

SERRALUNGA

MADE IN ITALY



Serralunga Outdoor Service

SERRALUNGA

Every soul has a place of calm.
I imagine spaces in which my objects give a sense
of peace and beauty in a natural environment.
This is the dream that guides my daily work:
a fluid boundary between indoors and outdoors where
the outside becomes intimate and the inside bright
and sunny, mixing things up to create the unexpected.
Emotionally.

Mario Serralunga



With its passion for innovation,
Serralunga is renowned for pushing
the boundaries of materials,
technologies and aesthetics in order
to create groundbreaking products
that both inspire and delight.

Holly All vase — design Philippe Starck

Private terrace Florence, Italy



Serralunga — Introduction & Inspiration

The Strategy for the growth of the brand has been reinforced by a commitment on development an exclusive personal service for an international clientele; Serralunga Outdoor Full Service, has been launched in response to client's demand for a complete projects conceived according to the style and philosophy of Serralunga; then comes Serralunga's friends: a team of experienced GARDEN DESIGNERS with international expertise and five stars portfolio, premium company producer of Solar Covers and umbrellas, Vertical Garden designer, that all under Serralunga's project coordination are fully dedicated to the design development of OUTDOOR space for private residences and real estate projects. The Serralunga's outdoor full service team provides clients with a comprehensive design service to handle different projects, from terrace and garden decoration to complete garden / green space planning.

This consultancy service takes responsibility across the full span of projects beginning with site analysis, research, and meetings with client throughout a construction phase until the final positioning of furniture, outdoor lightning, plants, flowers, and accessories; the outdoor full service works throughout the world in different projects in terms of nature and complexity: apartments, hospitality, airports, villas and residential complex. The target of world class quality for the project is presented from the first sketches to the final realization, with the aim to tell every time a different story designed specifically for each customer and always unique and tailor made for an Affordable Luxury.

Serralunga — History

Serralunga: outdoor patio furniture since 1825

Serralunga was founded in Biella in 1825.

Serralunga is the name of the family that has been the creative and entrepreneurial heart of the company for six generations, manufacturing modern outdoor furniture. The company was started as a tannery and then moved into leather processing for industrial purposes. The real revolution arrived with the processing of plastic and then with the rotational moulding technique imported from the U.S.A., which gave origin to countless Italian design objects, such as outdoor lighting and contemporary furniture, all made in Italy.

The company has been based in the same place for almost two centuries. Its production is totally concentrated in Biella, Italy, in the street named after the Serralunga family, in a 12,000 m² plant, employing 65 members of staff and around the same amount in satellite activities. The plant processes over 1,200 tons of plastic and produces around 200,000 items a year.



Holly All vase — design Philippe Starck
Flow vase — design Zaha HAdid
One sofa and table — design Marc Sadler
Porcino stool — design Aldo Cibic

Private terrace Florence, Italy

CATEGORIES

Facilities	13
Garden & Terraces	25
Hospitality & Horeca	39
Residential	51
Wellness & Leisure	63
Urban	75
Retail	85

PRODUCTS

POTS	
Alba Pot collection	27
Big Bo	78
Bordato Liscio collection	47-86
Cassetta Liscia	86
Cup collection	15
Flow	9-29
Holly All	4-9-65
June	53
Marcantonio Au Mur	43
Ming collection	77-83-82
Netlight	29
New Wave	41
Onda	33
Pot Au Mur	55
Top Pot	35-88
Vas-One	79-81

FURNITURE

Alice	88
Barceloneta	15
Barceloniña	15
Cero	21
Cork	67-69
Dado	45
Grand Jane table	55
Green Pills	71
Hug	27
Hour	45-59
I-Stool	65
Kubrick	19
La Regista	33-55
Lazy collection	45-67
Loop	29-53-77
LouLou collection	35-45-55
Lounge Cube	88
Luba	27
Meteor	19-27
Milo	21
Notredame	43
Oasis	43
One	31-57
Pile Up	43
Ping Pong Pang	45
Play.Wood	17
Porcino	9-21
Rainbow	65
Russell	43
Sirchester	19-35
Svedese	33
Romeo	88
Time Out	59-69
Zuff	71

COMPLEMENTS

Ashtray	17-45-71
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LIGHTS

Alba Lights collection	27
Atmosfera	76
Babà collection	57
Bonheur	33
Flame	67
Floret	31-35
Florida	65
Honey	67-88
Lady Mary	53
Lampa-Daria	53
Miss Jane	55-19
Netlight	29
Scarlett	47-59-87

GIFT SHOP

Doggy	21
Honey	67-88
Pulcino	21

Facilities —



Cup collection — design Naoto Fukasawa
 Barceloneta armchair — design Raffaella Mangiarotti
 Barceloniña side table — design Raffaella Mangiarotti



Play.Wood bench — design Ricardo Bello Dias
Ashtray with light — design Paolo Rizzato



Sirchester sofa and armchair — design **Bazzicalupo + Mangiarotti**
 Meteor-m table — design **Arik Levy**
 Kubrick chair — design **Marc Sadler**
 Miss Jane floor lamp — design **Marc Sadler**



Milo Low table — design AquiliAlberg
 Cero stool — design Brian Steendyk
 Porcino stool — design Aldo Cibic
 Doggy — design Eero Aarnio
 Pulcino — design Eero Aarnio

Project Pack —

Basic 15 x 18

- Sirchester collection sofa armchair — design Bazzicalupo + Mangiarotti
- Bonheur floor lamp — design Michele De Lucchi
- LouLou 40 table — design Raffaella Mangiarotti
- Cup pot — design Naoto Fukasawa

Luxury 15 x 18

- Zuff stool — design Arik Levy
- Rainbow bar table — design Serralunga
- Alba floor lamp — design Massimiliano Adami
- New Pot collection — design Paolo Rizzatto

Platinum 15 x 18

- Barceloneta armchair — design Raffaella Mangiarotti
- Barceloniña side table — design Raffaella Mangiarotti
- Lady Jane floor lamp — design Marc Sadler
- Ming Pot Collection — design Rodolfo Dordoni



Garden & Terraces —



Alba floor lamp — design Massimiliano Adami
Alba Pot collection — design Massimiliano Adami
Meteor-m table — design Arik Levy
Hug sofa — design Marc Sadler
Luba bench — design Ionna Vautrin



Loop bench with light — design Christophe Pillet
Netlight vase — design Bortolani + Righi
Flow L vase — design Zaha Hadid



One sofa and table — design Marc Sadler
Floret light — design Raffaella Mangiarotti



Bonheur suspension lamp — design Michele De Lucchi
Svedese extensible table — design Cairoli + Donzelli
La Regista chair — design Michel Boucquillon
Onda pot collection — design Alberto Meda



Sirchester sofa and armchair — design Bazzicalupo + Mangiarotti
 Floret light — design Raffaella Mangiarotti
 Lou Lou 40-50 table — design Raffaella Mangiarotti
 Top Pot vase — design Ron Arad

Project Pack —

Basic 5.5 x 3.5

Luba bench	— design Ionna Vautrini
Bonheur floor lamp	— design Michele De Lucchi
LouLou 70 table	— design Raffaella Mangiarotti
Millerighe pot collection	— design Serralunga
Cork stool	— design Naoto Fukasawa
Doggy complement	— design Eero Aarnio
Honey lantern	— design Mangiarotti + Ravina



Luxury 5.5 x 3.5

Play.Wood bench	— design Ricardo Bello Dias
Svedese table	— design Cairoli + Donzelli
Alba floor lamp	— design Massimiliano Adami
Onda pot collection	— design Alberto Meda
Pulcino complement	— design Eero Aarnio
Honey lantern	— design Mangiarotti + Ravina



Platinum 5.5 x 3.5

La Regista chair	— design Michel Boucquillon
Banqu��t�� table	— design Calvi + Brambilla
Bab�� collection floor-suspension lamp	— design Mangiarotti + Ravina
Fence pot	— design Raffaella Mangiarotti
Doggy complement	— design Eero Aarnio



Hospitality & Horeca —



New Wave vase — design Ross Lovegrove



Russell chair — design Vico Magistretti
Notredame table — design Raffaella Mangiarotti
Marcantonio Au Mur vase — design Nat Wave
Oasis pouf — design Sebastian Bergne
Pile Up table — design Michel Boucquillon



Hour sofa and table — design Claudio Bellini
 Dado table — design Bortolani + Righi
 Ping Pong Pang chair — design Paolo Rizzatto
 LouLou 70 Slim table — design Raffaella Mangiarotti
 Lazy sunbed collection — design Michel Boucquillon
 Ashtray — design Paolo Rizzatto



Bordato Liscio vase collection — design Serralunga
Scarlett 140-180 lamp collection — design Christophe Pillet

Project Pack —

Basic 5.5 x 3.5

- Milo table
- design AquiliAlberg
- Ping Pong Pang chair
- design Paolo Rizzatto
- Oasis pouf
- design Sebastian Bergne
- Marcantonio Au Mur pot
- design Nat Wave
- Honey lantern
- design Mangiarotti + Ravina



Luxury 5.5 x 3.5

- LouLou 70 table
- design Raffaella Mangiarotti
- La Regista chair
- design Michel Boucquillon
- Sirchester collection sofa armchair
- design Bazzicalupo + Mangiarotti
- Lounge Cube stool
- design Serralunga
- Honey lantern
- design Mangiarotti + Ravina
- Pot au mur pot
- design Ecal - Nicolas Le Moigne

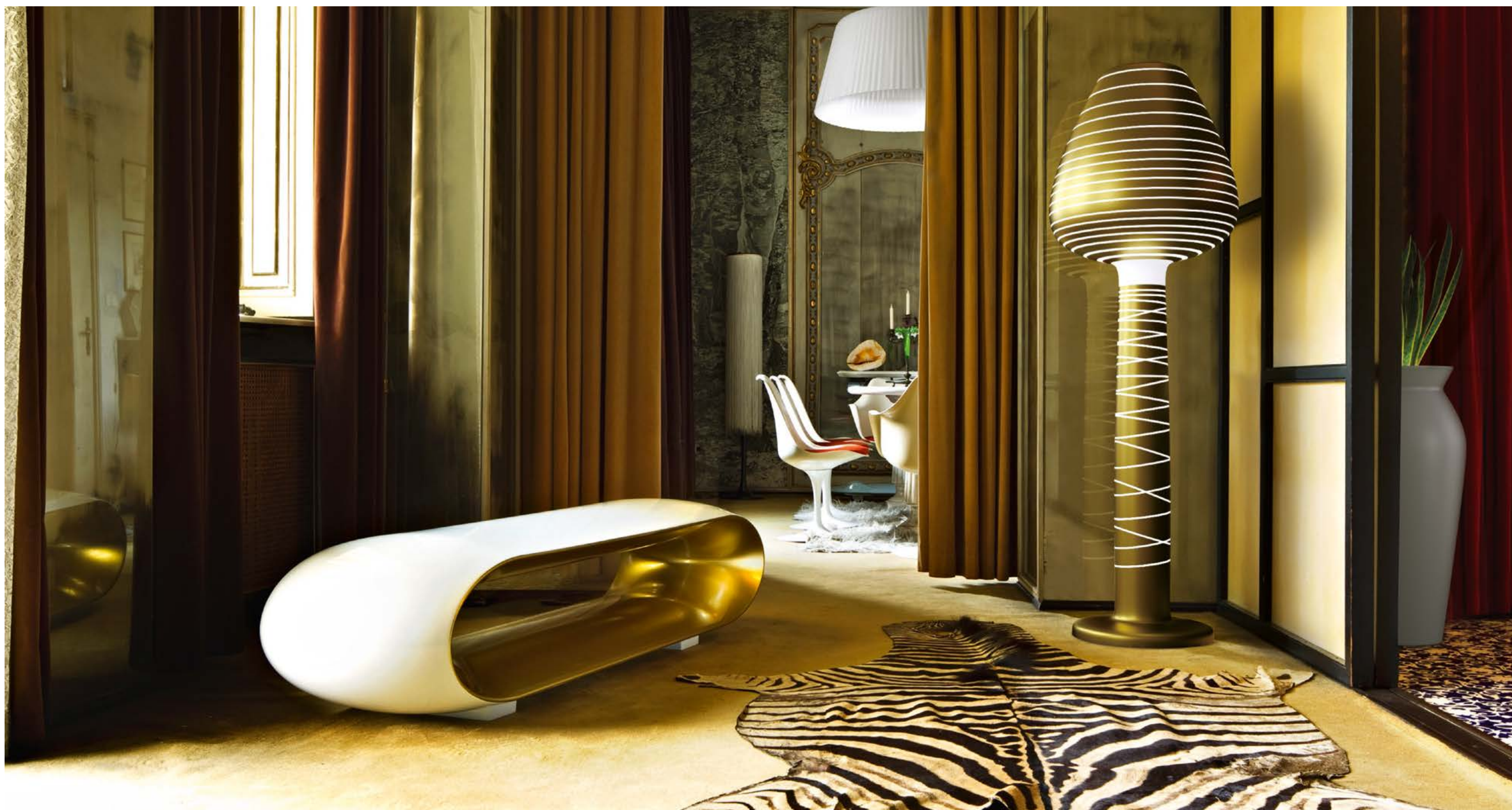


Platinum 5.5 x 3.5

- Time out chair
- design Rodolfo Dordoni
- Pile up table
- design Michel Boucquillon
- Hour collection sofa and table
- design Claudio Bellini
- Honey lantern
- design Mangiarotti + Ravina
- New Wave pot
- design Ross Lovegrove



Residential —



Loop bench — design Christophe Pillet
 Lady Mary — design Marc Sadler
 Lampa-Daria lamp — design Luisa Bocchietto
 June vase — design Christophe Pillet



Miss Jane lamp — design Marc Sadler
 Grand Jane table — design Marc Sadler
 La Regista chair — design Michel Boucquillon
 LouLou Console — design Raffaella Mangiarotti
 Pot Au Mur — design Ecal - Nicolas Le Moigne



Babà floor lamp — design Mangiarotti + Ravina
 One sofa and table — design Marc Sadler



Hour sofa — design Claudio Bellini
Scarlett 180 floor lamp — design Christophe Pillet
Time Out chaise longue — design Rodolfo Dordoni

Project Pack —

Basic 5 x 5

- LouLou 140 table

Ping Pong Pang chair

Scarlett pot

Babà suspension lamp
- design Raffaella Mangiarotti

— design Paolo Rizzatto

— design Christophe Pillet

— design Mangiarotti + Ravina



Luxury 5 x 5

- Banqu  t   table

La Regista chair

Bonheur suspension lamp

Lluna pot
- design Calvi + Brambilla

— design Michel Boucquillon

— design Michele De Lucchi

— design Joan Gaspar



Platinum 5 x 5

- One collection sofa and table

Aunt Jane suspension lamp

Missed Tree I pot
- design Marc Sadler

— design Marc Sadler

— design Jean-Marie Massaud



Wellness & Leisure —



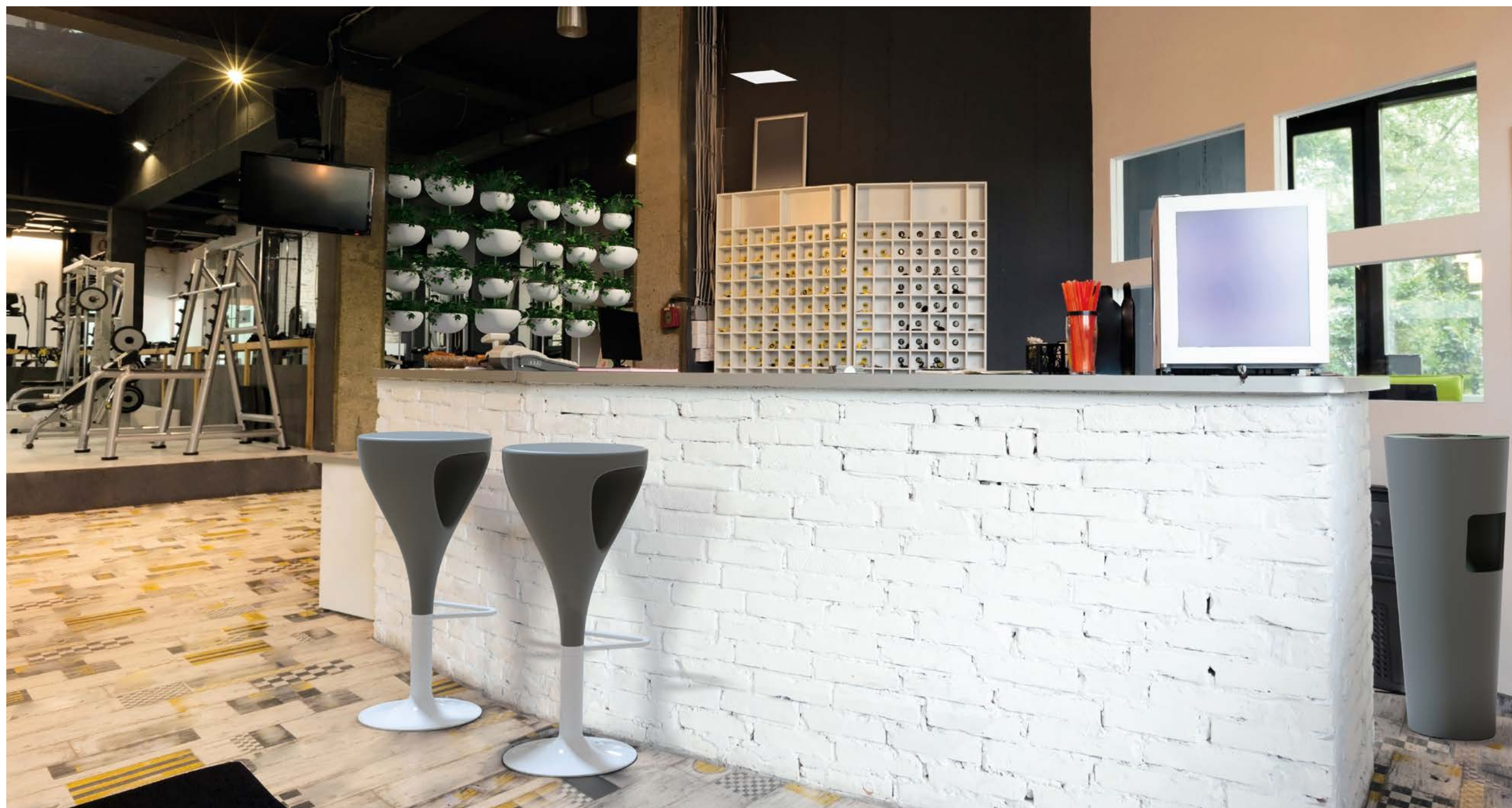
Holly All vase — design Philippe Starck
Rainbow table — design Serralunga
I-Stool — design Bortolani + Righi
Florida lamp — design Michel Boucquillon



Honey lamp — design Mangiarotti + Ravina
Cork table/stool — design Naoto Fukasawa
Lazy sunbed collection — design Michel Boucquillon
Flame lamp — design Sebastian Bergne



Time Out armchair and stool — design Rodolfo Dordoni
Cork table/stool — design Naoto Fukasawa



Ashtray paper bin — design Paolo Rizzatto
Zuff stool — design Arik Levy
Green Pills alive room divider — design ZPZ Partners

Project Pack —

Basic 9 x 9

- La Regista chair — design Michel Boucquillon
- Dado table — design Bortolani + Righi
- Flame lamp — design Sebastian Bergne
- Babà suspension lamp — design Mangiarotti + Ravina
- LouLou 70 table — design Raffaella Mangiarotti
- Kubrik chair — design Marc Sadler
- Paloma complement — design Eero Aarnio

Luxury 9 x 9

- Lazy sunbed collection — design Michel Boucquillon
- Cork table / stool — design Naoto Fukasawa
- Time Out armchair — design Rodolfo Dordoni
- Floret lamp — design Raffaella Mangiarotti
- Paloma complement — design Eero Aarnio

Platinum 9 x 9

- Lazy sunbed collection — design Michel Bocquillon
- Meteor Small table — design Arik Levy
- Barceloneta armchair — design Raffaella Mangiarotti
- Barceloniña stool — design Raffaella Mangiarotti
- Pic Nic floor lamp — design Joan Gaspar
- Aunt Jane suspension lamp — design Marc Sadler
- Paloma complement — design Eero Aarnio



Urban —



Atmosfera light — design Serralunga

Milan, Italy



Loop bench — design Christophe Pillet
Ming collection vase — design Rodolfo Dordoni

Triggiano, Apulia, Italy



Big Bo vase — design Luisa Bocchietto

Milan, Italy



Vas-One vase — design Luisa Bocchietto

Rapallo, Italy



Vas-One vase — design Luisa Bocchietto

Genova, Italy



Ming collection vase — design Rodolfo Dordoni

Christmas in Piazza Calandrini, Sarzana, Italy



Ming collection vase — design Rodolfo Dordoni

Christmas in Piazza Calandrini, Sarzana, Italy

Retail —



Bordato Liscio vase — design Serralunga
Cassetta Liscia vase — design Serralunga

Vapiano Restaurant, Austria



Scarlett 180 lamp — design Christophe Pillet

PIN 1876 display



Romeo bench — design Paolo Rizzatto
 Honey lamp — design Mangiarotti + Ravina
 Alice table — design Patrizia Pozzi
 Top Pot vase — design Ron Arad
 Lounge Cube stool — design Serralunga

Serralunga — Colophon

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Serralunga & Friends

For a complete Service
in Outdoor Architectural field.
From planning to global furnishings:
when the Luxury is Affordable

Serralunga vases have been
exhibited and included in museums
and permanent collections world wide
including: Serpentine gallery London,
Musée d'art contemporain de Montreal,
Centre George Pompidou Paris,
Triennale Design Museum Milano,
Modern Art Museum Trieste.

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