

For over 40 years, Lema has been manufacturing genuine Italian furniture where innovation and tradition are skillfully combined together, featuring high quality and great customization. The company's strong tradition of craftsmanship integrates with the most innovative technologies. The Group includes three units: Home, Contract and International Office Concept; it is active in 50 countries with a global network of over 1,000 retailers.

Where are you located, who are your partners and what is your strategy for the Chinese market?

China can offer great opportunities to the Italian companies: growth rates are very high, and Italian products extremely sought after. We have recently launched a new flagship store in Shenzhen, a large city located north of Hong Kong, a region that is fast developing, therefore this is strategic area to further strengthen Lema in the country. At the current time, this is the largest Lema's showroom in the world: over 1,000 sq.mt. entirely devoted to our collections, that aims to become a reference point for private clients and interior designers, as well as for architects and contractors. It is located

in a strategic position – the Fautina Free Zone – a real trade hub.

Did you realize any project in China?

At present, we are working on a prestigious multi-apartment project. It is the ongoing Shanghai-based One Park: 1,480 tailored cabinets for 325 apartments.

Why did you choose and how are you going to present your brand at the first Shanghai Design Week?

At short and medium term, Far East is one of the main opportunities to expand our business, we had therefore no doubt to take part to the first Salone del Mobile Milano.Shanghai.

We have great expectations from this event, Italy is the first furniture exporter to China, and Lema is rapidly growing in the country. Our local partners are doing a great job, therefore our objective and strategic distribution purpose is to further strengthen our brand in the country supporting our local dealers. Also projects in the contract sector are increasing. In Shanghai, during the fair, our products will showcase the sobriety and elegance embodied by Lema. The exhibition layout will be as usual designed by Piero Lissoni, who has been our creative director for over 20 years, organizing the exhibition concept. www.lemamobili.com



Il divano Yard di Francesco Rota con la libreria Selecta di Officina Design Lema, che saranno in fiera, nello spazio espositivo Lema a Shanghai. Pagina accanto, tavolo Memo, design Piero Lissoni. In alto, ritratto del presidente Angelo Meroni.

Yard sofa by Francesco Rota with Selecta bookshelves by Officina Design Lema, that will be displayed at the Lema's exhibition stand during the fair of Shanghai. Opposite page, Memo table, design by Piero Lissoni. Top, President Angelo Meroni.



In alto, composizione di recenti prodotti Lema: letto Madama di Officinadesign Lema, Armadi al Centimetro - sulla destra - e Hangar di Lissoni - sulla sinistra - e in primo piano day bed Yard di Francesco Rota. Un ambiente dell'One Park Shanghai, arredato con prodotti custom made di Lema Contract. Pagina accanto, One Park Shanghai, mega fornitura multiapartment, importante progetto in corso di Lema.

Top, new products by Lema: Madama bed by Officinadesign Lema, on the right, tailor-made cabinet and, on the left, Hangar by Lissoni. On the foreground, Yard daybed by Francesco Rota. A space of the Shanghai's One Park, furnished with custom-manufactured products by Lema Contract. Opposite page, One Park Shanghai, furnishings for the important multiapartment project that Lema is developing.