

se'enti



LAZZONI
Lifestlye / Vol: 1

☯ **serenti**

A cellar built on four pillar where origins, values, and goodwill of the Eastern Black Sea are stored.





prologue

Welcome to the world of Lazzoni, a place where luxury meets comfort and innovation meets design. Our magazine is dedicated to showcasing the finest furniture collections, interior design trends, and lifestyle inspirations that embody the essence of Lazzoni. With a passion for quality craftsmanship and attention to detail, Lazzoni is a brand that stands for elegance, sophistication, and modernity.

Since the 19th century, Lazzoni has been dedicated to high-quality design and sustainable manufacturing. Our mission is to preserve the natural resources of our environment by working exclusively with high-quality materials. Our fine wood furniture combines beauty with craftsmanship, a unique experience that is enhanced by irresistible design innovations. We take pride in the stories behind each piece of furniture we make.

For 4 generations Lazzoni offers maximum style, comfort, and functionality without losing sight of sustainability. For a quarter century now, Lazzoni has celebrated the company's 125 years: a long story that has been written thanks to the passion and hard work, dedication and attention to detail, to an exclusive selection of materials in terms of both technology and quality.

Join us on a journey through the world of Lazzoni, where we bring you the latest insights, ideas, and inspirations to elevate your living space to new heights of style and comfort

Efe Kababulut

CEO / Creative Director

issue

01/2023

published by

Lazzoni Furniture

creative director

Efe Kababulut / İlhan Toker

graphic design

İlhan Toker

content editor

Özge Cemre Aslan / Ayşin Yılmaz

print manager

Merve Gürdoğan



Journey of 125 Years

0613 **emotive design**



1419 **the laz tribe**



2025 **wander project**



2631 **curated outdoors**



3237 **fibonacci table**



3843 **metaverse**



4447 **lazzoni hotel**



4853 **josh owen**



5457 **2023 collection**



5861 **madison ave**



6265 **elvish honey**



6669 **central park view**



7073 **bodrum project**



74 **lazzoni events**







emotive' design



Inspired by Italian modernism, the latest Lazzoni photoshoot captured for the upcoming furniture design collection reveals a breathtaking interplay of innovative materials and masterful craftsmanship. The unique store ambiance was re-interpreted with Lazzoni's signature authenticity to create models that capture the luxurious energy of New York.





The main piece for the photoshoot was the 2-legged Mons table which is the first item of the expanded Mons Collection. The doubled-up iconic metal legs of Mons have an amplified effect with the new rounded rectangular tabletop, creating a stunning centerpiece. Mons table is a design classic that was designed in need of a luxurious round table but has become an icon in its own right.

The idea behind this table was to create something that would complement chic dining areas while making them more practical. The result was a simple yet elegant design with beautiful proportions that make it perfect for any setting. The 2-legged Mons is followed by the subtle yet elegant Mons console that was inspired by Mons' iconic leg style and slim top. Perfect for any space that is in need of a sleek silhouette.

The new interpretation of the Amorf coffee table has made its appearance in the photoshoot in the form of an amorphous mirror set. A unique collection item that can fit any space whether it is a modern home or a maximalist dream. The Amorf mirror set consists of 3 different sizes for exclusively formed amorphous shapes for mirrors. A result of the willingness to experiment with materials and finishes that give life to pieces that are both functional and decorative.



The best-selling articles of all times, the modular sofas were also photographed in a serene setting that is reflecting the intended feeling when in use. The multi-functional and flexible design of modular sofas can be customized in many ways. Becoming one of the most advanced and innovative sofa types in the industry, modular sofas like Mony, Mix, Gola and many more enable you to change the look of your room at any time with adjustable features. Many different modules can be combined together to form different types of sofas, sectionals, and corner sofas until you find the perfect fit.

The photoshoot also included items for the sleeping areas which is a mastery category for Lazzoni. Known for its high-quality, designer storage beds that offer full customization, Lazzoni became a recognized brand in bedroom furniture. The renowned storage bed, Hexa made an appearance, accompanied by the upcoming Hudson series for the nightstand and the dresser with the NYC skyline in the background. Reflection of a modern metropolitan that demands comfort and style even in the solace of their own home.











the laz' tribe



The Laz people are a distinct ethnic group residing in the Black Sea region of Türkiye. They have a rich history that dates back to ancient times, with a distinct language, culture, and traditions. The origins of the Laz people can be traced back to the Colchian kingdom, which was located in the region that is now Georgia and Northeastern of Türkiye, from the 6th to 2nd centuries BCE.

Despite facing challenges in preserving their culture and language, the Laz people have continued to maintain their identity and traditions. Today, there are approximately 200,000 Laz people in Türkiye and around the world. They continue to be an important part of the country's cultural diversity and heritage.



Map of Colchis



Colchian Warrior with Wooden Helmet



Founding Fathers of Lazzoni



Rams' Head Depiction by Dall-e for "Laz Tribe" prompt

Laz people and Colchis have a long and intertwined history that spans centuries. They are believed to be the descendants of the Colchians. Colchis was an ancient kingdom located in the eastern part of the Black Sea coast. The region was known for its rich natural resources, including gold, silver, and fertile land, and was also strategically located as a trade hub between Europe and Asia. The kingdom was known for its advanced culture and civilization.

Throughout the centuries, the region has been influenced by various empires, including the Persians, Romans, Byzantines, and Ottomans. The Laz people have faced challenges to their language and culture throughout history.

The Laz people have long used wood for construction, including buildings, bridges, barns, storage spaces, and water mills since Colchian times. Herodotus mentions Colchians saying "The Colchians wore wooden helmets and carried small leather shields of untanned ox-hide, short spears, and also knives." Histories 7.79, 480 BC.

In recent years, there has been a revival of interest in Laz culture and language, with efforts being made to preserve and promote these aspects of their heritage.

Dadiani Palace is a former royal palace located in Zugdidi, Georgia. The palace was built in the 19th century by a member of the Dadiani family, who were a prominent aristocratic family in the region.

The palace was known for its impressive architecture, ornate decorations, and beautiful gardens. It not only holds fascinating archaeological findings of ancient Greece and Colchis cultures but also boasts of a magnificent balcony. The wooden ceiling of the structure is a sight to behold, as it is made up of about 10,000 wooden details on just five meters of mosaic. To incorporate different colors into the balcony mosaic, each detail was boiled in honey at varying temperatures. This process gave each piece a unique color, adding to the charm and beauty of the artwork.

The architect responsible for the balcony's design was none other than Ekaterine Chavchavadze, the Queen of Samegrelo. She ensured that the best architects from Lazeti were employed to build the balcony and create a masterpiece that would leave a lasting impression. The balcony is a unique artwork and a testament to the creativity and craftsmanship of its builders.







Located above the Kamilat and Sogucak rivers in Arhavi, the Double Bridges are a stunning example of Ottoman architecture. Believed to have been built in the 18th century, they are made of dimension stone and rubble stone and were constructed with an unparalleled level of precision.

What makes these bridges unique is the fact that they were built on fine balances that were determined entirely by centrifugal force. This is a testament to the ingenuity and skill of the Ottoman architects who constructed the bridges.

The Double Bridges complement each other perfectly, creating a full circle that is a sight to behold. They are considered to be important examples of stonework in the region, and their splendor has been appreciated by generations of visitors.

The length of both bridges is 3,550 m (11,650 ft) and 2,80 m (920 ft). The bridges were restored in 2003, ensuring their continued longevity for future generations to enjoy.

Due to their architectural structure and limited width, the Double Bridges are only used by pedestrians. This is an important factor to consider, as it allows visitors to fully appreciate the beauty and craftsmanship that went into their construction.



Wander



wander' project



Lazzoni provides premium furniture pieces that match the elegant and sophisticated ambiance of Wander properties. Each piece of furniture is carefully selected to complement the luxurious interiors and smart home technology that Wander is known for.

Cave Creek Residence is set on a hill site surrounded with the captivating flora of the desert offering vistas of the majestic mountains and the city in the distance. Lazzoni's most exclusive articles can be seen in the living and sleeping areas.



The Wander Orford Cliffs residence in Oregon is a stunning example of modern architecture and breathtaking natural beauty. Perched atop the Port Orford cliffs, this custom-designed home was created to provide residents with a unique and sophisticated living experience. To complement the modern design of the home, Lazzoni was the perfect fit for furnishing the interior spaces.

Sharing the mutual ideology of customization and modernism, Wander collaborated with Lazzoni for the sophisticated yet warm living area. Modern concrete walls in perfect harmony with natural wood flooring, this living area is furnished with a custom Mony Sofa that offers adjustable seat depth with each unit, a Rocco coffee table in walnut, and an Ariel tv unit that is matching in color.

Lazzoni's influence on the Wander residences extends beyond furniture and into the realm of art. The Wall Art collection is the perfect addition to the modern and sophisticated design of the residences, offering contemporary elements that complement the surrounding natural beauty.

By combining modern architecture with high-quality contemporary furniture pieces, this home is a true masterpiece of design, ideal for those seeking a unique and sophisticated living experience.







Located in San Diego's sensational habitat, Wander Palomar Mountain residence serves as an oasis in the mountains. Designed with a near-zero carbon footprint, the house is built of steel and glass spanning 21 acres with floor-to-ceiling windows that offer breathtaking vistas from the forest and mountains.

Wander has carefully curated the living spaces in their properties by selecting exclusive articles from Lazzoni's collection. In the living area, the Mony Modular Sofa takes center stage with its open corner and signature "moon chaise" module which is a perfect fit for the layout and provides ample seating for residents and guests. The sofa is accompanied by the Rocco coffee table and Ariel TV Bench, which offer a modern and seamless look that complements the overall aesthetic of the space. In the open-plan kitchen, the sleek and stylish Elva bar stools surround the stunning marble island.



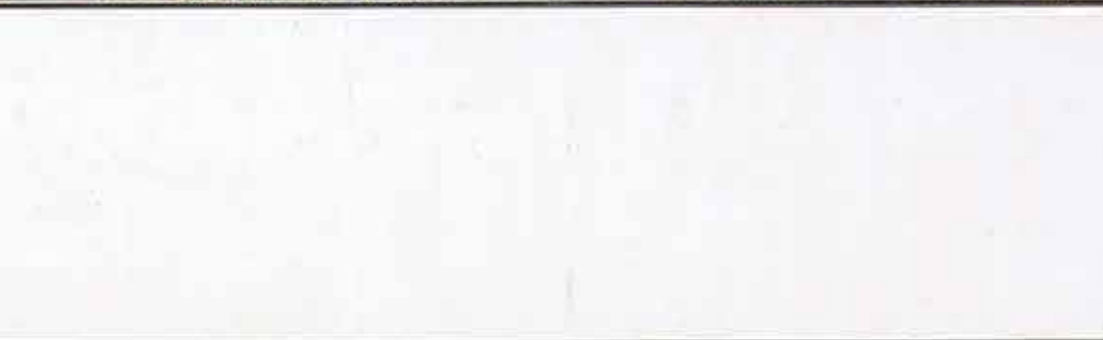


curated' outdoors



The Lazzoni Outdoor Collection features chestnut wood, grown exclusively for its waterproof qualities and sustainability. It complements sunny days with a warm glow. Italian craftsmen have been shaping chestnut wood for over 200 years. The material is a perfect complement to sunny days and casual entertaining, making this collection a welcome addition to any outdoor space. The materials are inspired by nature and all of its positive effects. They have been thoughtfully selected to celebrate the natural beauty of wood and complement your unique lifestyle. The collection consists of modern, elegant, and high-quality articles that are available in various weather-proof materials.





The chestnut wood is exclusively grown for manufacturing in Lazzoni, making the process much more sustainable than regular manufacturing procedures. Locally sourced materials are used for the collection as a principle of Lazzoni, creating furniture pieces that are environmentally friendly, accessible, and high in quality. Fabrics that are suitable for outdoor use are carefully selected and treated for all-weather conditions to match the life-long quality guarantee.

The collection features a wide range of products including outdoor dining sets, outdoor sofas, outdoor coffee tables, and more that can easily be combined with each other or other furniture pieces from the Lazzoni collection for outdoor use. The outdoor sofas and armchairs are made of weather-proof materials such as teak wood and aluminum which are both resistant to the elements. This makes them suitable for outdoor use in gardens, terraces, or balconies.



The Lazzoni Outdoor Furniture Collection is the perfect solution for all outdoor living needs. The weather-proof materials are suitable for indoor and outdoor use. Withstanding the indoor and outdoor conditions, the modern silhouette of designs makes them fit right in with any backyard or patio space.

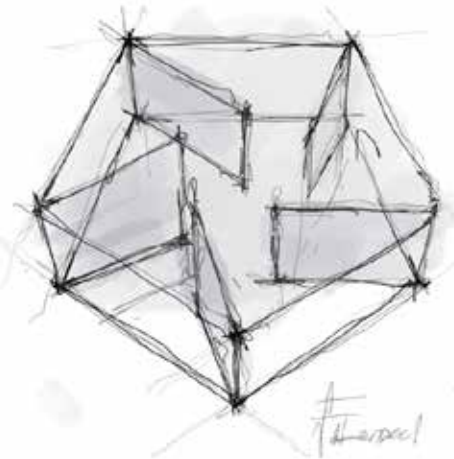
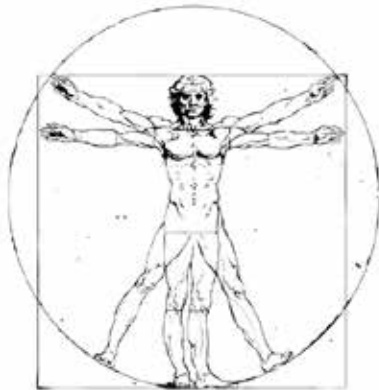
The contemporary design and style of the collection will add an elegant touch to the outdoor spaces while the timeless designs will give a new look and feel with easy maintenance and sturdy construction to defy years.







fibonacci' table



The Fibonacci Table is awarded a Silver selection for the IDA Design Awards 2022, in the Product Design Category. The International Design Awards celebrate innovative and ground-breaking designs by acknowledging smart and sustainable multidisciplinary works from around the world. The Fibonacci Table was nominated for its design which draws inspiration from Leonardo Da Vinci's Vitruvian Man; it reflects perfect harmony through its glass structure with all partitions planned out according to the Golden Ratio. An all-glass design providing chicness all around. making it perfect as a statement piece or even as storage.



The award-winning piece brings together a timeless combination of modernism, art, and mathematics and is a testament to the many talented and rising designers who have the skill and creativity to come up with innovative designs. At the heart of the Fibonacci Coffee Table is the Fibonacci sequence as its proportions follow the golden ratio, created as a modern take on a classic design. Built with a combination of recycled glass and mirror, the artfully balanced proportions of the design provide visual harmony and reflect the elegant lines found in nature, art, and architecture.

The Fibonacci Coffee Table's modern design adds a sophisticated character to any living room. Building on its luxurious appeal, the contemporary features revealed by the interreflections of light are captivating. Every partition of its unique glass design has been carefully calculated to achieve the symmetry and integrity of its elegant shape. The quality and detail in the glass panes that comprise the table's frame are indicative of the care and dedication that it takes to build a piece of furniture as exquisite as this.







Modern and eye-catching, Fibonacci offers various styles in many kinds of setting whether it is a premium condo or a neat apartment. The most recent redesign project for One57 features Fibonacci coffee tables in a rearrangement, showcasing a stunning centerpiece in the living area. Fibonacci side table and ottoman can also be seen in the latest collection photoshoots, integrated with various settings from cozy to sleek and high-end.

Overall, the Fibonacci Coffee Table by Lazzoni celebrates the perfect combination between modern design and classical tradition, enriching any space with its beauty, poetry, and balance its distinct fusion of geometric symmetry and elegant charm is sure to elicit admiration and the richness of the design will complete any space and provide a perfect blend of nature and science. The award-winning piece combines the aesthetics of nature, art, and engineering, giving it a timeless, artistic grandeur.





meta'verse



Offering a glimpse of the opulent future of product design, Lazzoni was one of the first furniture brands to bring its uniquely designed collection to the NFT world. The collection's first digital and physical collectibles were auctioned during the NFT LA Conference on March 2022, followed by NFT Summit Istanbul exhibition as the platinum sponsor. Lazzoni introduced its renowned designs in their new forms along with exclusively designed VR spaces and conceptual designs.



The First Metaspace project of the new digital era of Lazzoni, Asstage explores a world of soft hues in a futuristic environment. The project was based on the conceptual design of a Central Park apartment design which was then reimagined for the Metaverse. Reimagining the iconic pieces in a utopian space, Astage reintroduces Fibonacci and Milda in unusual yet eye-catching forms. Symbolic pieces like the unrooted infinity tree, statement toilet, and the glass sliced sculpture are used in the space to highlight that this new universe is here to distort, reshape and consolidate.

Laocoon, the second design of the series stands out with a famous sculpture on the wall which symbolizes sacrificing the superficial accuracy for deeper beauties and truths, shortly, the Metaverse itself. The Metaspace is based on the Kuzu Residence design by Lazzoni where the essential spirit of the project is unaltered and elements for the new reality are perfectly merged into the Metaverse. Distorted realities like the black sand flooring and the upside down rooted tree showcase a living space in the Era of No Limits.



INSPIRATION



3D MODELLING



ALTERNATIVE TEXTURE



FINAL CONCEPTUAL DESIGN



URES

Sneaker-inspired furniture has been a conceptual idea for Lazzoni CEO & Creative Director Efe Kababulut since his industrial design studies at the Rochester Institute of Technology. The renowned designs of Nike were reimaged as seating products for the exceptional collection. Sneakers are comfortable, fashionable, and practical. The NFT designs are inspired by those essentials where the end product can be both comfortable and stylish, the best of both worlds.

Conceptual drafts were made which were then integrated into 3D models to be able to study the ergonomics and textures. With the capacity to manufacture the life-sized model, Lazzoni created sneaker-inspired seating units which can be enjoyed digitally as well as physically. Adding a touch of unique personality to physical spaces while keeping up with the NFT storm in the world, the end products were one of the most sought creations of the Metaverse Era of Lazzoni.





LAZZONI HOTEL



lazzoni'hotel



Premium experience for luxury travelers, Lazzoni Hotel is a world-class experience, located in the stunning Golden Horn. Hotel's luxury accommodations are designed with comfort and style in mind, embodying the Lazzoni tradition built over the past century. Every detail has been crafted to ensure that guests receive 7-star hospitality and a one-of-a-kind experience. Lazzoni Hotel brings together the finest of what Istanbul has to offer.



Bespoke furniture, lush fabrics, and sparkling chandeliers fill the expansive space. Intimate sitting areas allow for both privacy and relaxation. The crown jewels of the hotel come with its array of on-site dining and spa options. Guests can choose from multiple eateries, catering to both refined palates and adventurous tastes. Guests can further enjoy the relaxing atmosphere of the hotel with the award-winning spa and wellness center. Therapies, massages, and treatments cater to all guests, providing them with the rejuvenating bliss they are craving.

The Lazzoni offers a twist on a traditional luxury experience by inviting all guests to explore some of the best attractions Istanbul has to offer. Whether it be a private yacht ride along the Bosphorus, a boutique shopping excursion, or a private tour of the Blue Mosque, there is something to suit all interests. Guests can further take advantage of the hotel's signature concierge, who offers personalized suggestions and curated experiences tailored to each guest. The Lazzoni Hotel is redefining luxury travel, providing guests with world-class comfort, luxury, and attention to detail, making it the perfect combination of modern luxury and well-being for travelers seeking the ultimate escape in Istanbul.





Credit: James Bogue



josh'owen



Credit: Elizabeth Lamark

The Vignelli Distinguished Professor of Design and Director of the Vignelli Center for Design Studies at Rochester Institute of Technology, Josh Owen is a renowned industrial designer with a wide range of experience in furniture, lighting, and product design. As an internationally celebrated product designer, educator, and author, Josh Owen is also one of the key members of RIT's innovative Industrial Design program which Lazzoni took part in 2022 as a manufacturing partner. Lazzoni prepared a 5 question interview for Josh to learn some of the details of his journey.



Josh's Mother in Turkey circa 1960



Manufactured by: Othr / Credits: Clint Blowers



Manufactured by: Areaware / Credits: Areaware



Manufactured by: Areaware / Credits: Areaware



Manufactured by: Vignelli Center / Credits: Elizabeth Lamark

How did you decide to take a path in design? What was your motivation?

To be useful contributors to society, each of us must find a sense of purpose. Some of us are fortunate enough to discover that the intersection of our interests and experiences can be focused on serving the collective good.

For me, a curiosity for understanding the differences in human cultures and behaviors collided with a passion for making at an early age. As a university student, I followed my instincts to learn observation and interpretation skills by studying anthropology and art which led me to design where these two areas converge.

After earning two undergraduate degrees from Cornell University and a master's degree from the Rhode Island School of Design, I began to work as an industrial designer in Philadelphia and New York City. Shortly thereafter I found that teaching design was a natural extension of my professional development and I have balanced teaching and practice ever since.

Today the motivation for my work is three-fold: Social relevance, Critical success, and Commercial success. I strongly believe that a designer is only as effective as their design is socially relevant. With that in mind, my aim as an educator is to help others move their ideas forward and empower them to make enduring decisions that have a social impact. Critical success means that the work that one does is judged by peers and professionals to operate at the highest levels. When my projects (or the projects of my students) win juried awards or are included in exhibitions, publications, or museum collections, this is a critical success. Commercial success means that one's contribution has been accepted as useful in the world and contributes to the economic ecosystem.

Can you tell us a bit about your upbringing and its ties with Turkey and the Middle East?

My ties to Turkey slightly predate me. In From 1966 to 1968 my father was a Fulbright Scholar at Ankara University. Some of his early fieldwork was conducted under the direction of Prof. George F. Bass, who led the emergent field of underwater archaeology.

My father (and my mother) worked on excavating and raising a Roman shipwreck near Yassiada off the shore of Turgutreis at the west end of the Bodrum peninsula. In the summer of 1969, my father was the assistant director of an underwater excavation off the northern coast of Cyprus close to a town called Kyrenia. It was then and there that my mother became pregnant with me and they returned to the United States for my birth shortly thereafter.

Growing up I had always wanted to visit the areas I had heard so many stories about from my parents. My first visit was to Cyprus when I was 18. I slept on the decks of boats while exploring the Mediterranean on a shoestring student budget. The second visit was to Turkey together with my wife, just after we were married. During that trip, we visited the Bodrum Museum of Underwater Archaeology in the Bodrum Castle where the Yassiada shipwreck my parents worked on resides.

Because this honeymoon trip was organized by my parents, we had the good fortune to visit many of the sites where they had lived and worked as well as meet some of the people they knew. Our experience of Turkish hospitality, food, music, architecture, history, and culture touched us deeply and we left with great affection for the country and its people.

I have always felt at home in the Middle East and my most recent visit to Turkey, hosted by Lazzoni, felt like a kind of homecoming.

Do you think having an insight into different cultures affected your perspective on design?

Having an understanding and appreciation for the myriad ways in which people view the world has been a formative part of my point of view as a designer. The importance of adjusting one's perspective in service of product design was the core premise of my 2016 book, *Lenses for Design* published by the RIT Press.

I am an avid traveler and consider myself professionally curious about the world. I am particularly captivated by the range of ways that humans have adapted to life in their unique corners of the globe and I want to understand why they behave the way they do; why they build what they do. During our family travels, when my kids were growing up and they encountered something they thought was strange, I liked to tell them that it was 'just different'. This would always prompt a discussion about why what they discovered was different from what they knew. Often the resulting conversation would lead to an understanding and appreciation of the things that make cultures unique.

Years ago, I was fortunate to travel to the Galapagos Islands to see what Darwin saw that led to his theory of Natural Selection. Observing the elements of evolutionary change in the physical adaptation that various species exhibited there has always felt analogous to human ingenuity across cultures to me. So, I do look to other cultures, but I also look to nature and the environment for inspiration and perspective on design.

If you could go back in time, would you take the same steps that lead you to where you are today? What would you change along the way?

I would not change a thing about my experience because I do not believe that I would be the same person with any modifications. I'm a firm believer that it is our uniqueness as individuals that offers us the ability to contribute to a brighter collective evolution for humanity.

I've been fortunate to have many challenges and opportunities along my journey and they have all taught me valuable things about the planet, our fellow inhabitants, and perhaps most importantly, how we can all continue to strive to do better.



Josh's Father in Turkey circa 1960



Credits: Elizabeth Lamark



Manufactured by: Casamania / Credits: Elizabeth Lamark



Manufactured by: Monroe / Credits: Clint Blowers



Manufactured by: Adventure Audio / Credits: Elizabeth Lamark





*Owen Residence / Rochester, New York
Credit: James Choros*

Where do you see the industry of Product Design in 10 years? How do you think it will evolve?

I believe (perhaps somewhat optimistically) that Product Design in 10 years will no longer be concerned with terms like 'sustainability,' 'universality' or 'equity' etc. I feel this way because I believe we will be forced to incorporate the above (and many more) thoughtful strategies into design so deeply and intrinsically that they will be bygone conclusions, necessities, and simply part of the accepted canon. We can no longer avoid the damage we have done to the environment and to our fellow inhabitants – our very survival depends on our commitment to adapting our collective strategy in order to move forward. In my role as an independent designer, I practice with these aims in mind with each of my projects. As the Director of the Vignelli Center for Design Studies at Rochester Institute of Technology, my primary objective is to inspire students to think this way and to attract the great design minds of our world to visit and share their points of view. It is with this spirit of optimism that I feel our future generations of designers are becoming equipped to repair our world.





2023' collection



Lazzoni is pleased to introduce its 2023 Modern Furniture Collection, designed to provide contemporary homes with the quality and style that conforms to modern living. From bold shapes and clean lines to the classic style of yesterday that remains timeless, the 2023 Modern Collection offers a comprehensive range of furnishing options for modern living. Through this collection, Lazzoni highlights its commitment to providing unique, stylish, and practical solutions for homes in the modern age.









madison'ave



Madison Avenue has been a center of design, culture, and style since its emergence. As a street of elegance, it is no surprise that the Lazzoni Madison modern furniture store found a home there. Lazzoni Madison has been offering shoppers a wide selection of modern and stylish furniture for the home with a focus on quality, design, and comfort since the early 2000^s, and has firmly established itself as one of the best, most popular stores for modern furniture.



From decades of experience in furniture design, the Lazzoni Madison team is expert at combining visual appeal with practicality. Taking extra care to design furniture not only makes you admire the aesthetics of the pieces but also brings comfort, convenience, and smart usage. The main emphasis on all of Lazzoni Madison furniture pieces, however, is customization. You can choose features such as basic fabric, color, cushioning, legs, frames, lighting, and shelving so that each piece can fit the taste and ambiance of the space. It's a great opportunity to match your furniture with the specific design and theme of the room, thus creating an exquisite atmosphere.

Lazzoni Madison also offers versatility through their modern designs. Different collections will hold pieces with a wide selection of eclectic shapes and colors. This way, customers can mix and match different furniture whatever their taste. The result? A cohesive and aesthetically pleasing work of art fit for any home or office. From sofas and chairs to dining tables and beds, all the furniture at Lazzoni Madison is made from carefully selected natural materials and features a timeless contemporary design. Not just stylish, but also ergonomic, these pieces are all crafted to ensure comfort and quality in the long term.





ELVISH

LIMITED
EDITION



elvish'honey



Much like Ayurvedic medicines and yoga, honey has been highly praised for its beneficial and alternative health properties. And these properties are even more pronounced when the wild honey-making Caucasian bees glean their liquid gold from the forests, Chestnut trees, and Komar flowers of the Black Sea Mountains.

Throughout history, the Elvish honey was known as the nectar of Gods. Boasting a high concentration of antioxidants, polyphenols, flavonoids, and proline, Elvish honey can be traced back to the Colchis Empire of the 17th century B.C. The Laz Tribe of that time period utilized this all-natural product to heal ailments, enhance immunity, fight aging, and even as an aphrodisiac.



ELVISH

Nectar of the Gods



Cultivated high in the untouched mountains of Arhavi and produced by a colony of Caucasian wild bees that pollinate from medicinal, endemic herbs and plants, the majority of Elvish honey's annual production is reserved for pharmaceutical companies. The Elvish honey name translates as "Fairy Honey" and is a legendary, ancient nickname for the densest, highest, and most magical honey harvested in the northeast Black Sea.

The mountains, which reach over 3,000 meters, are home to dozens of mineral water springs, deep river gorges, breathtaking waterfalls, and charming remote villages. The region is renowned for its rich cultural heritage, but its most valuable treasure is its people and their strong traditions. Elvish is one such tradition that has been passed down from generation to generation.

Caucasian Mountain Grey Bees (*Apis Melifera Caucasica*) inhabit Elvish hives. At an average length of 7.2 millimeters, over half a millimeter longer than that of other honeybees, the Caucasian bee's tongue can reach nectar that its competitors cannot. This bee species also flies earlier, later, and in cooler conditions. Combining these traits with its high resistance and docility, the Caucasian Grey Bee has an outstanding ability to obtain nectar from more types of flowers and in larger volumes.

When comparing the nutritional value of Elvish honey with flower honey, it is found to have double the amount of iron, more than triple the amount of calcium, and five times the amount of potassium. Furthermore, Elvish honey provides various health benefits such as enhancing muscle strength, improving blood circulation, reducing fatigue in the stomach and liver, bolstering the immune system, alleviating headaches and pains in the chest and abdomen, and also helping alleviate respiratory infections.







central park'view



A stunning example of luxury residential living in the heart of Manhattan, The Central Park View Apartment is a two-story flat with floor-to-ceiling windows, maximizing the views and light. The elegant harmony of reflective and transparent surfaces creates an atmosphere that is both sophisticated and modern.

In this project, Lazzoni introduces its never-before-seen articles. The latest modules of Milda Sofa make their grand debut with this project. Milda Sofa is a modern and modular sofa that can be customized to fit any space, offering an array of seating options in the room.





Accompanying the Milda Sofa, Arte accent chairs are the perfect blend of luxury and comfort. Burnt orange color adds an exciting element to this space that's just right for entertaining large groups. The Arte Swivel Armchair is fully adjustable, allowing you to find the perfect position for maximum relaxation. Its plush, cushioned seat and backrest provide optimal comfort, making it the perfect place to unwind at the end of a long day. The chair swivels on a sturdy metal base, adding to its versatility and functionality.

The dining area has a Mons Two-Legged Table, a sleek and modern piece of furniture that is perfect for any contemporary living space. Crafted from high-quality materials, the Mons Two-Legged Table is not only visually stunning but also durable and long-lasting. The top of the table is made of tempered safety glass, which is five times more resistant than normal glass, making it highly durable. The ceramic laminated glass top has the appearance of laminated marble, adding a touch of elegance to any room, while the faceted metal base provides a modern and edgy feel.

With its innovative design and attention to detail, the table is 100% eco-friendly, making it an environmentally conscious choice.





bodrum'projects



A private getaway in one of the most beautiful locations in the world, Paradise Bay suites in Bodrum, Turkey stuns with the breathtaking views of the cerulean blue waters of the Mediterranean.

The interior of the suites has been carefully designed to complement the stunning scenery outside. Pieces from Lazzoni's latest outdoor collection have been selected, along with custom-made products, to create a space that is both stylish and comfortable. The use of off-white and creamy hues, along with oak accents, creates a warm and inviting atmosphere.



One of the standout features of the suite is the use of the Lotus series, which makes its debut in this project with knitted wicker details. The Lotus Chair has been used in the living area in its simplest form, while the Lotus Lounge Chair takes on a different look in the bedroom as a cozy detail. These pieces add a touch of sophistication and elegance to the space, while also providing a comfortable place to sit and relax.

Another highlight of the suite is the Arte armchair, which has been used in the living area to allow guests to experience both indoors and outdoors in 360. The Arte provides stunning views of the surrounding scenery, while also offering a comfortable place to sit and enjoy the company of others.

The terrace area has been designed with comfort in mind, with the Tubi Table and Bent Sofa selected to bring comfort to an exclusive scenery. The Tubi Table provides the perfect atmosphere for a gather up, while the Bent Sofa is made from high-quality materials that make it both durable and comfortable.

Paradise Bay suite is a private getaway in one of the most beautiful locations in the world with its stunning views, carefully designed interiors, and comfortable furnishings





lazzoni'events



Lazzoni London | Located at the heart of London, Lazzoni London showroom is now open! Giving a start to a new journey in Europe, brand-new Lazzoni store is designed to give you a feel for our products, and to help you find the perfect pieces to suit your needs. Visit us at 171 Tottenham Court Road, W1T 7NS, London, UK.

imm Cologne | Lazzoni joins imm Spring Edition on June 4-7, 2023, one of the leading trade fairs in Europe for the furniture industry. Visit our booth at Hall 10.1 Stand e-010, where we will be showcasing our latest designs and products.

BDNY | Lazzoni joined Boutique Design New York (BDNY) in November, coming together with a wide range of individuals involved in the design and development of hotels. Networking with designers, architects, purchasing agents, hoteliers, owners, and developers and we also explored the latest trends and products in their field.



New Store Openings | Lazzoni is expanding globally, with new stores opening in California, London, Boston, Flatiron, and Vancouver! We are dedicated to bringing our unique taste of furniture to different parts of the world, and we are thrilled to see our vision come to life. Stay tuned for more updates on upcoming store openings and new collections.

HPMKT | Lazzoni participates in High Point Market on April 22-26, 2023. Held in High Point, North Carolina, High Point Market is the largest home furnishings industry trade show in the world. Visit us at Inter-Hall IH301 and discover our exciting new collections!

RIT MetaProject 13 | Together with Rochester Institute of Technology's design hub Vignelli Center, Lazzoni developed a project asking students to design seating solutions whose finalist will be presented at New York Design Week on May 20, 2023. After the final showcase, Lazzoni will select the top designs to be produced professionally, being the first in MetaProject's history.

LAZZONIHOUSE

**Renowned for its custom interior designs in New York's famous buildings for years,
Lazzoni is preparing to leave an inspiring mark in Ankara, where it was born**

Away from the hustle and bustle of the city, Lazzoni House offers a serene lifestyle with premium amenities



Discover more at lazzonihouse.com



LAZZONI

NEW YORK

BOSTON

LONDON

CALIFORNIA

ATLANTA

ROTTERDAM

SEATTLE

NEW JERSEY

ISTANBUL

VANCOUVER

lazzoni.com | [@lazzoni](https://www.instagram.com/lazzoni)