

MATTIAZZI PRESS RELEASE
3daysofdesign, Copenhagen (June 18-20)

**“STELO” CHAIR BY INDUSTRIAL FACILITY AND “ZONA” RUG COLLECTION
BY ANNAHITA KAMALI AND FLORIAN BÖHM, PRESENTED FOR THE FIRST TIME IN SCANDINAVIA**

May 2025

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3daysofdesign has become one of the most anticipated events on the international design calendar, bringing together the global A&D community in the heart of Copenhagen. For the fourth consecutive year, Mattiazzi returns to the elegant setting of Frederiksgade 1 in the Frederiksstad district. This year, Mattiazzi is proud to present the Scandinavian debut of the STELO chair by Sam Hecht & Kim Colin (Industrial Facility) and the ZONA rug collection designed by Annahita Kamali and Florian Böhm. These two launches, emblematic of Mattiazzi's refined aesthetic and continued exploration of craft, will be exhibited alongside a selection of the brand's most iconic designs.

Konstantin Grcic, Artistic Director of Mattiazzi in collaboration with Annahita Kamali and Florian Böhm / Studio AKFB (responsible for visual language and communication), has chosen two distinct research directions for 2025. On one hand, there is the more classic path, focusing on the design of a new chair, STELO (designed by Industrial Facility), while on the other, there is the diversification of the Mattiazzi catalogue through the introduction of a new product category: a rug collection designed by Annahita Kamali and Florian Böhm.

STELO, the new chair designed by Sam Hecht and Kim Colin of London-based Industrial Facility, continues the collaboration that began with the BRANCA chair (2010), one of the most celebrated designs in Mattiazzi's collection. STELO draws inspiration from the Windsor chair, but with a modern reinterpretation. The design emphasizes the careful balance of Mattiazzi's expertise in craftsmanship and advanced machining, resulting in a chair that prioritizes both precision and sustainability. Every element of the chair is thoughtfully considered, from the craftsmanship to the minimal impact on resources. The chair is available in four finishes: sage green, black, turquoise and natural wood.



Since its debut at the Salone del Mobile, Mattiazzi has embraced a simple but evocative approach to introducing new products. Each release is accompanied by carefully curated imagery to create an atmosphere and tell a story about the product. Over time, the research has evolved to include explorations into abstract imagery, partly generated through artificial intelligence. For the ZONA collection, Annahita Kamali and Florian Böhm took inspiration from these images, transforming them into preparatory drawings for a series of three carpets. Available in two sizes (170×240 cm and 250×300 cm), the carpets are made from 100% hand-spun New Zealand wool and are hand-knotted in Nepal. Mattiazzi oversees the entire production process, ensuring that the carpets meet its commitment to quality, sustainability, and respect for the labour involved.

