

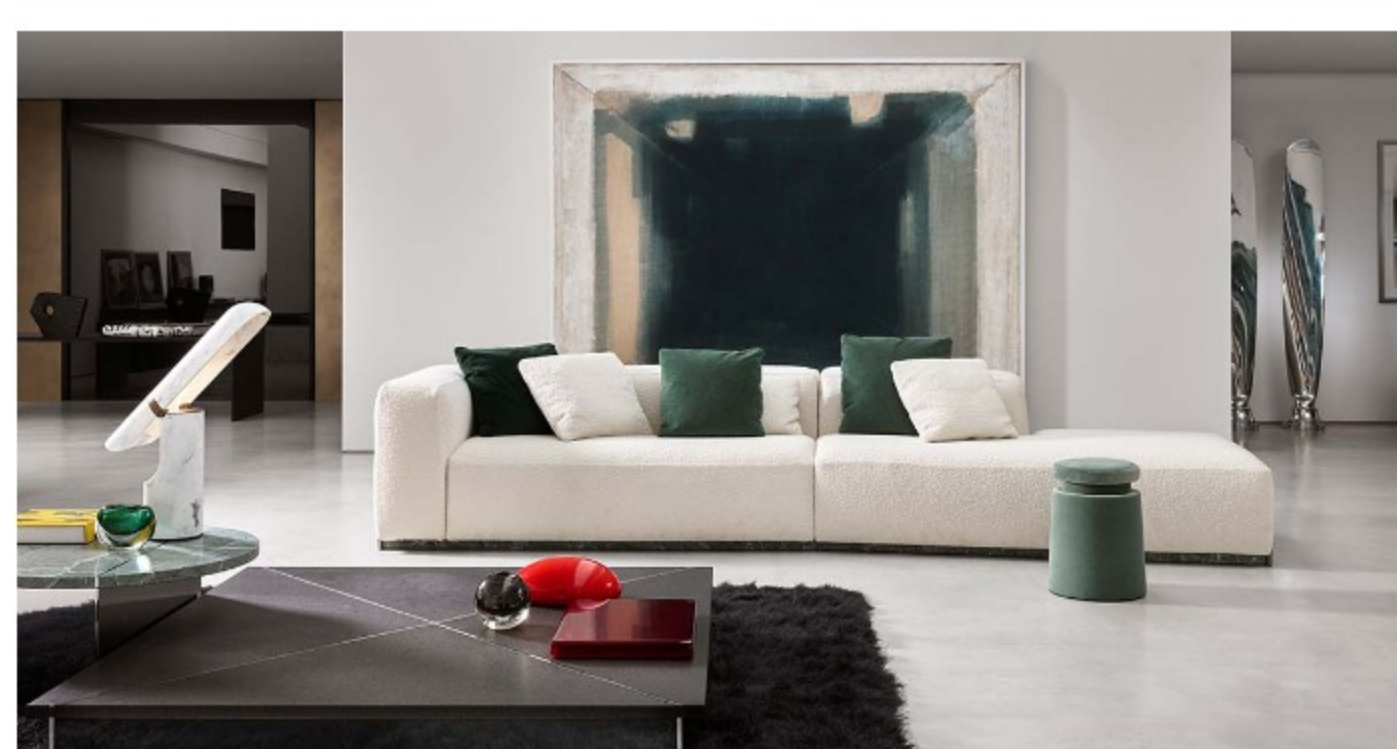
# An ode to the sculptural beauty of marble, through art and design

NEUTRA opens its first exhibition space in Brianza, at Birago, in the heart of the Furniture District: a home-space for full immersion in a new physically poetic language

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Islas table, design Draw Studio - NEUTRA showroom, Birago



Terrae sofa, design Draw Studio & Révérence lamp, design atelier oï - NEUTRA showroom, Birago

A sophisticated exhibition space flooded with natural light, where furniture design and art coexist: this is the new exhibition space facility of **NEUTRA**, opened in **Birago, Brianza**, in the heart of the Furniture District, to welcome architects, designers and clients. The display design by **Migliore+Servetto**, also the creative directors of the company, creates a space conceived as immersive, in which to discover furnishings and works of art.

NEUTRA collections stand out for their exclusivity and refinement, the result of complex workmanship and effective measures for personalization. Every piece bears witness to mastery and innovation, characterized by carefully selected materials and unique details that convey a sense of timeless elegance. These top-quality creations, which also include limited edition collections, have been developed to respond to the needs of a sophisticated clientele with refined tastes. All the proposals express timeless elegance and are the result of a heritage of over 140 years boosted by the driving force of the entry in the management of **Emanuele Chicco Busnelli**, the son of **Piero Ambrogio**, the historic founder of **B&B Italia**.



Dima mirror, design Migliore+Servetto - NEUTRA showroom, Birago



Adym collection, design Gabriele & Oscar Buratti - NEUTRA showroom, Birago

Passion, creativity and sartorial expertise are the values that become tangible in the pathway through the different areas. At the entrance of the first floor, the **Adym** collection by **Gabriele & Oscar Buratti** welcomes visitors with a sculptural table and a bookcase in Verde Alpi marble. The table brings out the poetry of the natural stone with doubled legs connected by metal details, while the bookcase is characterized by a system of thin aluminium tops, supported by double marble bases, which can be composed with extreme freedom to create solutions of different levels and organise spaces in different and articulated ways.

Next in the large living space come the new proposals created by **Draw Studio** of **Luca Martorano** and **Mattia Albicini**: on one side, the visionary and impressive **Islas** table formed by two distinct parts in mixed Cipollino marble; on the other, the rigorous **Terrae** modular sofa, in which a marble shell forms a contrast with the abundant, welcoming upholstery, and the **Delos** coffee tables with a metal base and a top available in marble or leather.



Terrae sofa & Delos coffee table, design Draw Studio - NEUTRA showroom, Birago



Micelio modular system, design atelier oï - NEUTRA showroom, Birago

The journey continues in the area set aside for the creations of **atelier oï**, the Swiss design studio founded by **Aurel Aebi**, **Armand Louis** and **Patrick Reymond**, with the **Micelio** modular low table system and the **Révérence** family of table and floor lamps. On the wall, the **Dima** mirror in aluminium and salvaged marble, designed by the studio **Migliore+Servetto**, plays with 3D effects.

The space becomes truly unique thanks to the view onto a large internal garden, where the large windows create a harmonious indoor-outdoor dialogue. Here visitors can see the new collection by **Mario Bellini**, **La Grande Muraglia Outdoor** - two and three-seat sofas, an armchair and a chaise longue in Bianco Covelano marble: this is the modern activation of the idea of a majestic chair based on collaboration between Bellini and **Piero Ambrogio Busnelli** in 1981.

Set design by **Simona Sbordone**



La Grande Muraglia Outdoor collection, design Mario Bellini - NEUTRA showroom, Birago