



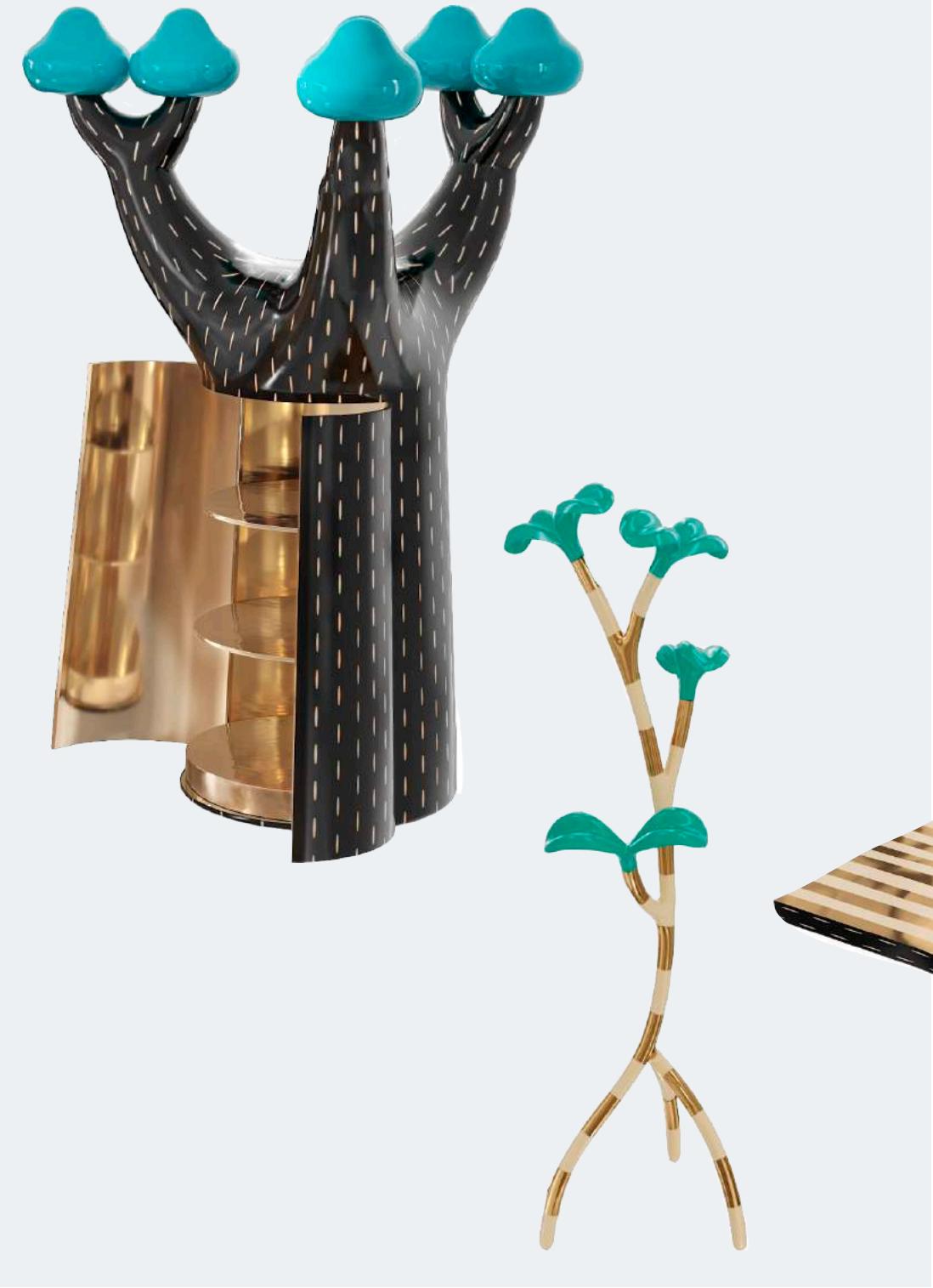
SCARLET SPLENDOUR 2020 COLLECTION

Luxury Indian design brand Scarlet Splendour is launching a selection of cleverly crafted products this year for their 2020 collection titled 'Scarlet Scenes'. With the combination of bold and inventive colours and shapes these seven collections range from classic movie star glamour to avant-garde modernism, allowing interior spaces to become a magnificent scene fit for the silver screen.

These unique and vibrant collections have been co-created with renowned and proficient designers. This year includes a first time collaboration with product designer and artist Elena Salmistraro. An extensive collaboration with sculptor and designer Marcantonio and new pieces being added by Matteo Cibic, Richard Hutten, Nika Zupanc and Artefatto Design Studio to their illustrious collections for 2020. The thread that ties them all together is Scarlet Splendour's commitment to handcraftsmanship.

Founded by siblings Ashish Bajoria and Suman Kanodia, Scarlet Splendour boasts products and collections which are both opulent and surreal. Since its conception in 2014, Scarlet Splendour has become a global name known for their eclectic collection of furniture, lighting and accessories. Growing up immersed in a rich multi-cultural environment, and being encouraged by their mother to study art and artisanry, Bajoria and Kanodia naturally sharpened their aesthetic eye through a love for collecting beautiful objects, painting and decorating. Years later, united by a mutual unwavering passion for art and interior design, the siblings' passions have flourished into a globally revered brand.





FOREST COLLECTION BY MARCANTONIO

The Forest collection brings together the connection between Man and Nature, through the eyes of Italian sculptor and designer Marcantonio. A collection that began as only a chair, now includes a plethora of sculptural wonders including cabinets, chairs, sofas, rugs and lamps. With the use of quirky shapes and intricacies, elegant colour tones and brass finishes, the collection influenced by nature at its core, brings a sense of luxury and eccentricity in any interior.

This anthology of furniture can be seen as a whole or as an individual piece of art, offering considerable possibilities of arrangement. From small to large, literal to metaphorical, the collection provides mystery, humour, originality and functionality, bringing the Forest home.

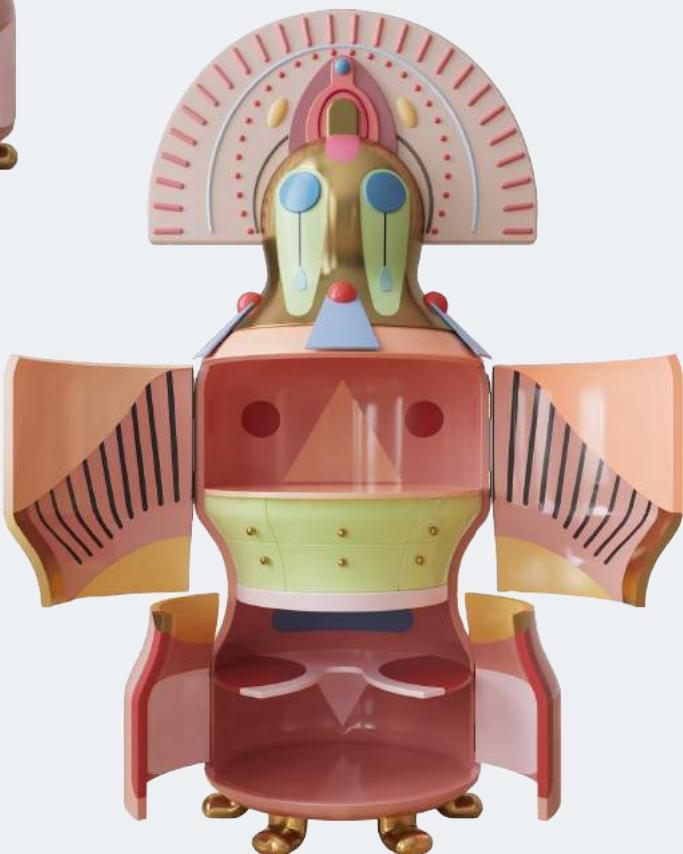




ABOUT THE DESIGNER

Marcantonio (Marcantonio Raimondi Malerba) began his career working in the theatre scene, designing scenographies, and collaborating with architecture studios to make commissioned furniture. He soon started to create unique design pieces, alongside artistic productions of sculptures based on naturalistic subjects. These two types of work gradually merged into the art he creates today. Marcantonio's work is a manifestation of his own creative instincts, and therefore a direct continuation of his childhood creativity and curiosity, where he would bring his imagination to life with play, daydreaming and exploration.





iDANZATORI BY ELENA SALMISTRARO

iDanzatori collection by Elena Salmistraro inspired by the classical dances of India and the grandeur of the dancer's costumes, transcends the traditional format of furniture. The Chhau Donna Cabinet uses a riot of colours, handcrafted meticulously creating a uniquely sculptural yet functional piece. The striking form of the exterior, continues within, to unveil a myriad of colours and shapes, imitating the experienced intricacies of a dancer. This eye catching cabinet radiates rhythm and personality.



ABOUT THE DESIGNER

Having designed for the likes of Apple, Disney, Vitra, Lavazza and more, product designer and artist, Elena Salmistraro opened her Milan studio in 2009. It is there, she works on architectural and design projects that combine art and intention to pursue her painstaking search for the harmony of shapes and poetic style. The utmost care for details characterize her projects. Elena's unique craft prioritizes articulating the expressive language of objects. Much more than just a song and dance, her work is extremely evocative both culturally and artistically.



OASIS BY RICHARD HUTTEN

The Oasis collection by Richard Hutten debuted in 2019. For 2020, two new pieces have been added to the repertoire of this highly visual collection. Dressed in gleaming brass spheres reminiscent of "thorns" on a succulent cactus, the new unveiled pieces continue to evoke a sense of calm, in the way all beauty does. The new mirror and sideboard feature a gleaming white exterior, whilst keeping with the original cabinets design by incorporating the pale blue interiors and brass "thorns" that add a contemporary touch.



ABOUT THE DESIGNER

Rotterdam-based Richard Hutten is one of Holland's most successful and influential designers. He is a founding member of the last big movement in design: Droog Design. Hutten is known for his conceptual and playful designs. A true innovator, he has established himself as one of the leading international figures in his field, continuously pushing the boundaries of design. Richard Hutten's designs aim to emphasise the importance of play as culture. Hence, his designs are not only beautiful, but also optimistic and fun.



ANIMAGIC COLLECTION BY MATTEO CIBIC

"Until one has loved an animal, a part of one's soul remains unawakened"

Pushing the boundaries of shape and form, Matteo's ANIMAGIC is a celebration of animal forms in andromorphous design. An inventive mix of humour, luxury and utility, these pieces go beyond being furniture - they are magical, sculptural objects that are almost life like. Matteo Cibic's ELIE CABINET adds another eclectic piece to this collection – the grand elephant with a lovable brass head and a smart uniform, opens up as a fantastic structural storage space.



ABOUT THE DESIGNER

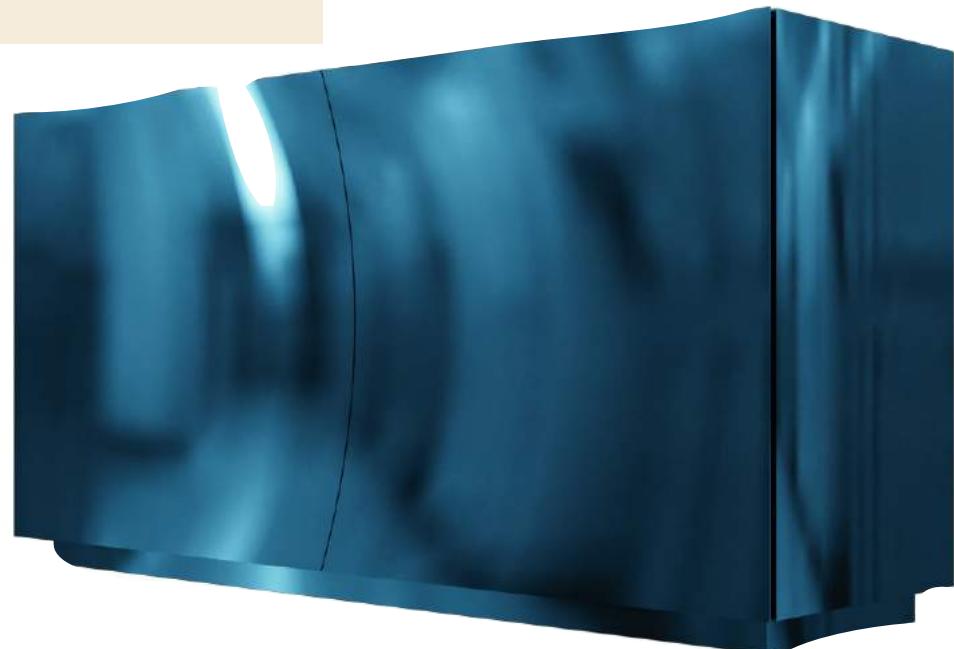
Matteo Cibic is an Italian designer and creative director, who is known for his objects with hybrid functions and andromorphic and joyful shapes. Working indiscriminately with industrial processes and small artisans, for luxury brands, collectors and hi-tech companies, he is an advocate for curiosity, and a fan of paradoxical ideas. In 2017, Cibic was awarded International Young Talent of the Year at the Elle Décor Interior Design Award.

KAIZEN BY ARTEFATTO DESIGN STUDIO

For their second collaboration with Scarlet Splendour, Artefatto Design Studio create a piece of furniture that masterfully combines simplicity and purity. Inspired by the renowned Japanese philosophy Kaizen, the designers worked with the single principle of "Change for Better", to eliminate waste while improving and enhancing the design at every stage. With the use of innovative technology and materials, the Kaizen Credenza is luxurious and minimalistic in appearance, yet highly functional. Resulting in a daring and borderless style that celebrates the fluidity of motion, this piece is hypnotic.

ABOUT THE DESIGNERS

Young and forward-thinking, Artefatto Design Studio is a design force that is ruffling a few feathers. Sacha Andraos, Lorenzo Scisciani and Salvatore Morales never adhere to the briefing, but rather explore it, get to the heart of it and then explode it to bring out its most exciting elements. From palaces, to motor yachts, to a pair of shoes, this trio brings a design ethos of bold simplicity and believes that if a product needs superficial additives it is not a well-designed product. Beauty is inherent in the creation of a pure object.





STRINGS COLLECTION BY NIKA ZUPANC

The word strings evokes a vision of lightness in our minds. An elegant paradox emerges when strings are made of the hard steel and defined into cabinets and credenzas. Designer Nika Zupanc magically achieves lightness and transparency in the Strings collection for Scarlet Splendour, taking "strings" of metal and transforming them into furniture. New pieces will be added to the ever-growing range including a beauty table, coffee table, pouffe and sofa. There is an influence of waves in this collection as well, inspired by the sounds of the sea and the forms that waves take. These pieces tug on our heart strings.

ABOUT THE DESIGNER

Slovenian designer Nika Zupanc is one who never shies away from redefining the status quo of design, and is one of the most closely-watched designers at Milan Design Week. Her work has been described as 'punk elegance' (Elle USA) and 'techno chic' (BusinessWeek), and makes a statement about femininity, possibility, and independence. Zupanc's work carries an emotional charge, along with a touch of theatre and Film Noir. Zupanc says: 'I want to challenge the rational, sober and utilitarian by giving voice to the intuitive, eclectic and intimate.'





88 SECRETS COLLECTION BY NIKA ZUPANC

First unveiled during Milan Design Week 2017, the stunning 88 Secrets collection by Nika Zupanc, will see brand new pieces added to the range in 2020. Inspired by the eighty-eight constellations of the stars in the celestial sphere, each piece of the collection is elegant and ambiguous. Nika playfully paints with a palette of entrancing colours and gold, revealing the magic of diamonds in the sky through delicately designed furniture, introducing values like modesty and strength into any interior space.

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