



**Karakter**

*Founded on rebellious curiosity and a passion for the unique, Karakter is a bit out of the ordinary.*

*Always maintaining an international outlook, Karakter presents a striking portfolio of furniture, lighting, and objects from designers who have already written the history of design to those who are aspiring to write the future.*

## **Curiosity**

Whether it's the craftsmanship or the design, every Karakter piece is more than meets the eye, sparking a sense of intrigue and wonder.

## **Uniqueness**

Every piece that Karakter create is unique and tells its own story. We create the pieces that we feel are missing a presence in the world and never the pieces that already exist.

## **Beauty**

Every Karakter piece has qualities that awaken our senses. Whether it's beauty in the manufacturing, the materials, or the design. Karakter pieces will always make you feel in the presence of something beautiful.

## **Functionalism**

Where sophisticated design meets problem-solving, each piece is made to work well, serve a purpose, and last a long time while still being something you never get tired of looking at.

## OUR MARKET SEGMENTS



### Residential

High-end and luxury homes,  
mid-range design-driven homes



### Commercial

Retail and brand stores, co-working spaces,  
break-out areas, corporate domiciles,  
executive offices, galleries.



### Hospitality

Hotels, restaurants, and cafés.



**Recap 2023**

## **What works:**

Cooperation increases turnover

Growth through focus on a few but strong concepts works

A clear go-to-market strategy is effective

The Scarpa collection is a game-changer

Our cross-over product strategy works

Recognition of significant potential in commercial and hospitality sectors

## **What needs improvement:**

Focus on Karakter in sales requires attention

Ongoing product training with partners is essential to keep Karakter top of mind

Global brand awareness needs improvement

Clear and correct information regarding delivery times etc. must be refined

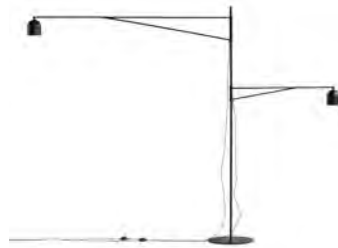
Focus on correct, clear, and accurate data in the system

General communication can be strengthened

United go-to-market planning when we launch products or campaigns



BESTSELLERS IN CASSINA



**We want to grow  
Karakter significantly  
in the Cassina channel.**

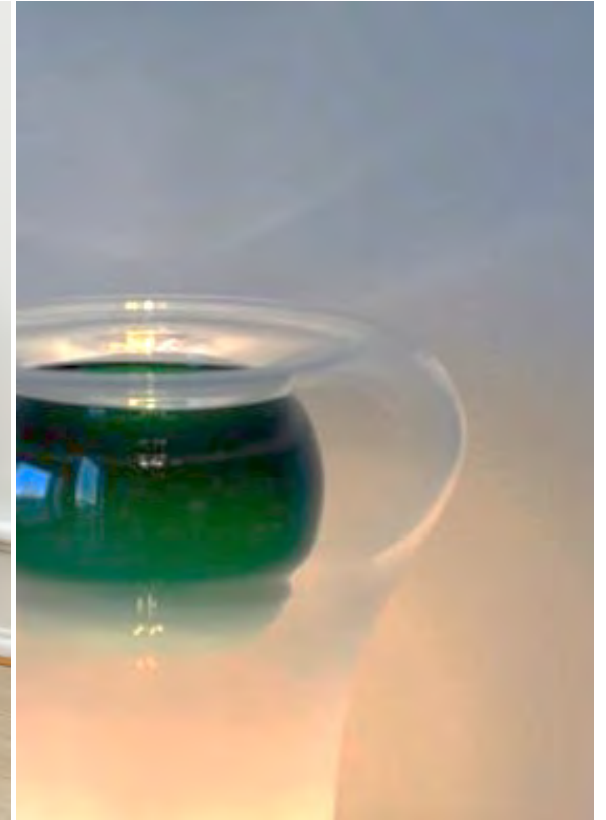
**And we need  
your help to succeed.**



The Office Desk vignette



Cassina X Karakter / Scarpa



United lighting catalogue

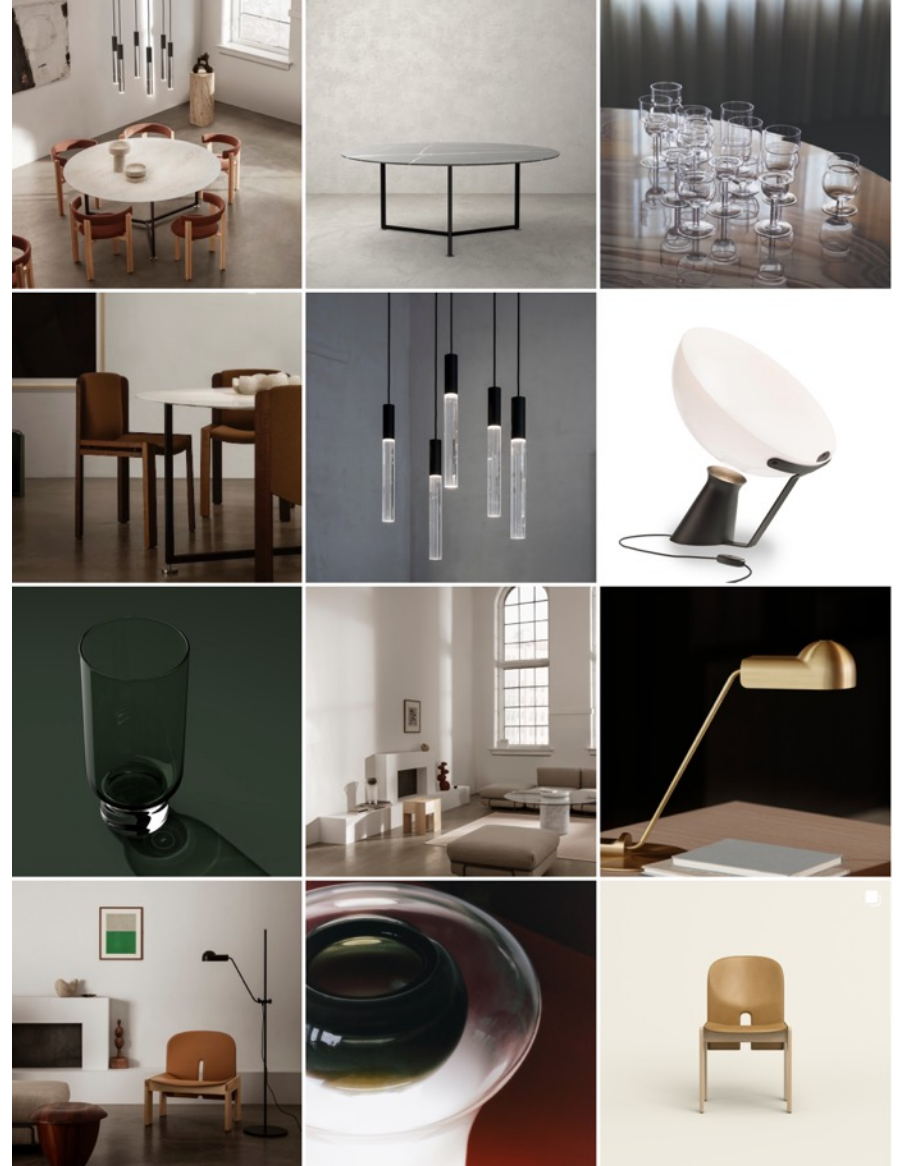
INITIATIVE

# Christmas Gift Box

Including 6 pcs. of Sferico glasses



**Like**  
**Share**  
**Sell.**



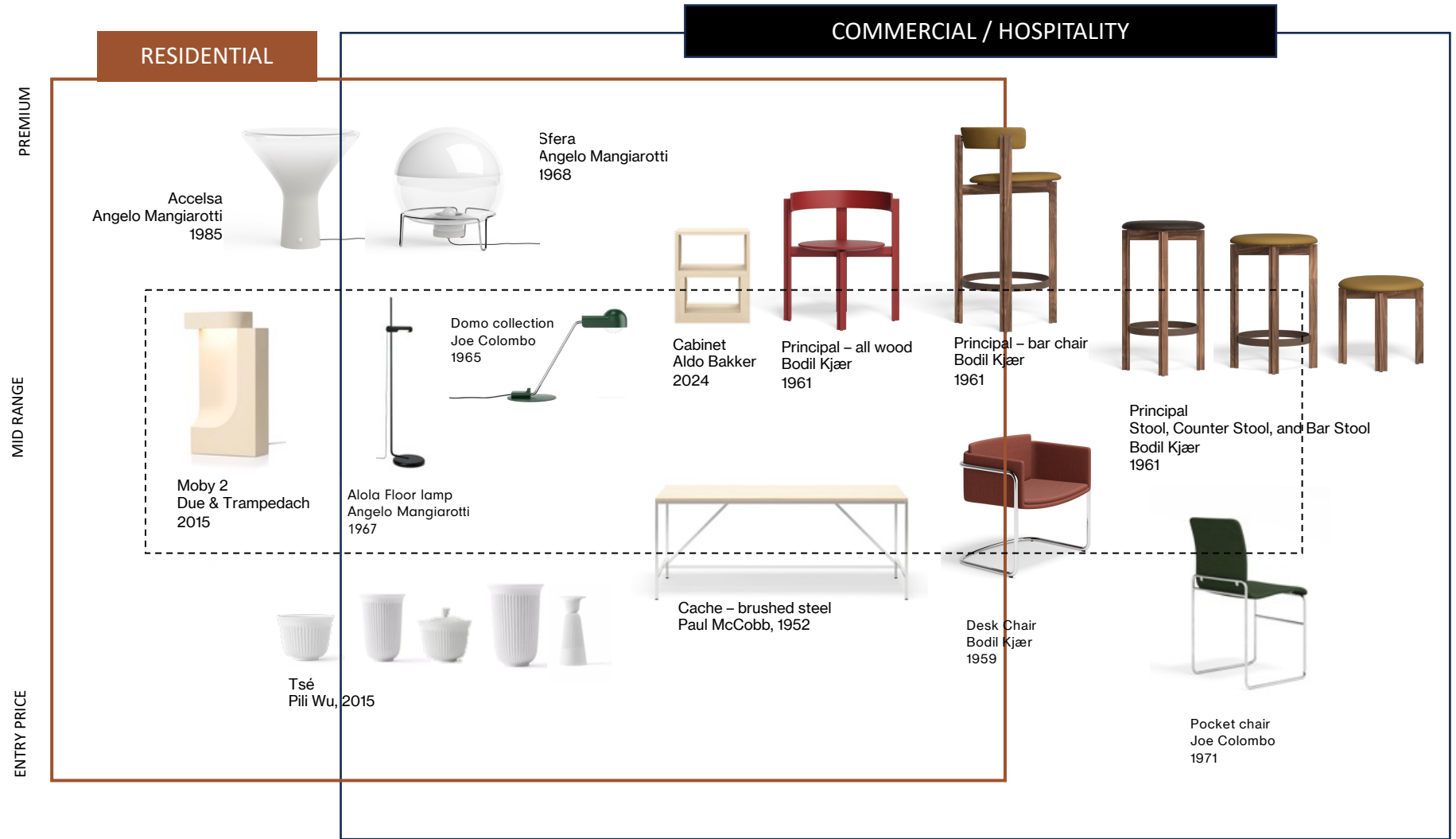
In 2024, our lineup of novelties aims to either address gaps in our collection or enhance existing categories, all while possessing cross-over potential to strengthen our application areas.

Highlights include the introduction of new Mangiarotti lamps, expanding our world-leading Mangiarotti lighting collection

We are expanding the Bodil Kjær collection by introducing Principal counter and bar stools, thereby elevating the collection's desirability, especially in the commercial and hospitality industries. Additionally, we are introducing an Office Chair to broaden our Office Unit collection.

Finally, we're proud to unveil the Tsé porcelain series, exquisitely crafted by skilled artisans and ideal for discerning gift-givers seeking sophistication and elegance.

STRATEGIC FIT





# Accelsa

## Angelo Mangiarotti, 1985

Designed in 1985 by Angelo Mangiarotti, a celebrated Italian architect, sculptor, and designer, the Accelsa lamp embodies a blend of timeless elegance and a contemporary appeal.

Crafted from delicate, hand-made Venetian frosted white glass, the design emits a gentle, diffused light, creating an ambient atmosphere that adds tranquillity and charm to any space.

Market segments: Residential, Commercial, Hospitality

Materials: Mouth-blown glass

USP: Mangiarotti 1985 archive piece  
Iconic statement design  
Soft ambient lighting

Dimensions: H: 40 cm  
Ø: 46 cm



# Sfera

## Angelo Mangiarotti, 1968

Esteemed Italian architect, sculptor, and designer Angelo Mangiarotti first conceived Sfera in 1968 as a striking lamp that seamlessly blends form and function.

Reissued for the first time, the lamp boasts a uniquely quirky and unconventional aesthetic, offering a refreshing addition to modern spaces while paying homage to Mangiarotti's innovative spirit. Sfera emanates a soft glow that creates a soft and serene ambience, adding a touch of personality wherever placed.

Market segments:	Residential Hospitality Commercial
Materials:	Base in steel - shade in mouth-blown glass
USP:	Vintage Mangiarotti Creation Adds subtle coolness to any space Emits Gentle Ambient Glow
Dimensions:	H: 43 cm Ø: 40 cm



# **Alola floor lamp**

## **Angelo Mangiarotti, 1967**

Defined by clean lines and simple construction, the Alola floor lamp by Angelo Mangiarotti transcends the boundaries of time. The piece features a base crafted from Nero Marquina marble which elevates its design while providing a solid foundation that complements the lamp's frame, available in black powder-coated and chrome steel.

Market segments:	Residential, Commercial
Materials:	Base in Nero Marquina marble, stem in powder-coated or chromed steel, lamp head in powder-coated aluminium
USP:	Modern classic design with clean lines Soft, adaptable lighting for any space Sophisticated elegance and contemporary functionality
Dimensions:	Height: 152 cm Width (top): 37 cm Width (base): 37 cm



# The Mangiarotti Collection



## Domo table Joe Colombo, 1965

Colombo's design aimed to serve users in diverse ways. He experimented with new materials and cutting-edge technologies, crafting what he would define as "machines for living" that have since become icons of a modern lifestyle.

Among these creations is the Domo lamp. The latest variants of the Domo table lamp have been introduced in color combinations of Black and chrome, Green and chrome, as well as Red and chrome. These new versions feature a steel base and lamp head with powder coating, while the stem and arm are crafted from chromed steel.

Market segments:	Residential, Commercial
Materials:	Base and lamp head in steel with powder coating, stem and arm in chromed steel
Variations:	Black/chrome, green/chrome, red/chrome
USPs	A modern classic Clean lines and simple constructions Elevates any space with soft adaptable light
Dimensions:	H: 39,5 cm W: 52,5 cm                  Shade: 20cm



## Domo floor Joe Colombo, 1965

Colombo experimented with new materials and cutting-edge technologies, crafting what he would define as "machines for living" that have since become icons of a modern lifestyle.

Among these creations is the Domo lamp. The latest variants of the Domo floor lamp have been introduced in striking colour combinations of Black and chrome, Green and chrome, as well as Red and chrome. Colombo's design language, characterized by fluid curves rather than sharp edges, continues to resonate in these contemporary additions to the Domo series.

Market segments:	Residential, Commercial
Materials:	Base and lamp head in steel with powder coating, stem and arm in chromed steel
Variations:	Black/chrome, green/chrome, red/chrome
USPs	A modern classic Clean lines and simple constructions Elevates any space with soft adaptable lighting
Dimensions:	H: 190 cm W: 40 cm                      Shade: 20 cm



# Moby 2

## Due & Trampedach, 2015

Brimming with character and personality, the Moby 2 lamp by Birgitte Due Madsen and Jonas Trampedach introduces a distinctive new design that builds upon the success of the striking Moby 1.

A perfect fit for modern spaces, Moby 2 features a distinctive character of harmonious and playful contrasts, matched with a refined sculptural design.

Market segments:	Residential, Commercial
Materials:	Acovi acrylic
Variations:	White or khaki
USP:	Sculptural elegance, and balances soft, comforting light to any space
Dimensions:	Moby 1: H: 20 cm W: 24,2 cm D: 9,5 cm Moby 2: H: 41 cm W: 22 cm D: 10,6 cm



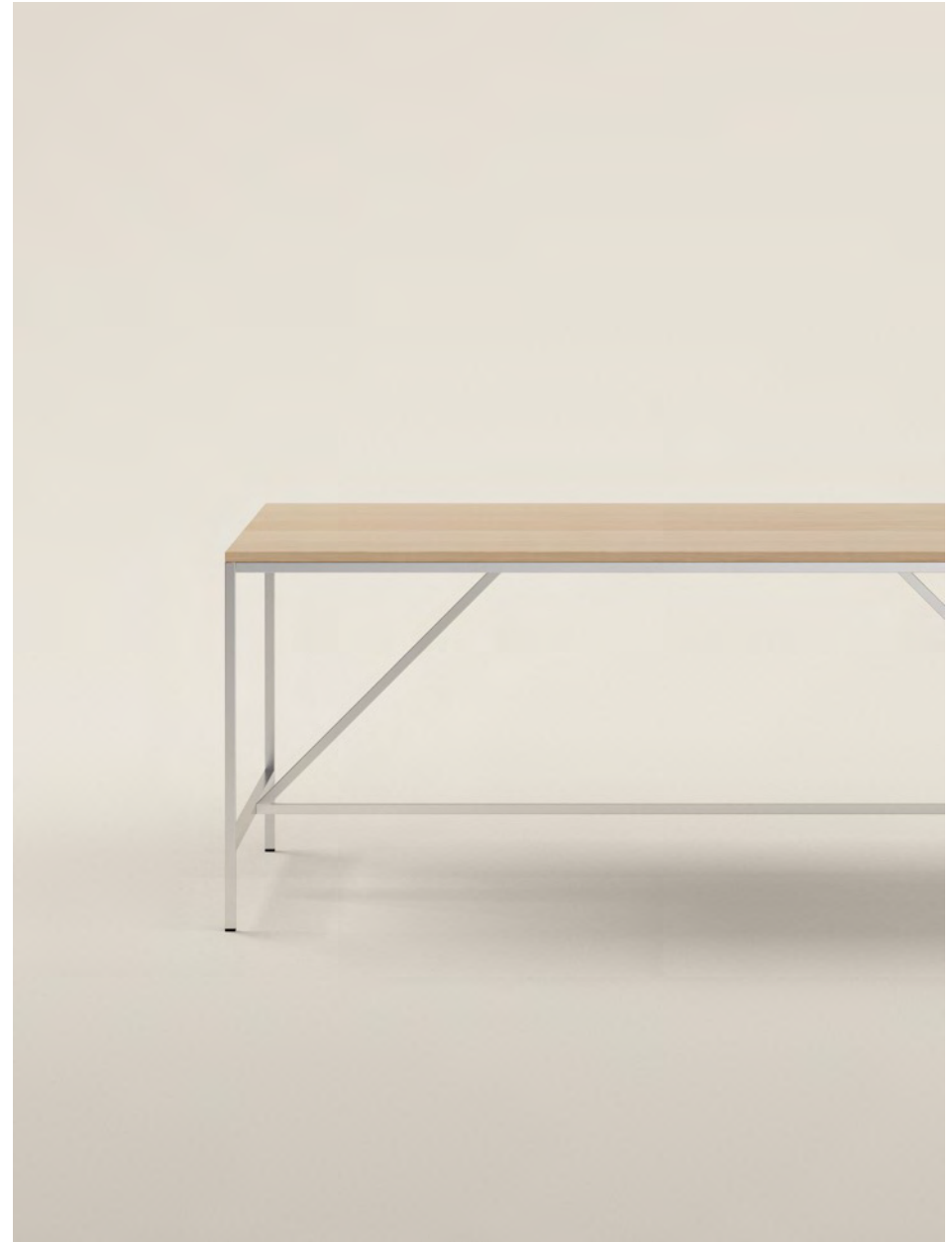
# Cache

## Paul McCobb, 1952

A key figure in American mid-century design, Paul McCobb introduced the Cache dining table as part of the Planner series in the 1950s, revolutionising modern design for middle-class American homes.

The Cache dining table by Paul McCobb in brushed steel embodies simplicity and ease. Free from any ornamental detailing, the piece is an understated design that adapts to the diverse requirements of modern spaces.

Market segments:	Commercial, Hospitality, Residential
Materials:	Table top in ash veneer or oak Frame in brushed steel
USP:	Minimalist elegance, no unnecessary details Adaptable to diverse modern spaces Contemporary design for the future
Dimensions:	H: 72 cm W: 180 cm or 260 cm D: 90 cm





# Cabinet

## Aldo Bakker, 2024

With an unwavering commitment to form and function, Aldo Bakker's Cabinet seamlessly blends utility and elegance and embodies the essence of contemporary craftsmanship. The Cabinet balances precision and simplicity, inviting users to appreciate its geometric logic.

Central to the design are its thoughtful elements, showcasing a deliberate contrast between the slim 1.5cm thick top and the substantial 4.5cm thick base. This intentional juxtaposition creates a captivating visual interplay while it ingeniously carves out a 3cm space for the centerpiece.

Market segments:	Residential, Commercial
Materials:	Spruce, untreated
USP:	Seamlessly blends utility and elegance Precision-engineered for timeless appeal
Dimensions:	Height: 44 cm Width: 27 cm Depth: 25 cm



## Pocket chair

### Joe Colombo, 1971

Conceived by Joe Colombo in 1971, the Pocket chair showcases the Italian industrial designer's visionary talent. Reflecting his early artistic background, the chair's refined silhouette, sleek chrome frame and gracefully curved shell exude finesse, seamlessly fitting into any setting.

With its stackable design, the chair combines practicality with style, making it an ideal seating solution for different spaces. Whether in restaurants or conference rooms, the design adds a touch of refinement, uniting premium European-made materials with timeless style.

Market segments:	Commercial, Hospitality
Materials:	Frame in chrome or powder-coated steel. Shell in clear lacquered oak or walnut veneer – or upholstered with leather or textile
USP:	Iconic Design, Timeless Elegance Stackable Premium Craftsmanship, European Excellence
Dimensions:	Height: 81 cm Width: 44 cm Depth: 52 cm    Seat Height: 44 cm



## Pocket bar chair

### Joe Colombo, 1971

Inspired by Joe Colombo's Pocket chair from 1971, the Pocket bar stool sets the bar higher. Seamlessly adapting to any environment, the chair's refined silhouette, sleek chrome frame, and gracefully curved shell exude finesse and elegance.

The chair combines practicality with style, making it an ideal seating solution for different spaces. Whether in restaurants or bars, the design adds a touch of refinement, uniting premium European-made materials with timeless style.

Market segments:	Commercial, Hospitality
Materials:	Frame in chrome or powder-coated steel Shell in clear lacquered oak or walnut veneer – or upholstered with leather or textile
USP:	Iconic Design Elevates any seating experience Premium Craftsmanship, European Excellence
Dimensions:	Height: 101,5 cm Width: 44cm Depth: 48,3cm Seat Height: 78,8 cm



## Principal chair – all wood

### Bodil Kjær, 1961

Characterized by a simple and honest use of form and material, the Principal Chair is timeless in every aspect. The all-wood rendition of the design embodies the essence of the series.

With a focus on clarity and simplicity, every aspect of the design fulfills a function, down to the smallest detail. Perfect for restaurants and private homes alike, the all-wood version of the chair and the Principal series can become a staple in homes and hospitality settings.

Market segments:	Commercial, Hospitality, Residential
Materials:	Solid natural oak, stained oak or painted beech
USP:	A sustainable choice Integration of modernistic design language Crafted for enduring longevity
Dimensions:	Height: 71 cm Width: 63 cm Depth: 56 cm      Seat Height: 46 cm



## Principal bar chair Bodil Kjær, 1961

Drawing inspiration from Bodil Kjær's Principal chair from 1961, the Principal bar chair maintains the same functional and minimalistic design. Characterised by a simple and honest use of form and material, the design is timeless in every aspect.

Balancing a geometric structure with soft organic shapes, the piece presents a simple structure that forgoes superfluous detailing in favour of a minimal design. This ensures that the Principal bar chair can seamlessly adapt to various spaces, maintaining its relevance year after year.

Market segments:	Commercial, Hospitality
Materials:	Frame in solid natural oak, stained oak or painted beech. Seat in leather or textile
USP:	Fusion of cosmopolitan outlook Integration of modernistic design language Crafted for enduring longevity
Dimensions:	Height: 101 cm Width: 63 cm Depth: 56 cm      Seat Height: 76 cm



## Principal counter stool, bar stool, and stool Bodil Kjær, 1961

Drawing inspiration from Bodil Kjær's Principal chair from 1961, the Principal counter stool, bar stool, and stool maintain the chair's functional and minimalistic design. Characterized by a simple and honest use of form and material, the design is timeless in every aspect.

Balancing a geometric structure with soft organic shapes, the piece forgoes superfluous detailing in favor of a minimal design, ensuring it can adapt to various spaces and maintain its relevance year after year.

Market segments:	Commercial, Hospitality
Materials:	Frame in solid natural oak, stained oak or painted beech. Seat in leather or textile
USP:	Fusion of cosmopolitan outlook Integration of modernistic design language Crafted for enduring longevity
Dimensions bar stool:	Height: 76 cm    Width: 43 cm
Dimensions counter stool:	Height: 64 cm    Width: 43 cm
Dimensions stool:	Height: 43,9 cm    Width: 43 cm



## Office Chair

### Bodil Kjær, 1959

Conceived by Bodil Kjær in 1959, the Office Chair is a handsome and functional piece of furniture design with clear mid-century references. Only a few pieces of the design were originally made, making the chair an exclusive piece of historical significance.

Defined by sleek lines and a refined silhouette, the chair elevates any setting with its unique presence. From office floors to waiting rooms, bustling restaurants and private homes, the piece seamlessly blends into any environment.

Market segments:	Commercial, Hospitality, Residential
Materials:	Base in chrome or painted steel Seat upholstered in leather or fabric
USP:	Only a few pieces were originally made Made in Europe Complementing Bodil Kjær's iconic Office Desk
Dimensions:	Height: 67,7 cm Width: 69,5 cm Depth: 56,5 cm      Seat Height: 41,3 cm



## **Tsé**

### **Pili Wu, 2015**

Embodying the essence of quiet moments, the Tsé series offers a graceful porcelain service ideal for coffee and tea. Crafted with the highest precision, the resulting set is inspired by the distinctive rippled pattern seen on disposable plastic cups in Taiwanese road-side eateries.

This defining detail transforms the delicate porcelain into a tactile experience while conveying a clear sense of origin. The fine and delicate designs came to life through a collaboration between Karakter, Taiwanese designer Pili Wu and Taipei-based HAN Gallery, led by the creative direction of Dutch designer Gijs Bakker.

Market segments:	Residential, Hospitality
Materials:	Bisque porcelain - only glazed on the inside
USP:	Fusion of Tradition and Innovation Crafted Heritage, Modern Sophistication
Collection contains:	Vase, Mug, Cup, Candleholder, Bonbonniere





# Mangiarotti Principal Pocket chair Cache

**Broad send-outs:**

Personal pitches with exclusive angles, and interviews with designers - focus on personality, partnerships, patience, and staying power.



Commercial Focus  
Salone 2024



The Office Desk vignette



Cassina X Karakter / Scarpa

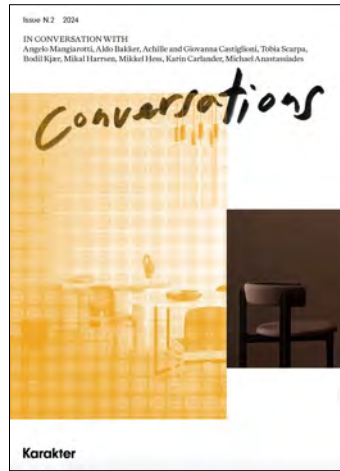


The Christmas Gift Box

Launch of Conversations N.2 in collaboration with Apartamento Studio



Conversations N.2



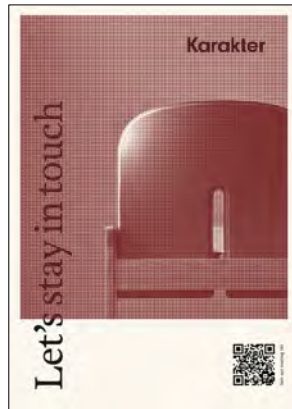
Meet our designers



Cocktails for VIP clients



Dinners with clients



Hand outs

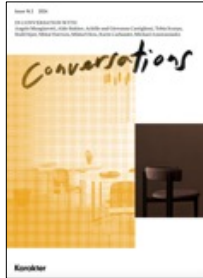


Late night open

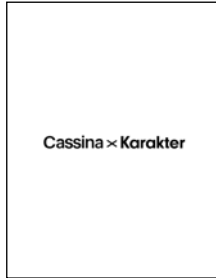


Special appointments with press

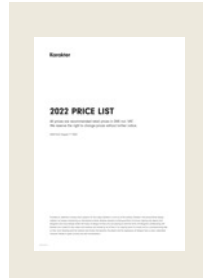
2024



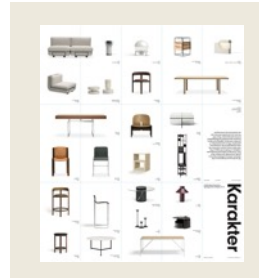
The launch of "Conversations" N.2 in collaboration with Apartamento Studios. A storytelling and global networking tool to increase brand awareness.



Launching the first product collaboration between Cassina and Karakter - Scarpa 925 and Scarpa 121.



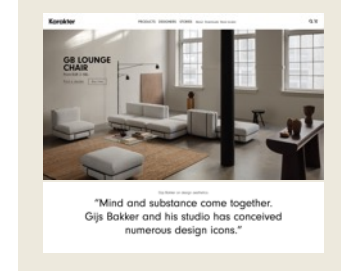
A new price list is available including more technical information on light. A US price list will also be available.



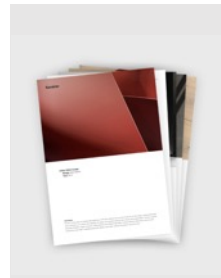
Update of Collection Overview. A commercial tool to get a fast overview of our collection.



New videos available  
Studio visit - Tobia Scarpa  
Glass production - Venice  
Interview - Bodil Kjaer



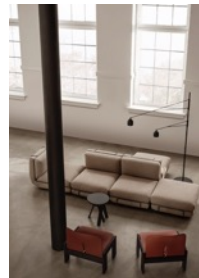
Launch of a new improved website with stronger focus on storytelling, easy access to information, and increased focus on our overall digital performance.



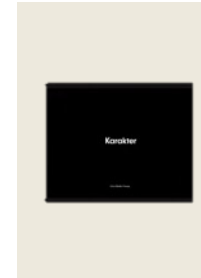
Product fact sheets and 2D/3D files are available on all NEWS (and full collection).



Update of the Karakter sample box in finalized.



Launch new images for commercial use.



A&D presentation with a focus on segments and application areas. Featuring international projects.



Christmas gift campaign in collaboration with Cassina.

**Karakter**