



SHADES OF GREY

Salone del Mobile.Milano | 18-23 April 2023

CORO, the Italian manufacturer of outdoor furniture, is participating for its fourteenth time at the international furniture exhibition, the Salone del Mobile in Milan, proposing a selection of products with finishes, materials, and coverings all in shades of grey.

The CORO stand will be fitted out with six sets that recreate various scenes of relaxation in the open air, showcasing the company's furniture.

You will find an outdoor living room featuring **sofas** from the **Nest** line; a classic portrayal of relaxing in the sun on the aluminum **sunbeds** of the **Sally** collection; three different configurations of rest and conversation areas featuring **Sally armchairs and chairs**, and lastly, a long **table** from the **Tasia** line, set up for an al fresco lunch, surrounded by various models of chairs from the CORO catalog.

The products on display include an evolution of the armchair from the **Sally collection**, which sprung from a long research and experimentation project that the company has been engaged in for some time.

Molly is a chair that began as a complementary element to Sally, but with its own separate identity. The covers of the seat and backrest are completely removable and are made in fabrics designed for outdoor use. The seat cover can be easily changed, and there is a wide range of colors to choose from. The ropes positioned on the back and on the seat cushion recall the aesthetics of the Sally line.

The color palette employed is a unifying element and the leitmotif of the stand: the outdoor fabrics used and the acrylic ropes that form the backrests and seats of the Nest and Sally items are in shades of grey. They go wonderfully with the metal elements of the structures, which, depending on the product, are made in painted or satin-finish stainless steel, or in aluminum.

The arrangement elegantly and soberly showcases the specific characteristics of the brand:

Firstly, without a doubt, the ability to combine the most advanced **production technologies** - especially in the machining of the metal parts - with the **craftsmanship** of the sartorial finishes, in a blend of meticulousness, know-how, and passion that is classically Italian. Every piece of furniture is produced industrially, but its finish, assembly, and packaging are always carried out manually.

Another distinctive element of the company has always been the **quality** of its products. In the manufacture of furniture that is used outdoors and is hence subject to all kinds of weather conditions, this factor, which is inextricably linked to its robustness and longevity, is – if it is possible – even more decisive, and is manifested in the careful choice of the finest **materials** and the best **technological solutions**.

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Share capital: € 40,000,00 fully paid up - REA No.: 244751



Lastly, another distinguishing element of CORO, which is highlighted here through the variety of finishes and colors, is the possibility of **customizing** the products. This option is not only valid for the Contract sector; it is also an added value that few outdoor furniture companies can match. By producing every component of its products 'in house', CORO allows the designer to choose and customize every single product, selecting from a catalog with a wealth of fabrics and finishes.

Download the Coro 2023 Catalog: <https://www.coroitalia.it/catalogues/#designers-1>

Download the Press Kit: <https://www.coroitalia.it/press-kit/>

CORO

Salone del Mobile. Milano 2023

Hall 10, Booth E07

18-23 April

10 am - 6 pm

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Products

Sally Collection | Design Riccardo Giovanetti

Sally arose from the idea of creating an outdoor furniture collection that would introduce new construction and aesthetic solutions: the light, elegant aluminum structure is enhanced by the innovative design of the cordage entering and leaving the frame creating a unique tensile structure. Sally does not represent a single product; rather, it is an extended family that interprets contemporary living in a convincing and recognizable way.

Nest Collection | Design Stefano Gallizioli

Nest is a collection of products characterized by sleek lines and great attention to detail: starting from a stainless-steel structure, a series of comfortable chairs emerges. Nest sofas are a refuge as welcoming as a nest, where you can recline in the utmost comfort, snuggling into large cushions. The Nest collection features a modular system that allows multiple configurations so that it adapts perfectly to any outdoor environment.

Tasia | Design Matteo Nunziati

Tasia started out as a table for indoor and outdoor use that can be extended to three different lengths. By means of the two additional leaves hidden in the frame, the table can easily be extended to seat up to twelve diners. Tasia's sleek, minimalist structure means the table can be matched with any kind of chair.

Livis | Design Matteo Nunziati

The archetypal director's chair is reinterpreted in accordance with the tenets of contemporary design. Livis has a metal structure, with a fabric seat and backrest. Its elegant and practical pressure mechanism allows the chair to be effortlessly opened and closed so that it can be stored away in a small space when not in use.

SG01 | Design Stefano Gallizioli

An armchair, a coffee table, and chairs with and without armrests are some of the items from the SG1 collection that we will be presenting at the Salone. They feature a frame in satin-finished stainless steel, a backrest and seat woven from 6 mm PVC or acrylic cord, and a sturdy taiga rock tabletop.

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Zeta | Design James Irvine

A stark symbol in space, a minimalist, immediately recognizable shape: these are the distinguishing elements of the Zeta collection, which features a series of chairs and tables that can easily be closed when not in use. Their small footprint and the lightness of their steel structure make them ideal for elegantly furnishing open-air public spaces such as residential areas.

The company

Coro ushers in a new era, conceiving a new dimension of living that goes beyond the traditional confines of the home: indoors and outdoors merge in a harmonious language, into a spatial and conceptual continuum. Coro's philosophy is based on the belief that it is possible to experience the outdoors as an authentic design project, in which colors, materials, and shapes remain true to the value of spontaneity and living *en plein air*.

Through experimentation, technical knowledge merges with the drive to create products that make it possible to go beyond the traditional barriers between indoor and outdoor spaces. By means of this research, Coro has developed exclusive materials that are the key to the creation of contemporary but timeless shapes.

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