

Journal

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JUNE, 2023

UNOPIÙ

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Research and a strong sense of aesthetics have contributed to the Coco collection by Unopiù. Designed by Andrea Andretta, Coco has been inspired by the old-fashioned, so-called “spaghetti chairs” – simple and robust outdoor seating with a metal structure that held up a coloured (typically aqua) PVC cable, ready to defy the whims of the climate without fearing it. You could see them in the ’60s and ’70s, welcoming patrons inside and outside bars and trattorias throughout the Italian province.

These chairs considerably changed the essence of outdoor design, transforming garden-only furniture into something suitable for social and urban locations as well.

Blast
from
the
past

Coco Collection: Heritage, Innovation and Excellence

How to give
memories a new life,
with a contemporary twist

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Inspired by the iconic chair from the '70s, Andrea Andretta's new Coco collection brings contemporary freshness and purity of lines, without forgetting its roots, identity, and the essence of Italian lifestyle. Lightness, versatility, and a three-dimensional twist are the main assets of the Coco collection.



A cool design with an aesthetic reading: the frame – a tubular metal structure – and the polypropylene cord, stretched and braided, are the common thread at the heart of the Coco collection. A successful combination that conveys a feeling of fresh and elegant flexibility, weightlessness, and three-dimensionality.

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Color Palette

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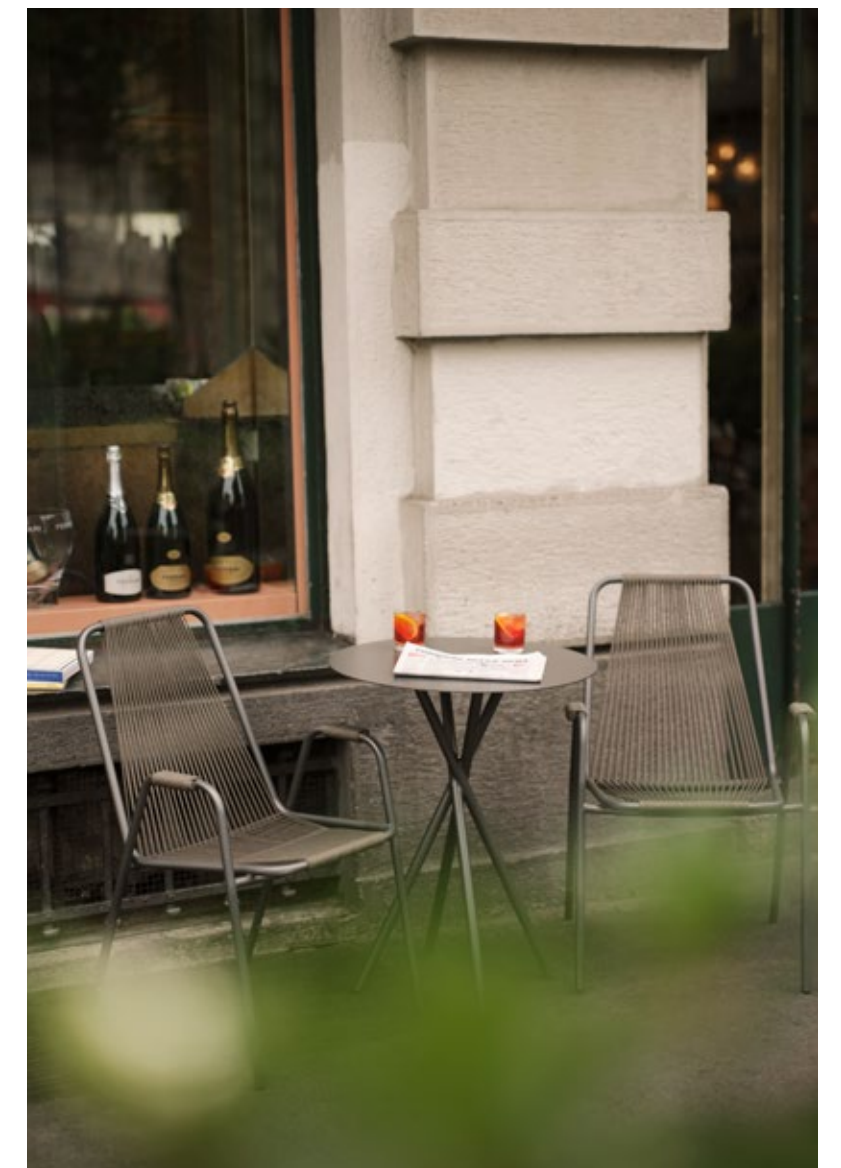
Earthy and warm tones: subdued and sophisticated color combinations strongly suggest an emotional reading



Coco is a family of five individual pieces: chair, armchair, two-seater sofa, footrest, and a small table. The chromatic shades vary, from marsala/syrah to dark chocolate, and from sand/ecru to graphite, colours that communicate comfort and balance.

Earthy tones evoke the shades of the terrain, muted and intense at the same time. The warmer hues are always elegant and easily matched to most venues. The different colour combinations offered by the Coco collection manage to subtly catch the eye and leave quite an impact without being flashy.

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Andrea — Andretta

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Balance as a way of thinking: simple lines and natural materials meet space

Andrea is a creator with well-versed experience in the field of Design, acquired by working for various Italian and international furniture and fashion brands.

Andrea is based in Milan, where he opened his own Studio - Andrea Andretta Studio - in 2016, after a few years living and working in London, Florence, and Sydney. Born in 1985, Andrea has an Industrial and Interior Design Degree from the University of Florence.

His design thinking perceives space as part of the balance between the object and its environment, all fused together by strong passion, aesthetic taste, and functionality.

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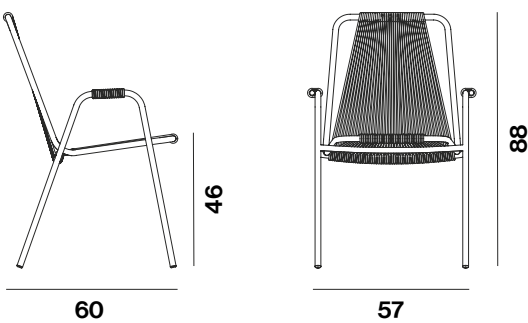


Coco Collection

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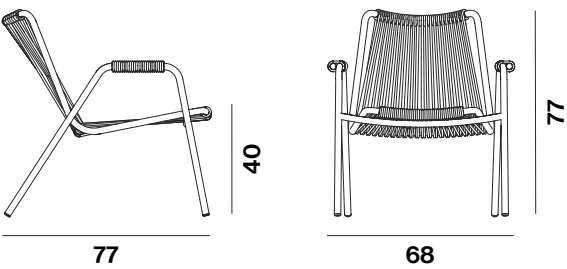
Sitting and Lounge

Chair



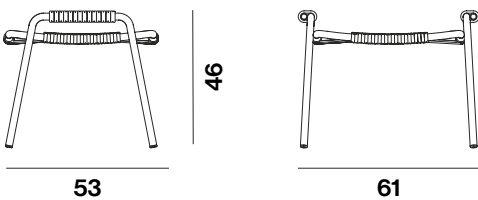
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Armchair



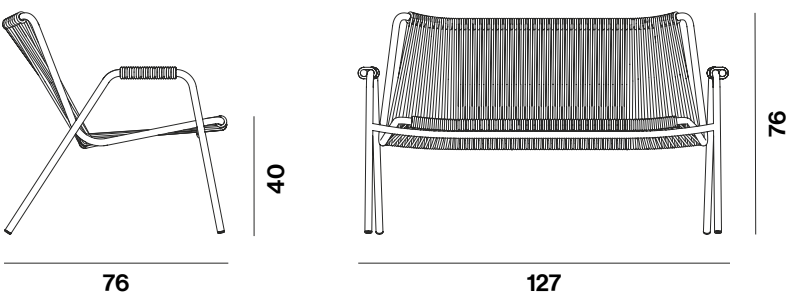
Product Code: **COPO**

Footrest



Product Code: **COPOG**

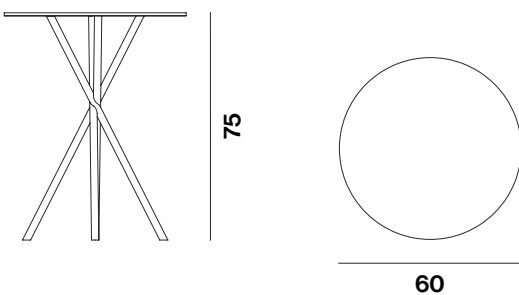
Bench



Product Code: **CODI**

Tables

Round table

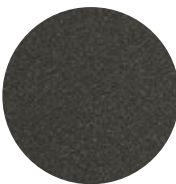


Finishing: **Graphite**
Product Code: **COTAVGR**

Finishing: **Syrah**
Product Code: **COTAVSY**

Finishing: **Sand**
Product Code: **COTAVSA**

Colors



Metal structure: **Graphite**
Product Code: **GR**



Polypropylene cord: **Fondant**
Product Code: **FO**



Metal structure: **Syrah**
Product Code: **SY**



Polypropylene cord: **Ecrû**
Product Code: **EC**



Metal structure: **Sand**
Product Code: **SA**



Polypropylene cord: **Marsala**
Product Code: **MA**

Urbanism and sociality: a different outdoor

Let social city-dwellers experience their spaces in a different way, with quality outdoor furniture

Conversations may continue between indoors and outdoors, with style, comfort and functionality. Coco is a collection that is eminently suitable for all traditional garden locations, but is designed with contemporary urban contexts in mind, making it interesting for contract use to pubs, cafes, public dining, and any other entertainment-type venues.

With Coco, Unopiù invites you to rediscover the pleasure of being outdoors in the city, being able to better enjoy your shared moments of sociality and relaxation thanks to a collection of furnishings with a strong brand identity, which embraces both tradition and innovation of Italian design.

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Bar Basso

With its red neon sign and overall vintage look, is among the essential places for a true taste of Milan lifestyle



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the ritual of the aperitif



Open since 1947, the Bar Basso very soon becomes the go-to place in town for drinking cocktails.

The historic bar is always crazy busy, especially since 1972 when, invented by chance by barman Mirko Stocchetto, the Negroni Sbagliato - the bar's signature cocktail - is created. Immediate success: through the years, Milan becomes the capital of cocktails and aperitifs par excellence.

The Bar Basso's red neon sign itself becomes a symbol of the City in the '80s, when Milan is vibrant and constantly partying. Here, cool people congregate after a long day and, when Milan hosts its most important cultural events, such as the Salone del Mobile and the Fiera dell'Arte, thanks to its bond with the world of Art and Design, the Bar Basso is the place-to-be.

Unopiù

Since 1978, Unopiù is an international point of reference in manufacturing and distributing outdoor design furniture and accessories. Since its very beginning, the Company's goal has been to furnish the outdoors with the same attention and care usually reserved for interiors, creating functional and esthetically elegant spaces, and providing them with complete and tailored solutions: from seating and structures to furniture accessories.

Products by Unopiù, many of them created by well-known designers, are timeless proposals, in terms of both quality and design aesthetic criteria. The best terraces and outdoor spaces of renowned hotels and Resorts - including the Bulgari Hotel, the Mandarin Oriental Hotel, the Greenwich Hotel in New York, and the Four Seasons Resort in Hawaii - have been decorated by Unopiù.

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Unopiù has an extensive global presence, with 9 flagship stores: in Milan (Brera district), Paris (Bvd Saint-Germain), Cannes, Monaco and Madrid among them.

Our exclusive showrooms offer customers a compelling and high-touch experience to appreciate Unopiù products' quality and excellence. Additionally, our e-commerce is increasingly becoming an essential tool to see and buy all the outdoor collections of the brand.

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UNOPIU[®]

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