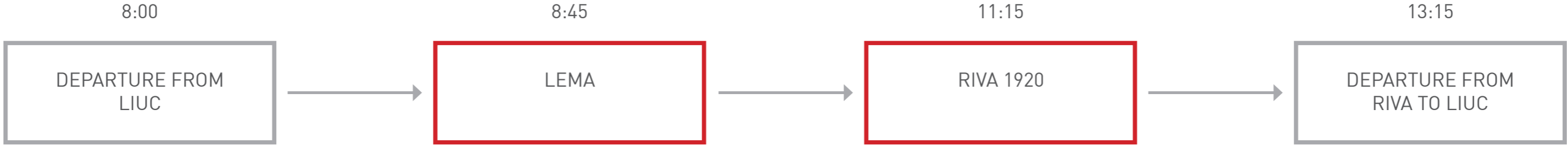




DESIGN MANAGEMENT COURSE  
*Company Visit*  
*7th March 2018*

DESIGN MANAGEMENT



## LEMA

For more than 40 years, LEMA has championed the 'Made in Italy' aesthetic by expertly mixing innovation and tradition, turning quality and personalisation into its unique selling point.

LEMA's strength lies in its extraordinary manufacturing ability and typically Italian excellence, allowing the company to combine the values and technological efficiencies of a large enterprise with fine and unrivalled craftsmanship.



Great care is paid to each production phase, from design, thanks to the close collaboration with designers, to the final product. Indeed, the essence of Italian design, and the way in which LEMA interprets it, lies in attention to quality. The common thread that binds all the products of the assorted catalogue is the essence of comfort and harmony of slow living. Conviviality, relaxation and warmth are the key words.



Founded in 1970 and still owned by the Meroni family, LEMA has a strong tradition dating back to the 1930s. The 1940s saw the opening of the first store in Milan city centre. Here, during the years of the economic boom, LEMA was able to collaborate with the first nationally recognised architects and designers to embrace a production characterised by a more modern aesthetic. The collaboration with Angelo Mangiarotti was one of the first and most important relationships when he was entrusted with the design of the Alzate branch in the 1970s to start furniture production on an industrial scale.

LEMA was the first Italian company to develop a load-bearing side-panel system in various finishes and made-to-measure wardrobes, custom-built for the client. LEMA's attention to the customer and great customisation ability are typical characteristics of the firm's ethos.

Today, the Group's divisions consist of LEMA Casa, LEMA Contract and International Office Concept.



## RIVA 1920

The products that make up the Riva 1920 collection are made of genuine solid wood of reforestation, using varieties such as maple, cherry, oak and walnut. Characteristic feature of the company is the wood of reuse, such as the thousand-year old Kauri from New Zealand, Briccole of Venice and the scented cedar from Lebanon.



## RIVA 1920

Riva 1920 pays great attention on selecting the best materials to be used in their furniture collection, characterized by reliability and long duration. The quality of the raw materials is at the base of the production process and starts with the choice of the most prestigious wood together with wood coming from controlled reforestation areas. The research for quality of the materials can be found in the whole production chain, from the metal bases to the hardware, to leathers and textiles, which are available in a wide selection of colors. Every element undergoes detailed tests to verify quality and functionality and uses vinyl glues and are finished with oil and natural wax, the guarantee of a 100% natural product.



Tane Mahuta in Maori means Millennial Kauri, which is the native biggest and most famous tree of New Zealand, and also the oldest wood of the world. Grown up in the Jurassic period these vegetal giants have been cut down by enormous natural disasters more than 50.000 years ago thus remained buried under meters of mud and unchanged until our days. Logs up to 70 meters of length and 9 meters of diameter are brought to light again, which are true natural sculptures ready to be transformed into unique design pieces.





Riva products come from working techniques of the wood tradition, thanks to our wise artisans and to the use of advanced technologies. This allows the realization of products of great quality, which have their own distinctive characteristics and which can be easily adjustable to custom-made products. The final product undergoes a functional test and an analysis of the aesthetic conformity, in order to respect the original design.

