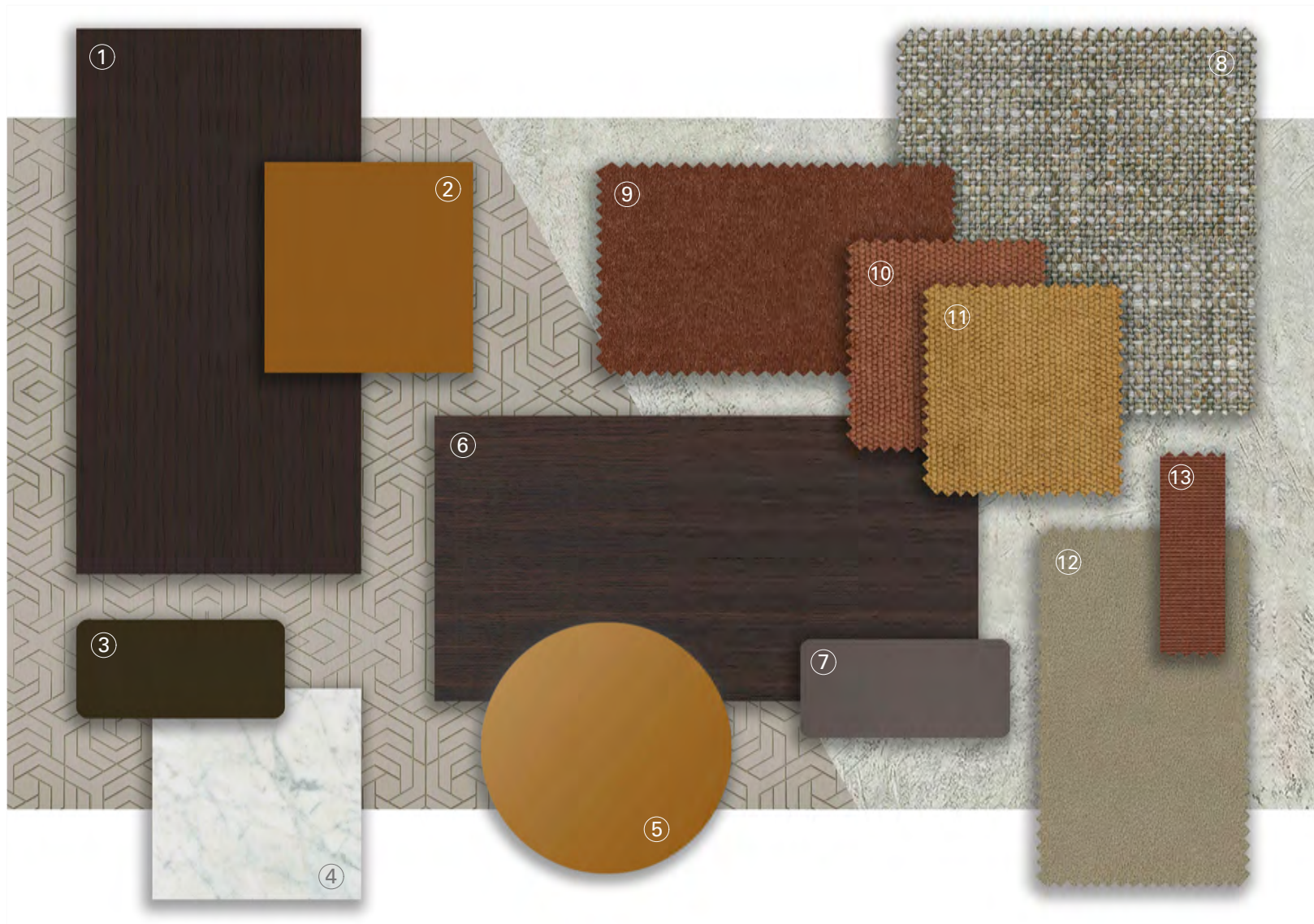


- ① carbone oak  
*rovere carbone*
- ② glossy laquered LCL 231 ruta  
*laccato lucido LCL 231 ruta*
- ③ mat laquered LCT 479 assenzio  
*laccato opaco LCT 479 assenzio*
- ④ black metal M101  
*metallo nero M101*
- ⑤ heat-treated oak  
*rovere termotrattato*
- ⑥ mat laquered LCT 478 terracotta  
*laccato opaco LCT 478 terracotta*
- ⑦ titanium metal M460  
*metallo titanio M460*
- ⑧ V110 titanio laquered glass  
*vetro laccato V110 titanio*
- ⑨ fabric TDD 855 fenice  
*tessuto TDD 855 fenice*
- ⑩ fabric TDC 455 phobos  
*tessuto TDC 455 phobos*
- ⑪ fabric TDC 462 phobos  
*tessuto TDC 462 phobos*
- ⑫ fabric TDD 842 norma  
*tessuto TDD 842 norma*
- ⑬ natural hide woven  
*corda in pelle naturale*









- ① carbone oak  
*rovere carbone*
- ② mat laquered LCT 922 curry  
*laccato opaco LCT 922 curry*
- ③ bronze metal M422  
*metallo bronzo M422*
- ④ carrara white marble  
*marmo bianco carrara*
- ⑤ glossy laquered LCL 239 miele  
*laccato lucido LCL 239 miele*
- ⑥ heat-treated oak  
*rovere termotrattato*
- ⑦ nichel bronze metal M445  
*metallo nichel bronzo M445*
- ⑧ fabric TDD 875 dorado  
*tessuto TDD 875 dorado*
- ⑨ fabric TDE 769 chara  
*tessuto TDE 769 chara*
- ⑩ fabric TDB 404 halley  
*tessuto TDB 404 halley*
- ⑪ fabric TDB 405 halley  
*tessuto TDB 405 halley*
- ⑫ leather PN3405 nabuk  
*pelle PN3405 nabuk*
- ⑬ piping fabric 96 coccio  
*coda di topo tessuto 96 coccio*

# dining collection



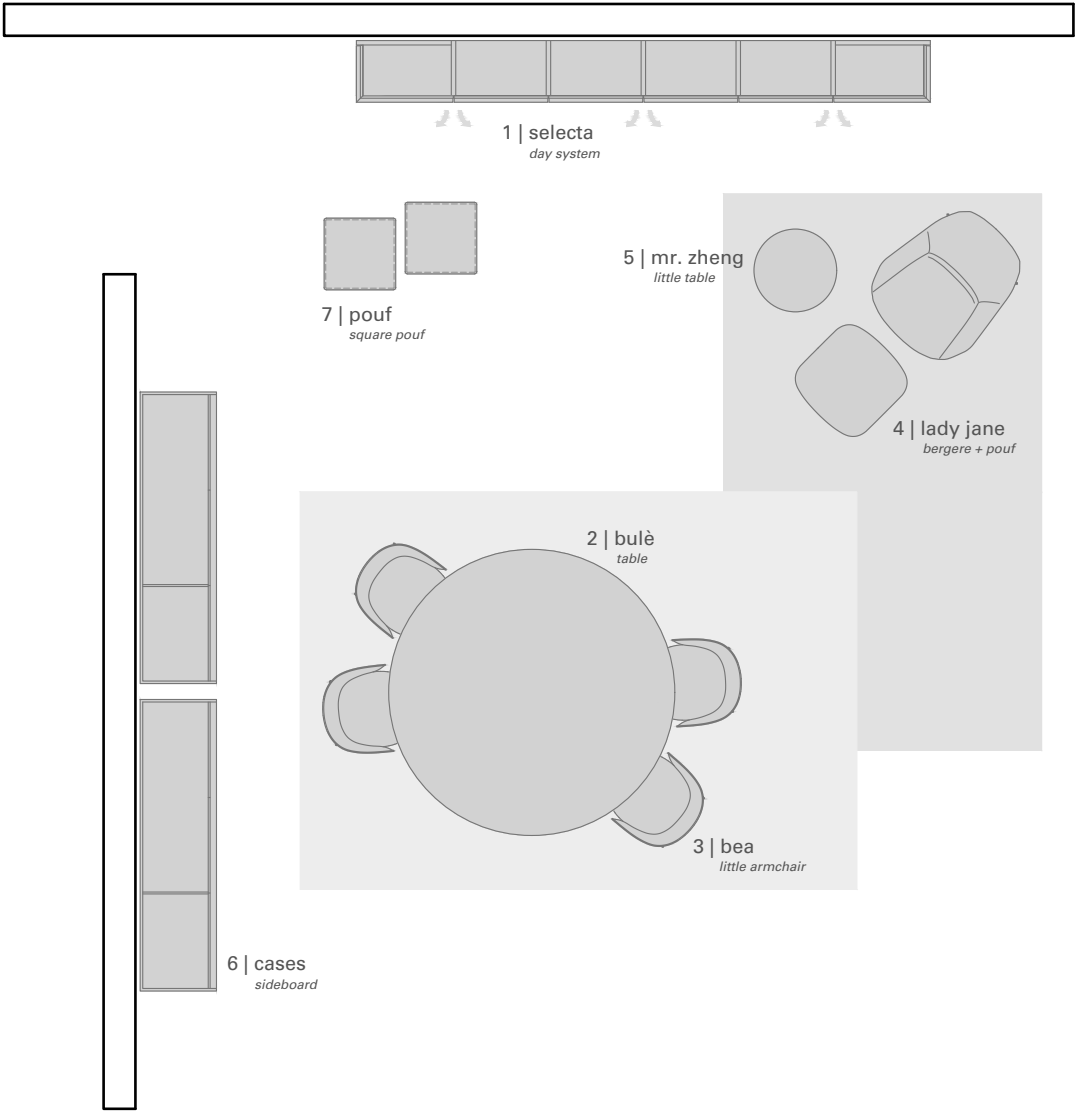
dining A



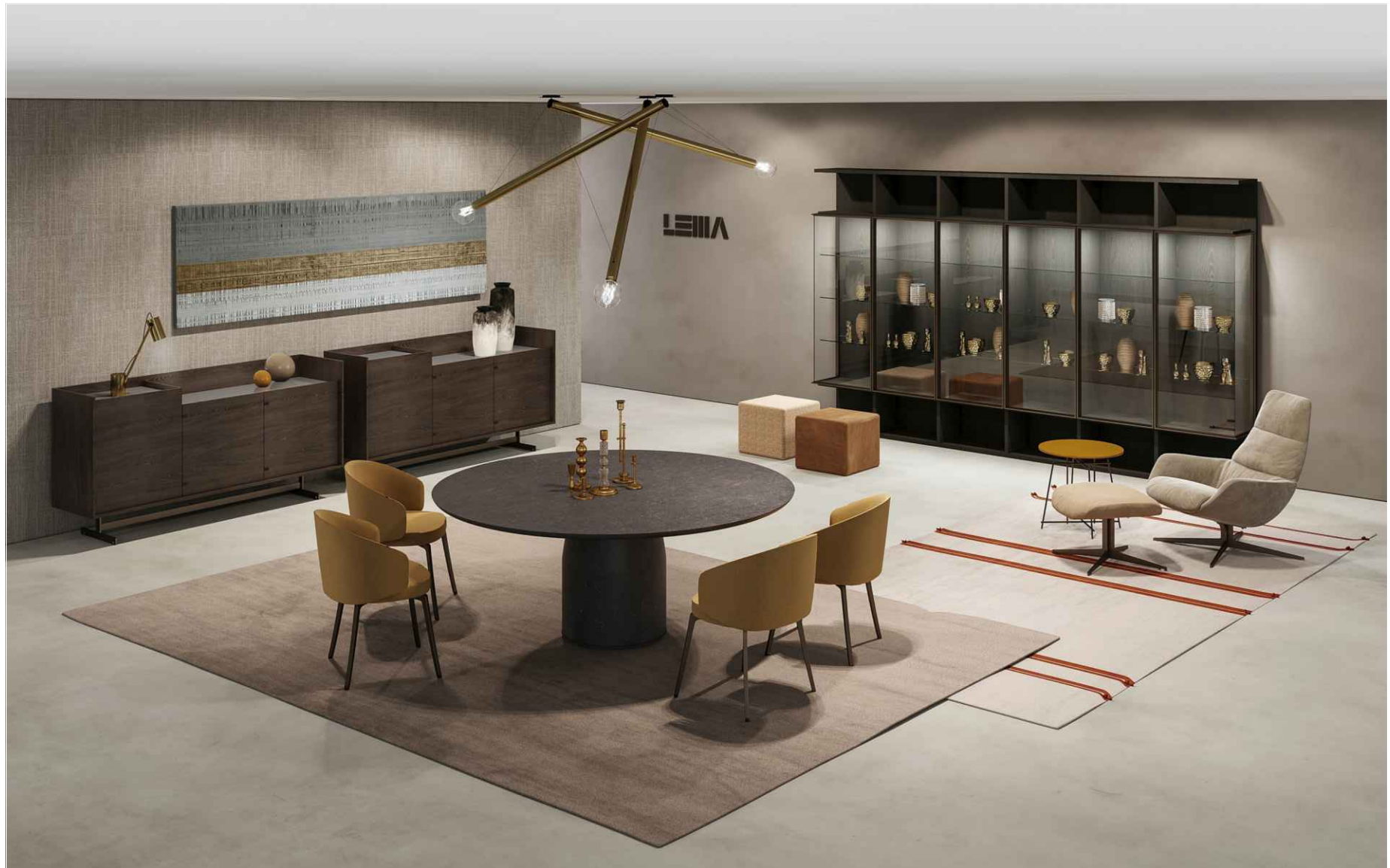
dining B



dining C

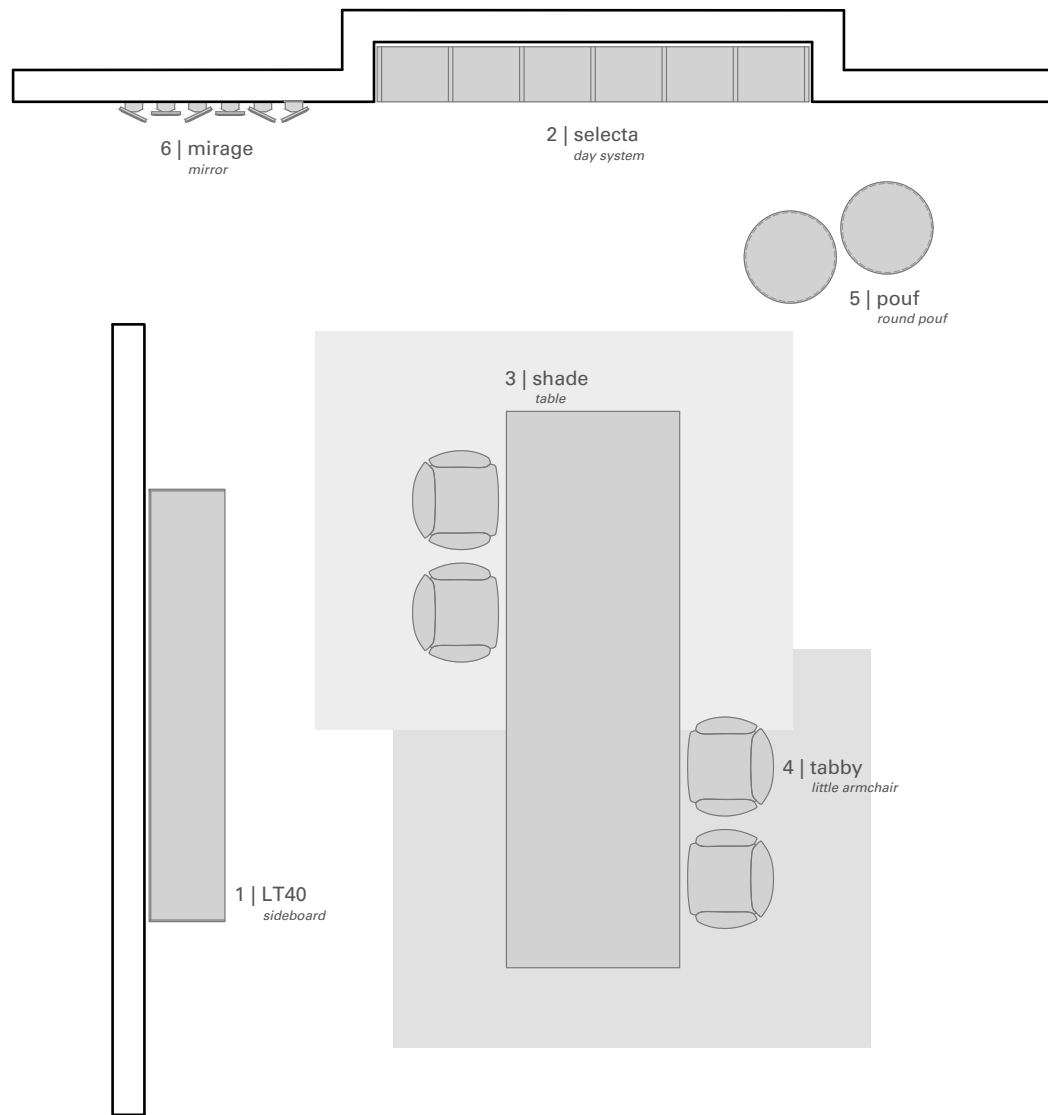








- ① carbone oak  
*rovere carbone*
- ② fabric TDD 811 sarin  
*tessuto TDD 811 sarin*
- ③ fabric TDC 462 phobos  
*tessuto TDC 462 phobos*
- ④ heat-treated oak  
*rovere termotrattato*
- ⑤ titanium metal M460  
*metallo titanio M460*
- ⑥ V115 tortora laquered glass  
*vetro laccato V115 tortora*
- ⑦ belgianblue black rec. marble  
*marmo ricos. nero belgianblue*
- ⑧ fabric TDD 862 fenice  
*tessuto TDD 862 fenice*
- ⑨ bronze metal M420  
*metallo bronzo M420*
- ⑩ fabric TDE 313 nube  
*tessuto TDE 313 nube*
- ⑪ leather PT 0011 top  
*pelle PT 0011 top*
- ⑫ mat laquered LCT 922 curry  
*laccato opaco LCT 922 curry*

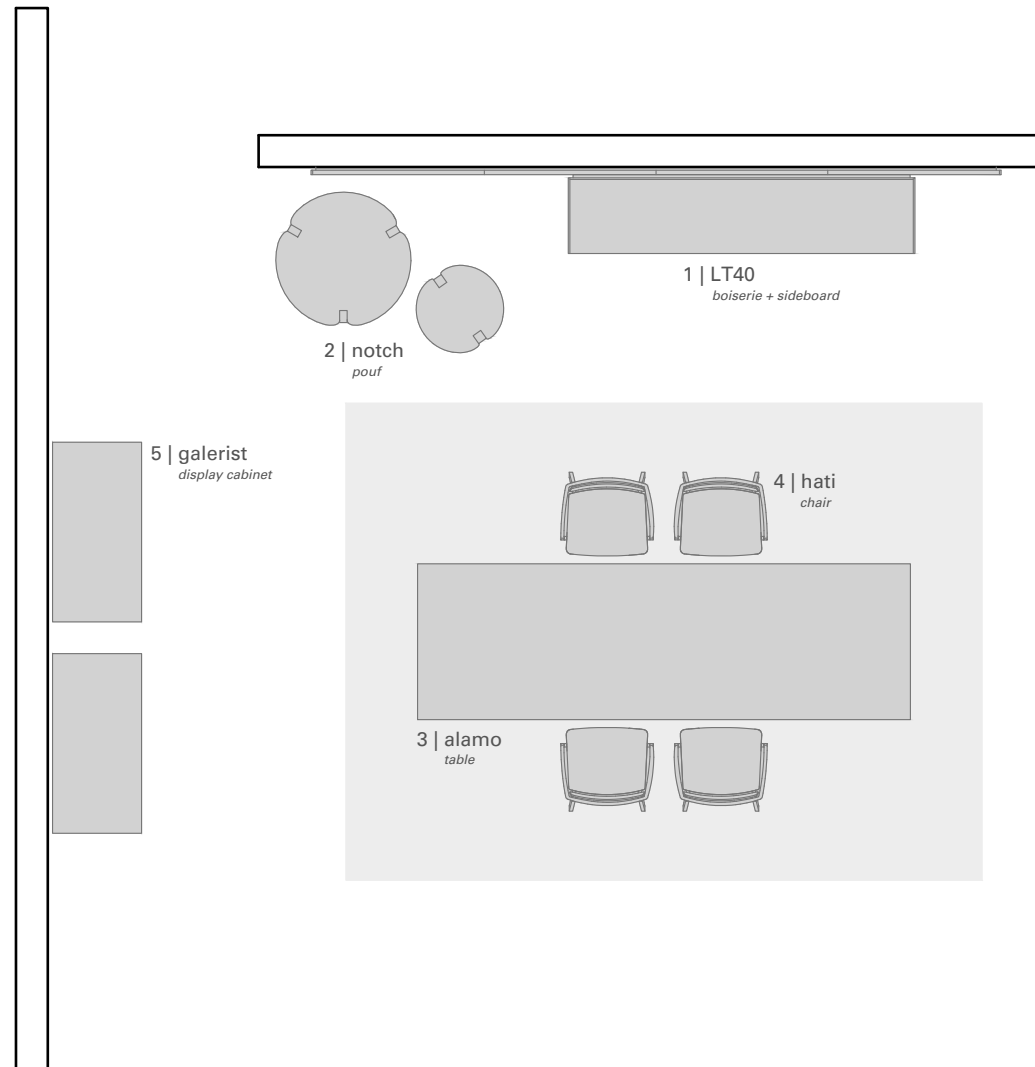








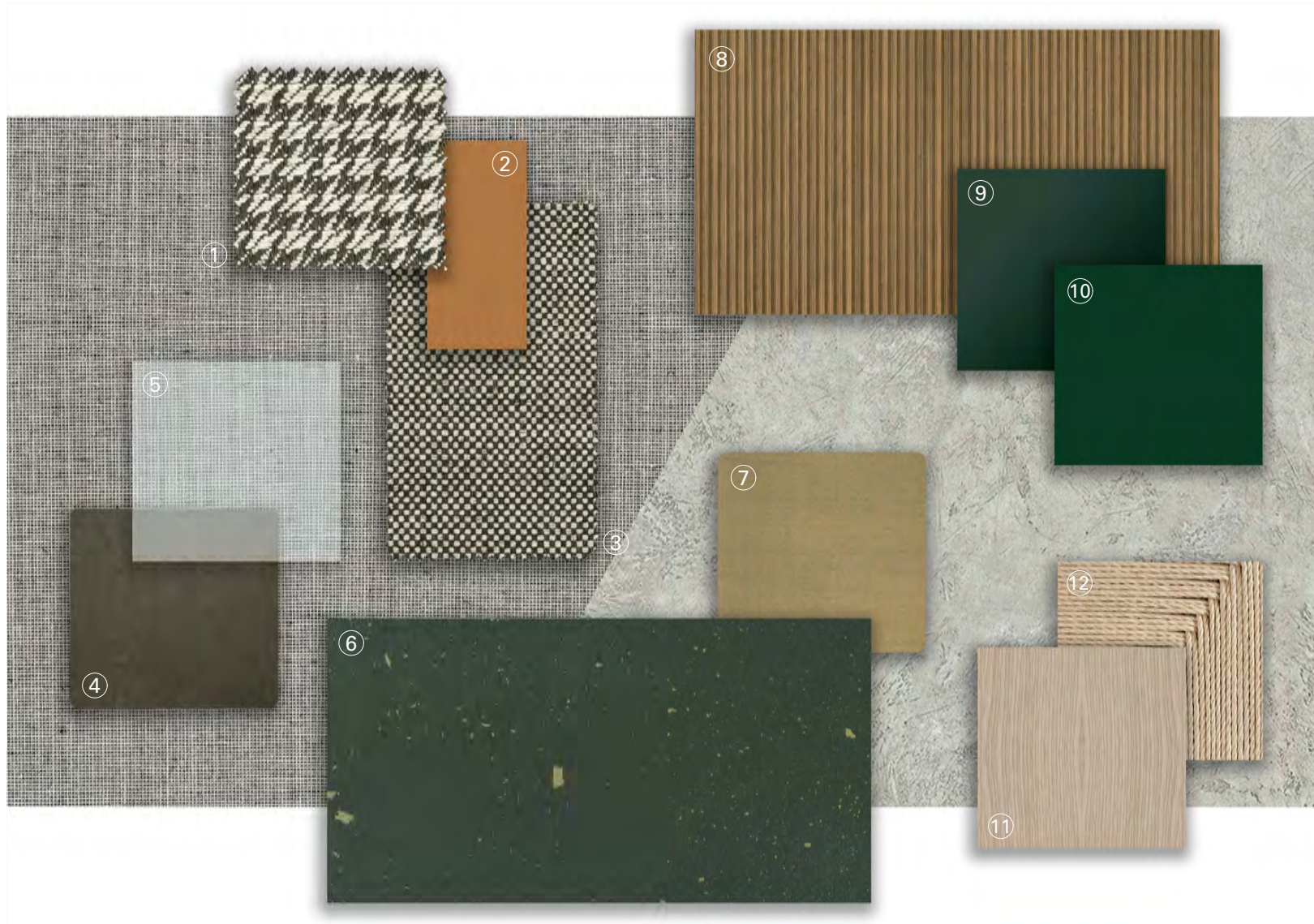
- ① mat laquered LCT 835 salvia  
*laccato opaco LCT 835 salvia*
- ② glossy laquered LCL 233 talpa  
*laccato lucido LCL 233 talpa*
- ③ mat laquered LCT 805 terra  
*laccato opaco LCT 805 terra*
- ④ clay G116 ardesia  
*argilla G116 ardesia*
- ⑤ bronze coated metal M422  
*metallo bronzo patinato M422*
- ⑥ fabric TDE 307 nube  
*tessuto TDE 307 nube*
- ⑦ fabric TDE 775 chara  
*tessuto TDE 775 chara*
- ⑧ fabric TDB 084 orione  
*tessuto TDB 084 orione*
- ⑨ black laquered ash open pore  
*frassino lac. nero a poro aperto*











- ① fabric TDC 421 galatea  
*tessuto TDC 421 galatea*
- ② aged natural hide  
*cuoio naturale invecchiato*
- ③ fabric TDC 441 galatea  
*tessuto TDC 441 galatea*
- ④ bronze coated metal M423  
*metallo bronzo brunito M423*
- ⑤ extraclear trasparent glass  
*vetro trasparente extrachiaro*
- ⑥ malachite green rec. marble  
*marmo ricos. verde malachite*
- ⑦ bronze coated metal M422  
*metallo bronzo brunito M422*
- ⑧ "millerighe" wall panels  
*pannellatura "millerighe"*
- ⑨ glossy laquered LCL 240 alloro  
*laccato lucido LCL 240 alloro*
- ⑩ mat laquered LCT 924 lauro  
*laccato opaco LCT 924 lauro*
- ⑪ natural ash  
*frassino naturale*
- ⑫ interlaced natural rope  
*corda naturale intrecciata*

# night collection



*night A*

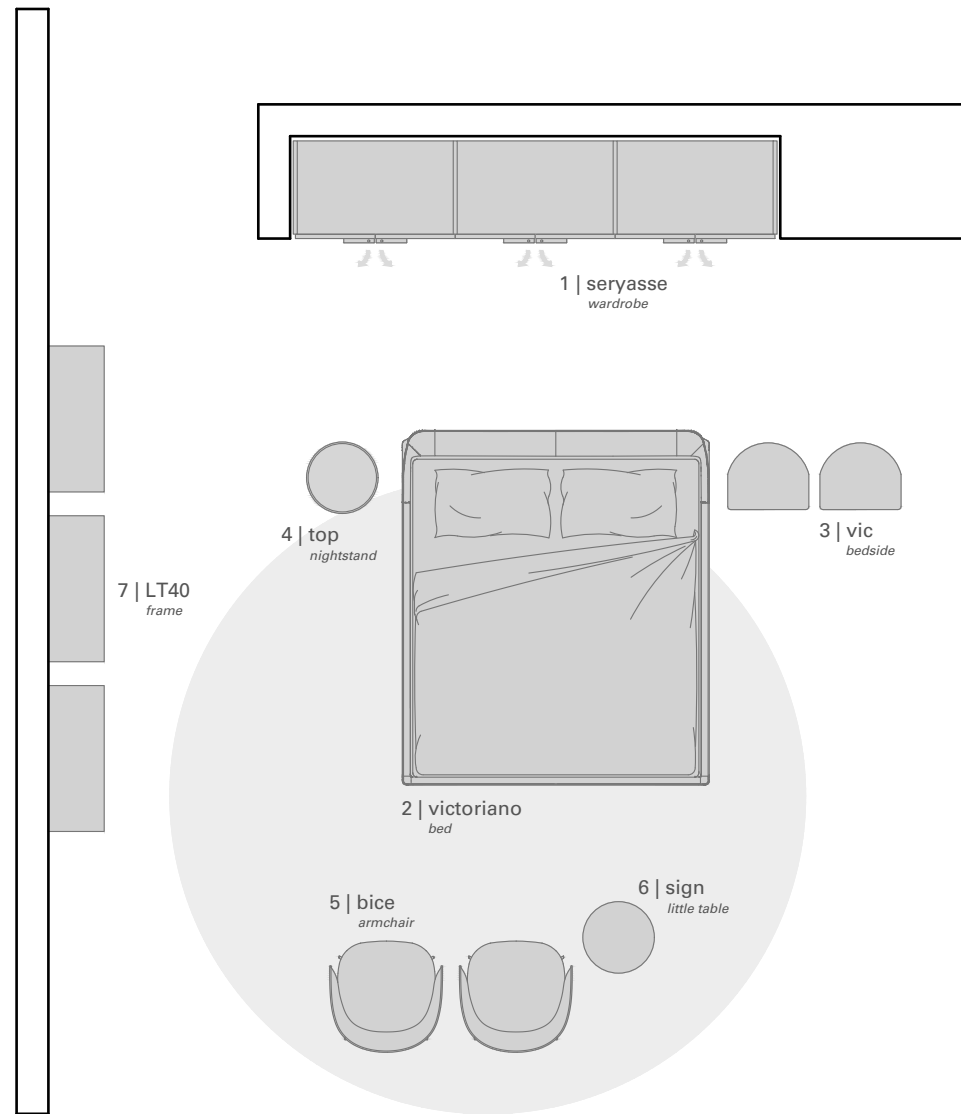


*night B*



*night C*



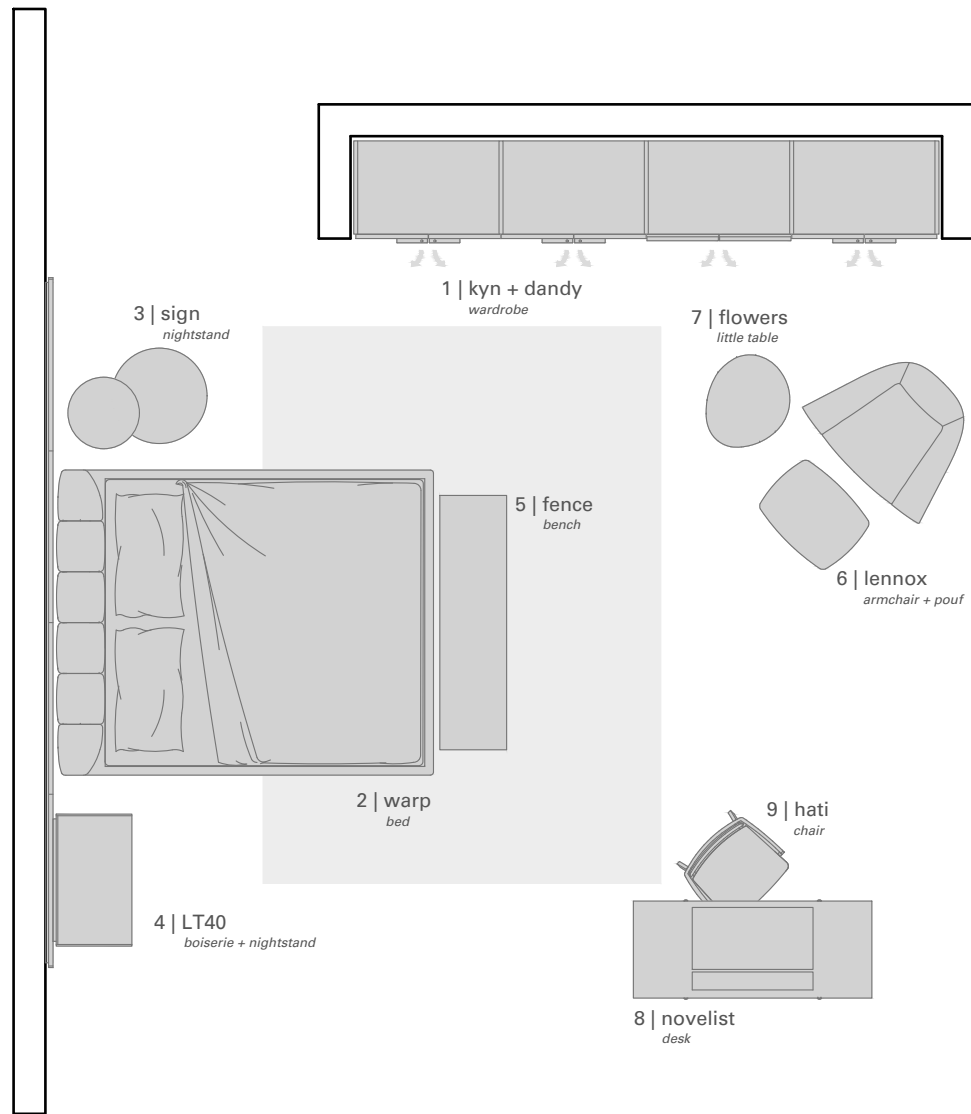






- ① mat laquered LCT 478 terracotta  
laccato opaco LCT 478 terracotta
- ② carbone oak  
rovere carbone
- ③ mat laquered LCT 906 fumo  
laccato opaco LCT 906 fumo
- ④ mat laquered LCT 477 bruciato  
laccato opaco LCT 477 bruciato
- ⑤ fabric TDD 182 kuma  
tessuto TDD 182 kuma
- ⑥ glossy laquered LCL 238 granata  
laccato lucido LCL 238 granata
- ⑦ carved canaletto walnut  
noce canaletto dogato
- ⑧ bronze metal M420  
metallo bronzo M420
- ⑨ fabric TDC 140 cassiopea  
tessuto TDC 140 cassiopea
- ⑩ tobacco oak  
rovere tabacco





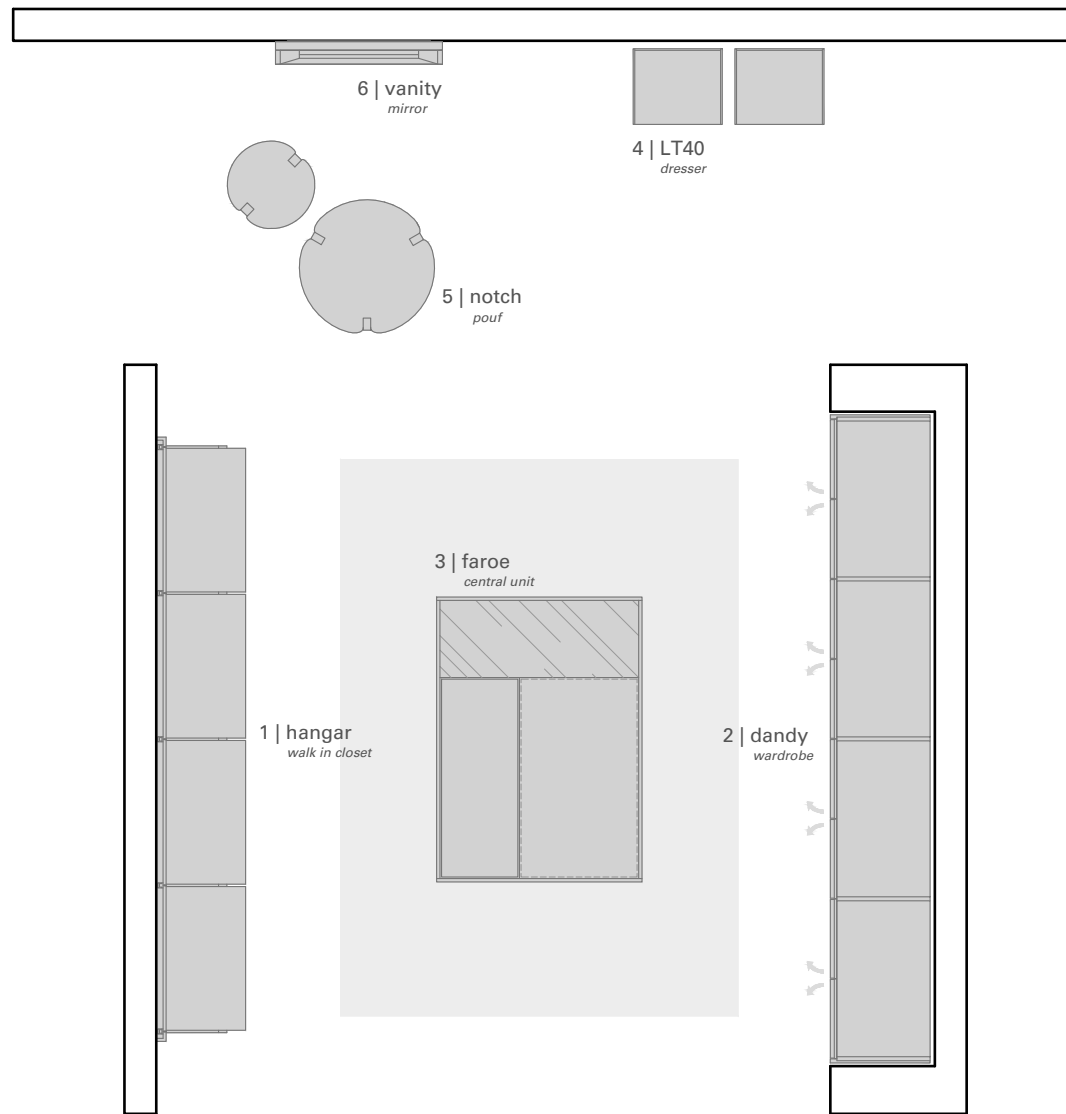




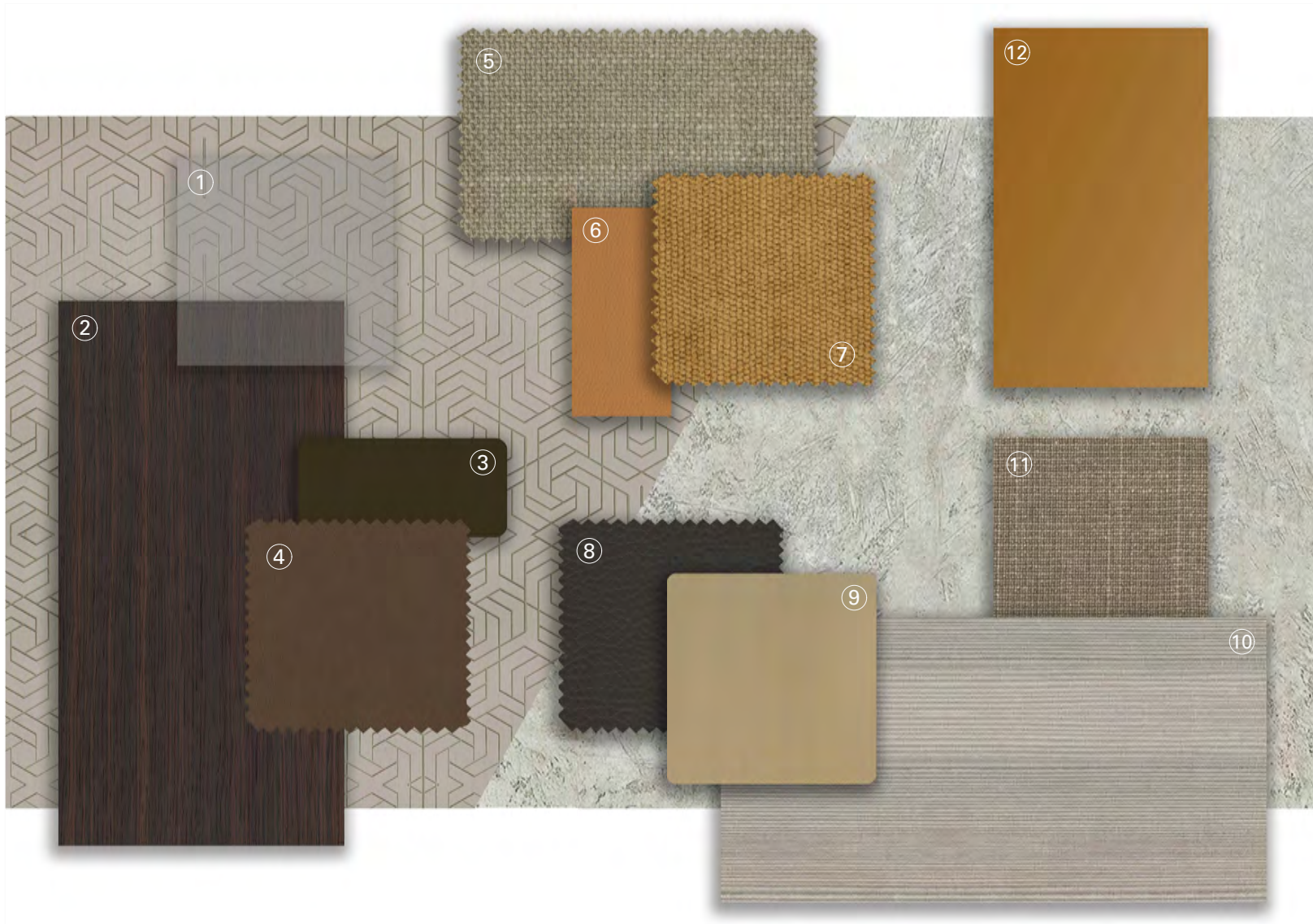


- ① mat laquered LCT 480 timo  
*laccato opaco LCT 480 timo*
- ② "millerighe" wall panels  
*pannellatura "millerighe"*
- ③ fabric TDE 645 eridani  
*tessuto TDE 645 eridani*
- ④ glossy laquered LCL 232 aneto  
*laccato lucido LCL 232 aneto*
- ⑤ carbone oak  
*rovere carbone*
- ⑥ canaletto walnut  
*noce canaletto*
- ⑦ fabric TDA 123 regolo  
*tessuto TDA 123 regolo*
- ⑧ fabric TDC 448 phobos  
*tessuto TDC 448 phobos*
- ⑨ fabric TDC 173 alya  
*tessuto TDC 173 alya*
- ⑩ mat laquered LCT 805 terra  
*laccato opaco LCT 805 terra*
- ⑪ bronze metal M420  
*metallo bronzo M420*
- ⑫ bronze metal M421  
*metallo bronzo M421*
- ⑬ visone melamine  
*melaminico visone*









- ① fumè transparent glass  
*vetro trasparente fumè*
- ② heat-treated oak  
*rovere termotrattato*
- ③ bronze metal M420  
*metallo bronzo M420*
- ④ leather PN3409 nabuk  
*pelle PN3409 nabuk*
- ⑤ fabric TDC 371 nyda  
*tessuto TDC 371 nyda*
- ⑥ aged natural hide  
*cuoio naturale invecchiato*
- ⑦ fabric TDB 405 halley  
*tessuto TDB 405 halley*
- ⑧ ecoleather moka  
*ecopelle moka*
- ⑨ sand metal M102  
*metallo sand M102*
- ⑩ grey larch melamine  
*melaminico larice grigio*
- ⑪ decorative covering DB 201 leda  
*rivest. decorativo DB 201 leda*
- ⑫ glossy laquered LCL 239 miele  
*laccato lucido LCL 239 miele*



# 110 sqm expo concept

**LEMA**

110 metri quadrati di superficie per esprimere il concetto di "casa Lema" all' interno del nostro punto vendita.

Tre diverse soluzioni di campionatura, risultato della coniugazione dei nove singoli spazi descritti nella Set Collection, riassumono il mood espositivo che Lema cerca di trasmettere al proprio rivenditore. Tre layout differenti, ma con un comune obiettivo: esprimere lo spazio espositivo Lema come concept di abitazione a 360 gradi.

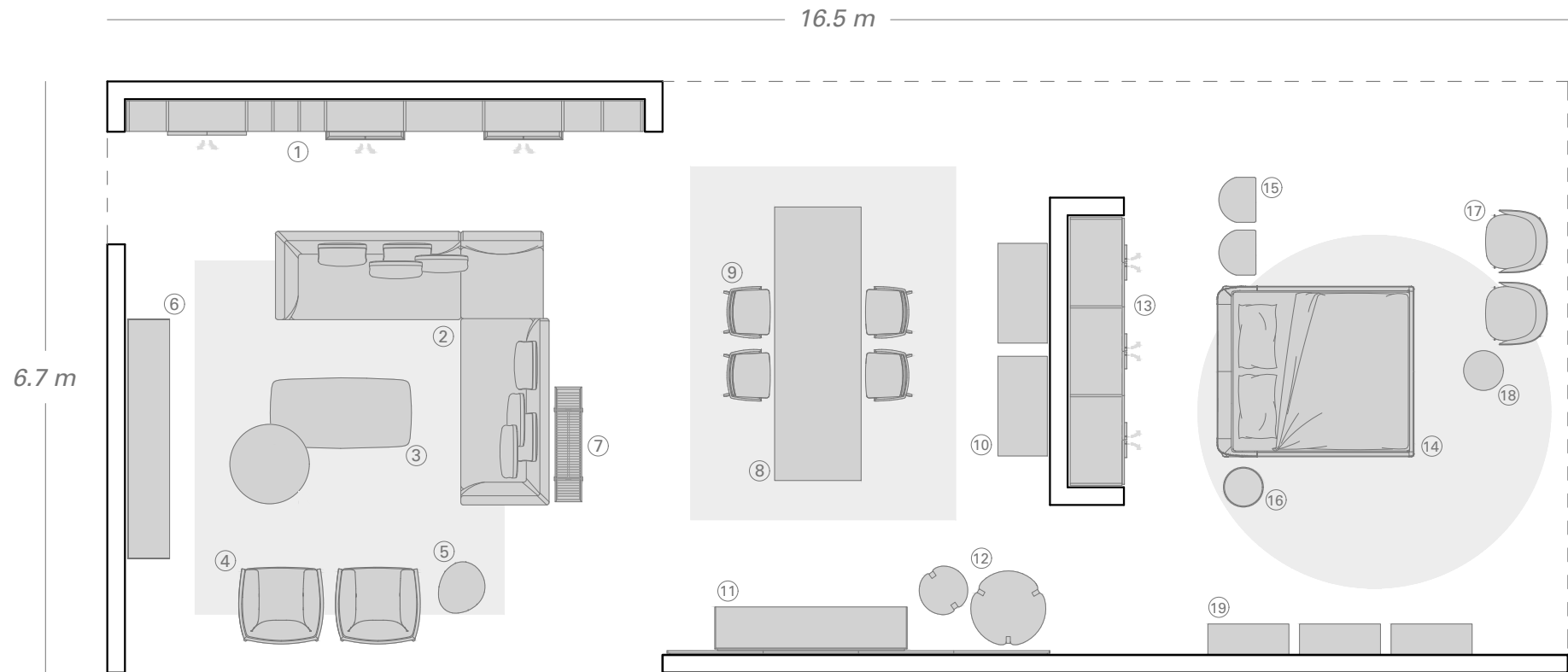
Lo spazio espositivo, quindi, concepito come punto di partenza, la casa come punto di arrivo. Organizzata, ma allo stesso tempo libera di essere interpretata e coerente al gusto personale, la casa è il nostro obiettivo finale, il luogo in cui Lema disegna e realizza l' essenza dello spazio: prodotti pensati e progettati per accompagnare percorsi privati e raccontare storie personali.

*110 square meters of surface to express the concept of "Lema home" in our stores.*

*Three different display solutions, successfully combined in nine spaces described in the Set Collection, summarize the display mood that Lema trying to submit to its retailer. Three different layouts with a common goal: express Lema exhibition space as 360-degree home concept.*

*The showroom is conceived as a starting point, home as a point of arrival. Organized, but at the same time free to be interpreted and coherent with personal taste, the house is our final goal, place where Lema designs and creates essential of space: products are conceived and designed to accompany private paths and tell personal histories.*





**living A - 39 sqm.**

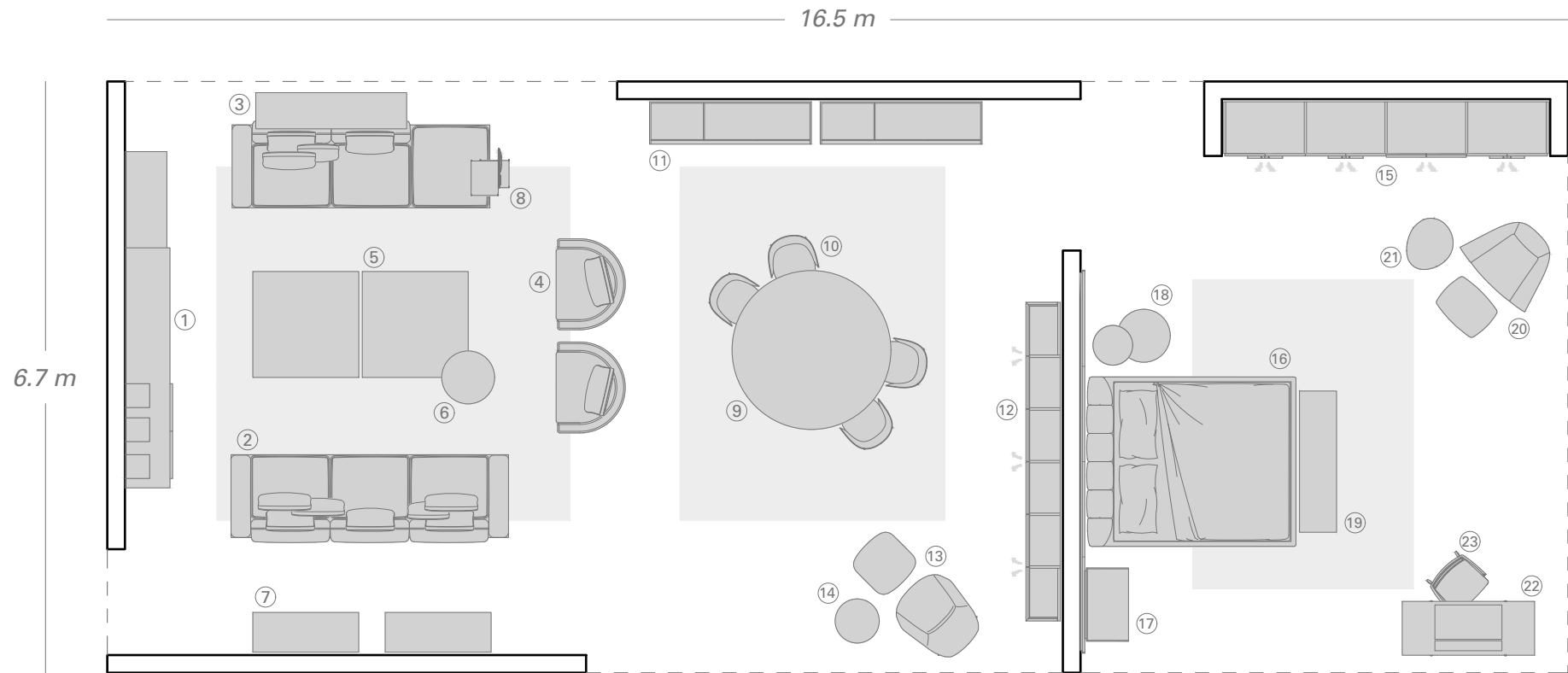
- 1 | selecta day system
- 2 | neil sofa W. 3000x3100
- 3 | oydo coffee table W. 1600  
oydo coffee table D. 900
- 4 | taiki armchair
- 5 | flowers little table
- 6 | LT40 sideboard
- 7 | boeken bookcase

**dining C - 30 sqm.**

- 8 | alamo table
- 9 | hati chair
- 10 | galerist display cabinet
- 11 | LT40 boiserie + sideboard
- 12 | notch pouf

**night A - 39 sqm.**

- 13 | seryasse hinged wardrobe
- 14 | victoriano bed
- 15 | vic nightstand
- 16 | top nightstand
- 17 | bice armchair
- 18 | sign little table
- 19 | LT40 frame cabinet



**living B - 39 sqm.**

- 1 | LT40 day system
- 2 | yard sofa W. 3140  
yard sofa W. 2920
- 3 | courtyard open element
- 4 | alton armchair
- 5 | cruise coffee table
- 6 | sign little table
- 7 | glance display cabinet
- 8 | note little table

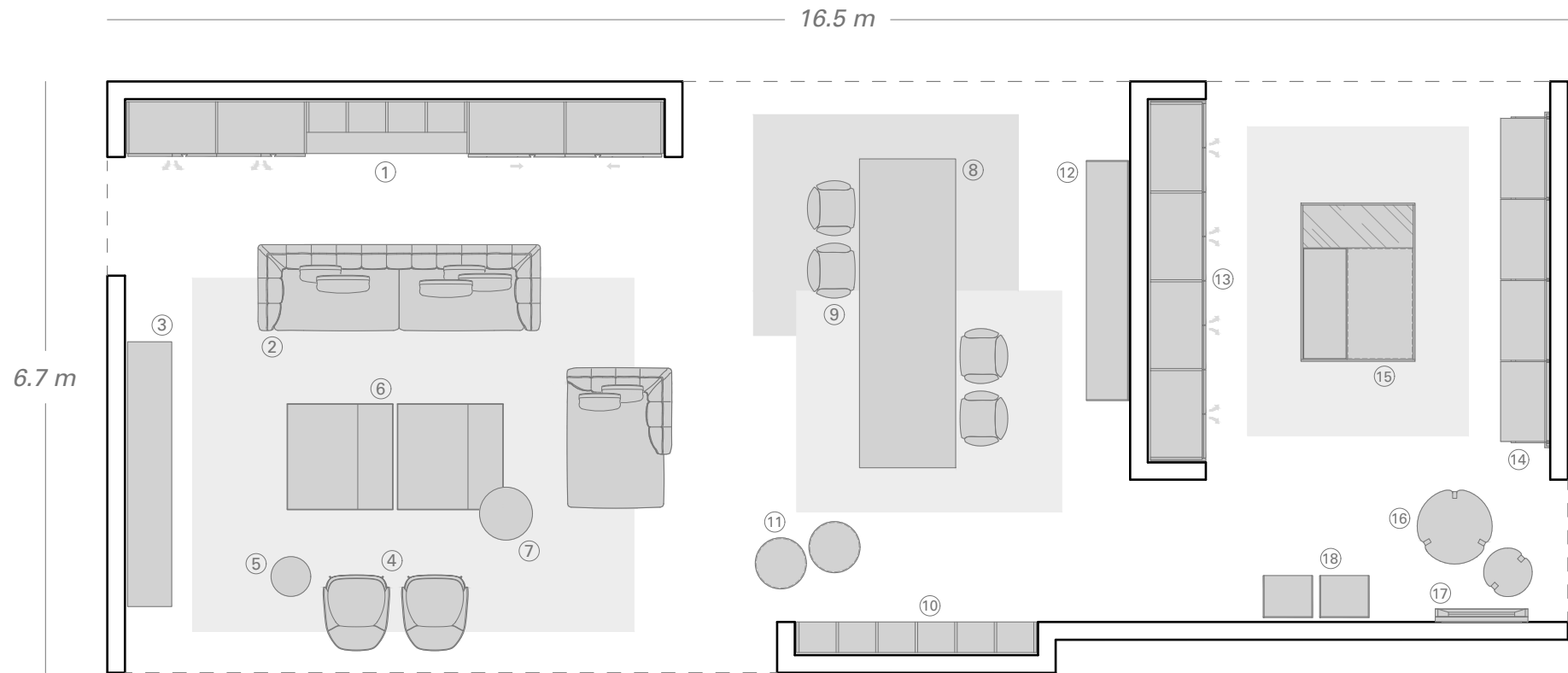
**dining A - 35 sqm.**

- 9 | bulè table
- 10 | bea little armchair
- 11 | cases sideboard
- 12 | selecta day system
- 13 | lady jane bergere + pouf
- 14 | mr. zheng little table

**night B - 36 sqm.**

- 15 | kyn + dandy hinged wardrobe
- 16 | victoriano bed
- 17 | LT40 boiserie + nightstand
- 18 | sign nightstand
- 19 | fence bench
- 20 | lennox armchair + pouf
- 21 | flowers little table
- 22 | novelist desk
- 23 | hati chair





**living C - 43 sqm.**

- 1 | naica + selecta wardrobe + bookcase
- 2 | warp sofa W. 3200  
warp dormeuse W. 1580
- 3 | long island sideboard
- 4 | fantino armchair
- 5 | sign little table D. 450
- 6 | mansion coffee table
- 7 | sign little table D. 600

**dining B - 34 sqm.**

- 8 | shade table
- 9 | tabby little armchair
- 10 | selecta day system
- 11 | pouf round pouf
- 12 | LT40 sideboard

**night C - 33 sqm.**

- 13 | dandy hinged wardrobe
- 14 | hangar walk in closet
- 15 | faroe central unit
- 16 | notch pouf
- 17 | vanity mirror
- 18 | LT40 dresser

## *thanks to*

---

### **Lema marketing department**

*project leading, moodboard and styling selection*

### **Alessandro Consonni**

*rendering artist*

### **Osborne & Little**

#### **Vescom**

*wallpapers selection*

### **Golran**

#### **GT Design**

*rugs selection*

### **Flos**

#### **Vibia**

#### **Oluce**

#### **Edizioni**

*lamps selection*



LEMA s.p.a.  
22040 Alzate Brianza  
st. statale Briantea, 2  
Como - Italy  
[www.lemamobili.com](http://www.lemamobili.com)