

DESIGN MASTER



SERICO DESIGN

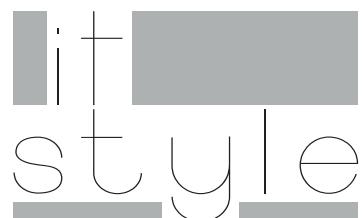
LEATHER SPECIALIST

CABAS

CONTRACT FURNISHINGS

FURNITURE E-STORE
AND FURNITURE
MANUFACTURER. WE
KNOW HOW TO SHOP,
SUPPLY AND SHIP

SedieDesign



AFFORDABLE LUXURY

SINTESI[®]

LENARDI DESIGN

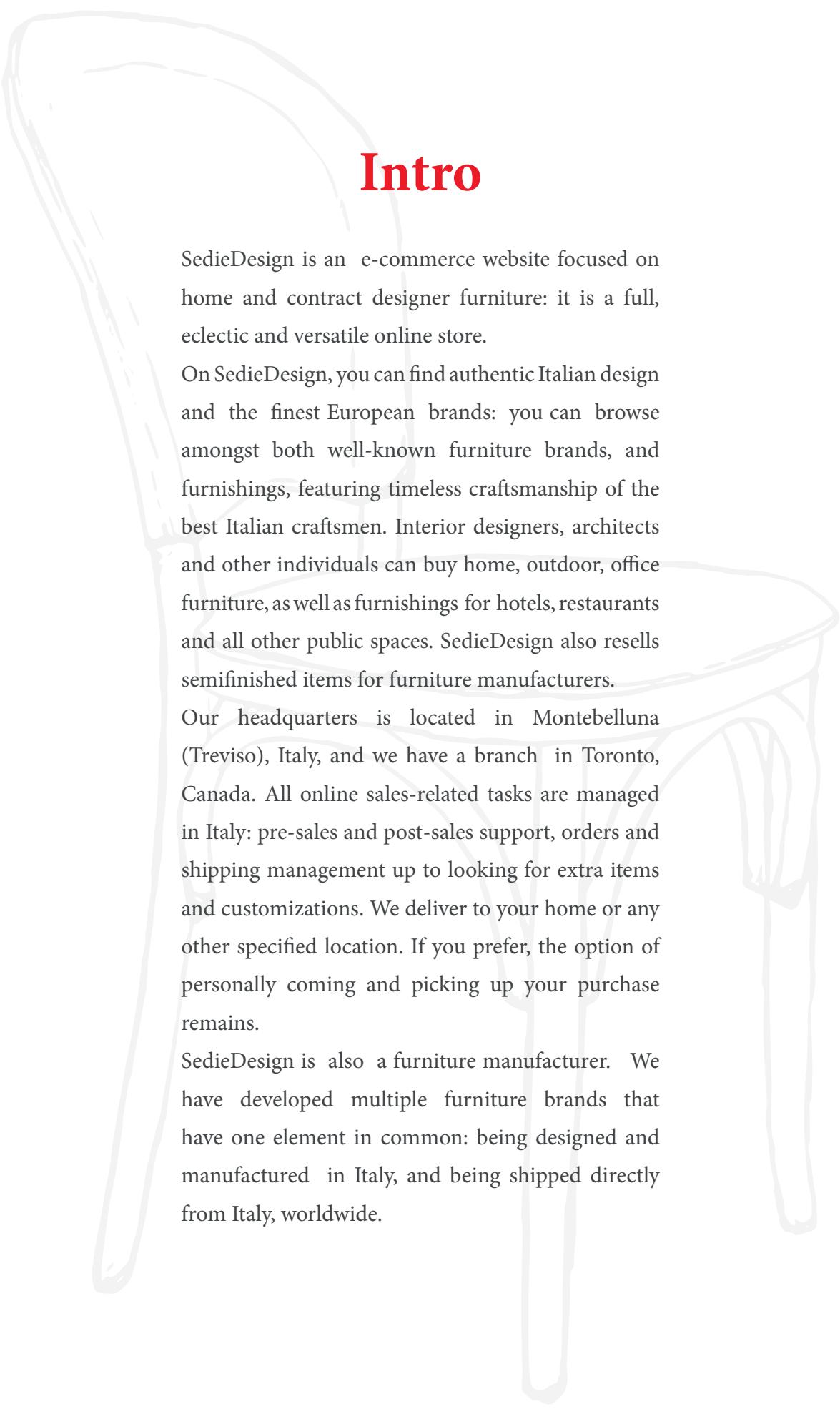
DEMOCRATIC DESIGN

streetroom.it

VINTAGE TASTE



HIGH-END FURNITURE



Intro

SedieDesign is an e-commerce website focused on home and contract designer furniture: it is a full, eclectic and versatile online store.

On SedieDesign, you can find authentic Italian design and the finest European brands: you can browse amongst both well-known furniture brands, and furnishings, featuring timeless craftsmanship of the best Italian craftsmen. Interior designers, architects and other individuals can buy home, outdoor, office furniture, as well as furnishings for hotels, restaurants and all other public spaces. SedieDesign also resells semifinished items for furniture manufacturers.

Our headquarters is located in Montebelluna (Treviso), Italy, and we have a branch in Toronto, Canada. All online sales-related tasks are managed in Italy: pre-sales and post-sales support, orders and shipping management up to looking for extra items and customizations. We deliver to your home or any other specified location. If you prefer, the option of personally coming and picking up your purchase remains.

SedieDesign is also a furniture manufacturer. We have developed multiple furniture brands that have one element in common: being designed and manufactured in Italy, and being shipped directly from Italy, worldwide.

ITALIAN DESIGN FURNITURE TO NORTH AMERICA

IT Style and SediaDesign are bringing the best furniture designs from Italy and Europe to Canada and the United States. Two companies with highly specialized services for furniture enthusiasts bring their products to North America.



TORONTO, ONTARIO, CANADA



Based in TORONTO
Importer
Agent
Logistics services provider
B2B e-commerce

TREviso, Venice Area, Italy



Based in ITALY
Furniture consultant
Product designer
Logistics services provider
B2B e-commerce

1 e-commerce
100+ local e-stores
worldwide shipping

2 CONTINENTS COMMON B2B TARGET AUDIENCES

- + contractors
- + interior designers
- + architects
- + furniture industry
- + business owners

FROM ITALY WITH LOVE

- + logistics
- + customization
- + furniture research
- + consultancy
- + product design
- + furniture import
- + e-commerce
- + custom furniture

WHAT ARE YOU LOOKING FOR?

A PIECE OF FURNITURE

With over 30 years of experience in the furniture industry, we are confident in the quality of our products. Contact us if you are looking for excellent furniture.

CUSTOM FURNITURE ITEMS

We are able to fully customize Italian furniture by designing, creating 3D models, developing prototypes and manufacturing custom Italian furniture requests.

ALTERNATIVE PRODUCTS FOR PROJECTS

If you have technical specifications and need a product made similarly, we are able to match budget and style, without losing the Italian furniture authenticity.

ONLINE FURNITURE DESIGN SHOP

Visit www.sedia.design if you are looking for furniture to buy online. Authentic Italian design and the finest European brands are available.

FURNITURE AGENTS AND IMPORTERS

Ask our professional and organized agents to find for you the best authentic Italian and European furniture and manage logistics from Europe to North America.

INTERIOR DESIGN CONSULTANT

Our consultants provide you with endless furniture design ideas and projects, whether they are to furnish public spaces, offices, buildings or private properties.

✓ solutions found

✓ needs easily fulfilled

✓ problems solved

SedieDesign brands

SedieDesign growth is based on one principle: combining deep knowledge of furniture manufacturing and a watchful eye to furnishing trends with logistics, marketing, graphic design and information technology to generate an online sales presence. Our presence as an e-store is backed with high-end product design and materializes with our brands. Each brand has its own target audience and vision. We consistently keep a close eye on the furniture market, pinpointing gaps and opportunities to catch and fill voids with new pieces of furniture. Furnishings that enhance spaces ergonomically and are intended for everyday-use. Products are meant for hotels, restaurants and bars, business and office settings, or even residential areas. The ultimate goal of SedieDesign is to provide a vast range styles of furniture while simultaneously encouraging and preserving each brand's strong identity.

Sintesi

Sintesi has been manufacturing indoor furniture since the beginning of the 1980s. The year 2017 represents its new beginning.

Sintesi is a phoenix, that thanks to the commitment of SedieDesign srl, is back on track and ready to serve the international market with best sellers which for over 30 years have furnished homes and offices worldwide.

The brand Sintesi has been reborn today: it keeps its identity, takes the best of the past, but is willing also to set a breaking point between the Sintesi that it used to be, and the Sintesi that it will be.

Sintesi is very much anchored to Italy and production techniques, but at the same time, it is a brand that lives for globalization: a world full of demands, urges, tastes and needs that require stylish and versatile pieces of furniture.

Sintesi collections are the sum of ideas, thoughts that adapt, and images that become objects. Sintesi collections stand up to their competitors. We are inspired by those people who are able to see things from another point of view, and from those companies that have been able to change behaviours and lifestyles through their products. Design is part of who we are.

Sintesi brand website: www.sintesi.design

SINTESI

Montina

Founded in 1919, Montina has been one of the leading companies that created the history of Italian product design in the furniture segment. It collaborated with some of the most well-known designers worldwide, such as Gio Ponti, Carlo De Carli, Ilmari Tapiovaara, Eero Arnio, Werther Toffoloni or Vico Magistretti – these collaborations resulted in furnishing top restaurants and hotels as well as private homes. Montina has always believed in the need to combine formal research and technology to provide the market with chairs, tables and furniture with the utmost care taken to manufacture unique pieces. For this reason, Montina collections fit private and public spaces, bringing that twist of democratic luxury that can significantly make a difference in the look and feel of each and every place.

Diverse forms and design languages are expressed via fine woods, united under a single, powerful image: this is the origin of the 'Montina House', a house for the cultured and the inquisitive people. People who understand current fashions and how to combine them with the oldest Italian tradition.

Montina means affordable luxury, Dolce Vita, Italian nostalgia and fine decor.

Montina brand website: www.montina.it



Cabas

The contract market is the segment Cabas mainly turns to. Cabas has always focused its attention on the questions related to furniture safety and reliability, especially on those parts, such as seats, that undergo most strain during use. Law often directly regulates product safety but when it is not expressly ruled, it remains an essential characteristic that each single item must respond to its use and, in particular, to the category of users that require special aid (i.e., children and the elderly).

Starting with the traditions of woodworking and increasing its profound knowledge of seating-construction techniques and system, Cabas has become one of the leading manufacturers of seating for business centres, hotels, headquarters and restaurants.

Cabas items have precise characteristics, sophisticated expressions, targeted design and production solutions to meet all official standards in terms of structural characteristics, adaptability, fire-proofing, ergonomics, and mechanical safety for contract use. Cabas boasts a prestigious portfolio of works done worldwide for the most prestigious customers.

In the year 2017, the brand Cabas has been acquired by SedieDesign srl.

Cabas brand website: www.cabas.it

EsseDesign

EsseDesign concentrates on its fine Italian design and Made in Italy manufacturing. EsseDesign collections include furniture items for everyday use, whose strong personality shines through their stunning look. EsseDesign always keeps maximum comfort and functionality in mind to develop compelling furnishings for the global market. EsseDesign's various collections are proof that they can create anything, from customizing upholstery to new shapes, while also focusing on adaptability and practicality. Choosing EsseDesign means choosing Italian creativity and deep knowledge of furniture. Flair, quality, meticulousness and talent are the key features of EsseDesign. Collections include waiting room & reception area furniture, kitchen and dining chairs, coffee tables, stools, bookcases, beds and tables. Their most recently released items are Twist versatile side table, Trilliant table and Fifth Avenue interchangeable bookcase.

EsseDesign brand website: www.essedesign.it



SedieDesign

SedieDesign

SedieDesign collections are the result of collaborations between furniture manufacturing companies based in Italy and the genius of the staff behind their e-store www.sedie.design. SedieDesign gathers talent from small Italian enterprises. They all showcase the same traits: skill, experience in the fine furniture business, being detail-oriented and constantly emphasizing the importance of using top-quality materials. It is because of this that SedieDesign furniture can display a tastefully diverse, and high-quality selection of furnishings for both the home and contract industry. SedieDesign collections include upholstered chairs and armchairs, furniture replicas, chair replacement, benches and office seating. SedieDesign is aware of the increasing interest for bathroom furnishings online: it is for this reason that SedieDesign now includes shower enclosures and bathroom cabinets.

streetroom.it

Streetroom.it

If you love clean lines, down-to-earth retro styles and are crazy for industrial-themed furniture, you cannot miss Streetroom.it furnishings. Its industrial style furniture has a strong and distressed personality, while concurrently exhibiting flexibility.

Streetroom.it showcases its industrial theme through various type of furnishings, through leather and steel used in seating and tables, and its flexibility. Industrial furniture has the ability to blend in with other furniture styles. As a result, you will see a unique and welcoming mix, with strong colour contrasts that made reinterpretation of the past the key for its success. Streetroom.it specializes in making metals, woods and thick leather alternatives collide, creating furnishings with a strong contemporary and retro feel. With that being said: Edison style vintage lamps, metal dressers and closets, leather seating and upholstery perfectly encompass the overall style of this brand.

Streetroom.it collections are dynamic: we are constantly looking for inspiration to provide furniture and upholstery that fit in with vintage and industrial atmospheres.

Streetroom.it brand website: www.streetroom.it

SericoDesign

SericoDesign is a 100-year family business, specializing in leather furniture design and manufacturing.

Flexibility, attention to detail, passion and innovation – these are the values that make SericoDesign unique - while understanding the needs and wants of their customers and using the finest thick leather to produce furniture items is the focus and mission of SericoDesign.

SericoDesign collections include chairs, stools, chaise lounges and other furniture that can be customized in any leather colour and stitching. Choosing SericoDesign means investing in designer items that contain pure Italian talent. SericoDesign collections are one of a kind - as each leather piece is.

SericoDesign brand website: www.serico.design



LenardiDesign

Top-quality materials and finishes led LenardiDesign to become furniture manufacturer for several influential brands in the Italian design panorama. Subcontract seating manufacturing is the core focus of LenardiDesign: thanks to SediaDesign's e-commerce business, LenardiDesign is an independent brand for B2B and B2C target. LenardiDesign furnishings target the medium-high market, a refined public in love with discreet luxury. Finishes of seats, backrests, structures and upholstery can be chosen amongst different types of woods, thick leather, eco-leather and fabrics that can also be provided by the customer. Customization and quality traits make LenardiDesign an affordable luxury design brand. LenardiDesign brand website: www.lenardidesign.com

Product design step by step

Purchasing furniture is the last step of an extensive process that starts from an input by business owners, designers, architects or contractors, passes by hand-drawn sketches, virtual models, prototypes and manufacturing.

Target audience, appropriate use, cost efficiency and feasibility are always kept in mind before starting with product design.

Let's consider an actual example. SedieDesign was asked to design and manufacture a small armchair for hotels. Such armchair has been called Neuma, by brand Essedesign.

#1

SedieDesign started from scratch: hand-drawn sketches, 2D A models and 3D B models.

#2

Moulding.

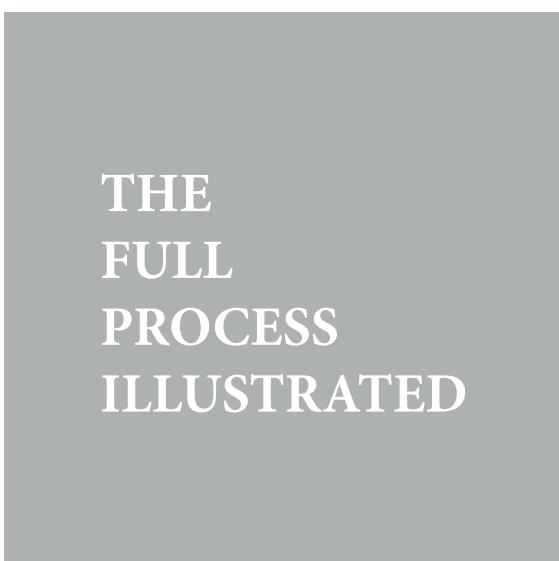
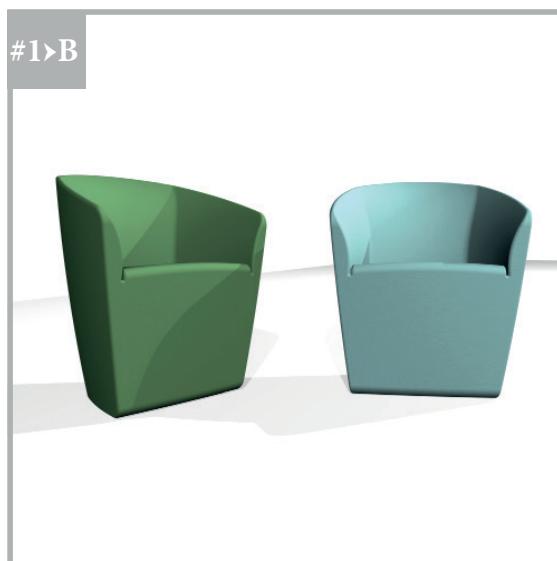
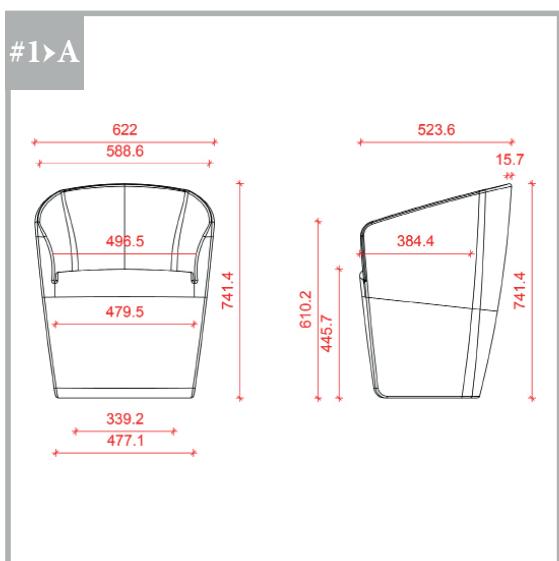
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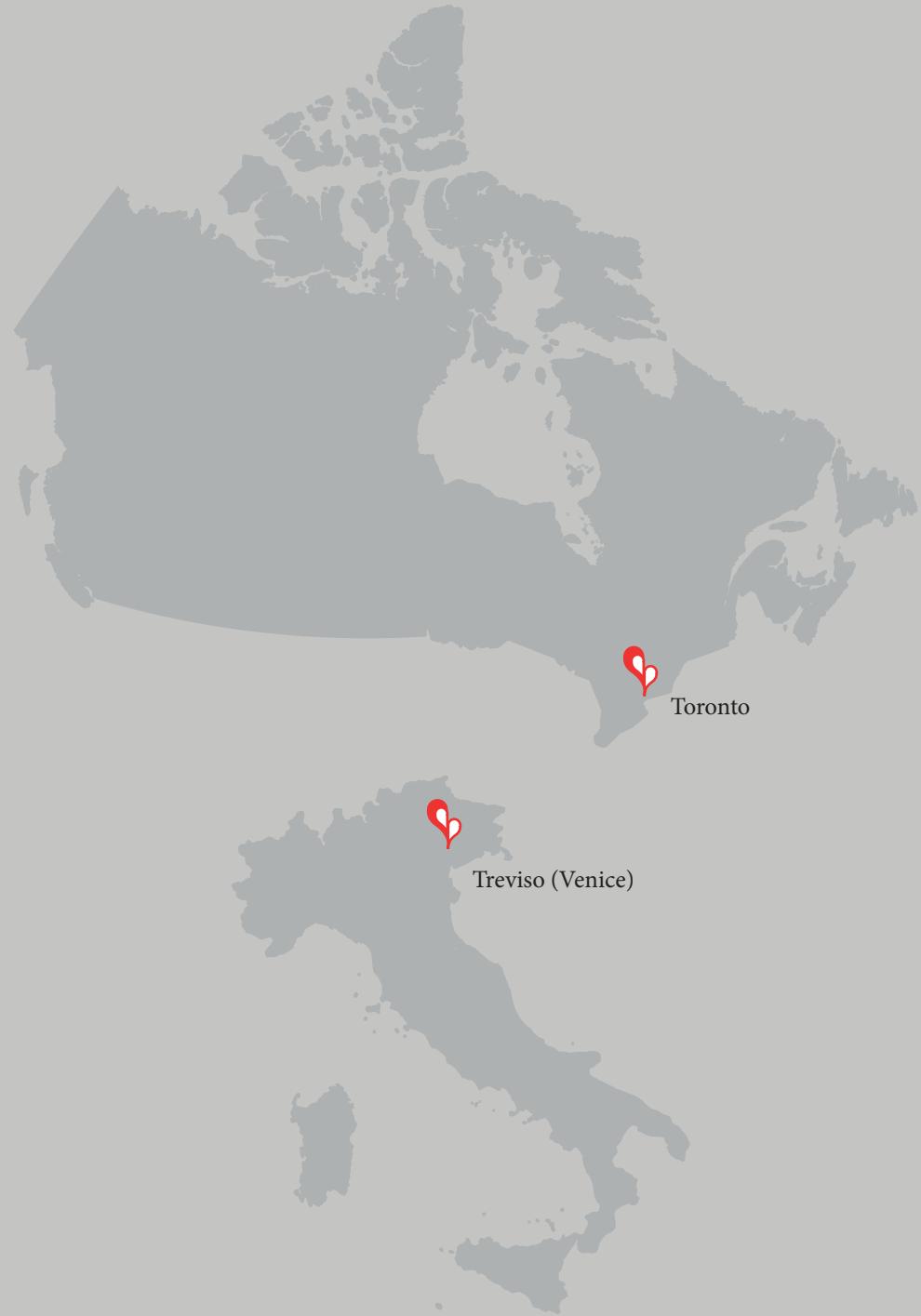
Upon verifying and completing all prior steps, the prototype is ready to be manufactured for further controls. As well as research, concept and modelling, also prototyping involves extensive testing to see, at last, vision becoming reality. Finally, the prototype needs to be further tweaked before sending the final design to be manufactured.

#4

The initial concept has become a sketch, which evolved into a two-dimensional image, a 3D model and turned into a prototype ready for industrialization. A new piece of furniture is ready to enter the market.

Concluding the history of Neuma: such armchair has been tested and has finally become a mass-product manufactured by a local Italian furniture company. For further info: www.sedie.design/it/neuma-essedesign





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