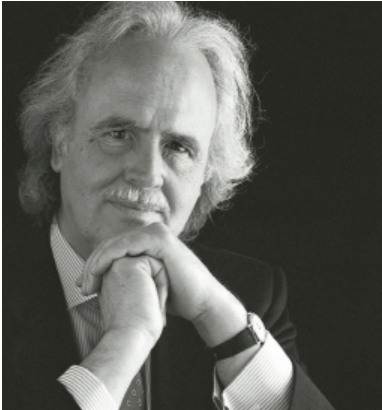


## The Evolution to the Modern Age



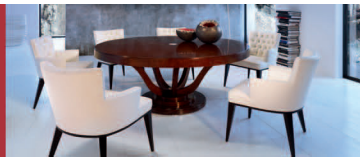
Architect and Designer  
Lorenzo Bellini

*Italian Architect and Designer Lorenzo Bellini Creates Decidedly Modern Furniture for SELVA*

The renowned Italian architect and designer Lorenzo Bellini has already created several outstanding collections for SELVA, such as Downtown, Heritage J. S., and Vendôme. With the new program, he has not reinterpreted forms from the past but rather created a timelessly modern design with a mix of materials.

The balance between the lines, the comfort, and the functionality is what makes a “perfect” piece of furniture for Bellini, although its recognition value cannot disturb the delicate balance of the interior design. Regardless of whether an object is a piece of furniture or something else, it never exists as an end in and of itself, but rather as the result of a careful analysis of its use and target group. Which is what brings together the resources and the essence of the client with those of the designer, bringing them to life.

With the development of the exclusive furniture for SELVA, Bellini was very careful to involve the history of the manufacturer, which became world-renowned through its production of period furniture, and to make use of the existing treasures as a starting point. He united the masterful craftsmanship and the top-quality materials of SELVA with his passion and dedication. Thus he designs expressive, top-quality furniture that is conceived for those customers who are seeking something extraordinary and timeless. Furniture, Bellini explains, can be effortlessly integrated into any context like a “pass key”: both in a modern loft and in an interplay with antiques and vintage furniture.



### Bergère ASTORIA

The Bergère chair is not just Lorenzo Bellini's personal favorite piece – it has also inspired the entire new program for *Philipp Selva Home* that he designed. The intuition of the architect to process the leather covering to an innovative whiteness leads to it flowing together with the wood structure of the chair for the two elements to form a harmonious whole. This innovation provided the impetus to likewise venture to create an evolution with the other pieces, and furniture came into existence with a decidedly modern appearance.



### Sideboard WALDORF

The design of the sideboard is characterized by clear, futuristic lines. The cherry – the traditional material from which this piece of furniture is created – was likewise revived by Bellini in an emphatically modern manner. The white or gray lacquered finishes in combination with the colored leathers create a breathtaking contrast and emphasize the affectionate details. This has led to a timeless design that lends any room a breath of refinement.



### Table WALDORF

The world-famous Waldorf Astoria in New York was the inspiration for more than just the name of this table for *Philipp Selva Home*. Bellini wanted to unite in his furniture the special features of the Waldorf Astoria, which embodies classic elegance and modern splendor and is captivating with its incomparable hospitality. The combination of the elegant wooden frame with the succinct, matte-black iron legs forms a harmonious dissonance between the classic and the modern. Within that context, the clear lines of the table legs intentionally form the "W" of the Waldorf Astoria. Lorenzo Bellini has created a table that is an invitation to spend pleasurable evenings in convivial company which will remain in the memory for a long time after.