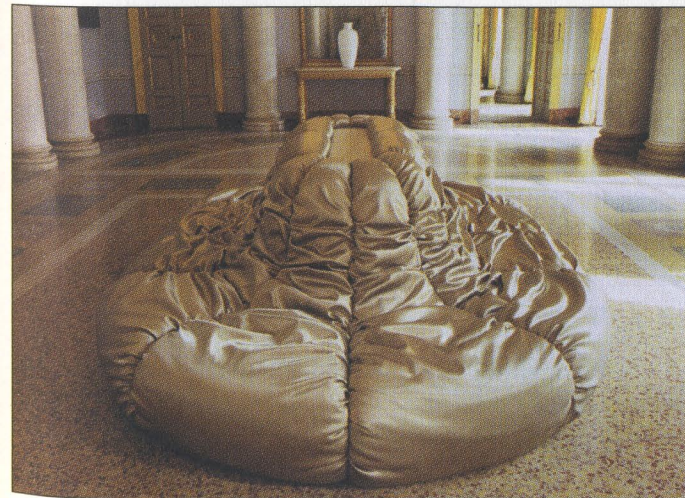




Grumpy

I GOT to know Edra when its first products were put in the window of a shop in the street where I grew up that I passed every day.

I made some prototypes for a show at Villa Medici in Rome: containers whose walls were made of brushes. I realised immediately the only company that would ever take me up on that startling, sensual, slightly indecent creation was Edra.



I called Massimo Morozzi on his mobile phone (something you just don't do in France) to propose my project. That's how our collaboration began. It has been a pleasure, but also hard work getting on with Massimo - whom I sometimes call "Grumpy" - and his boundless enthusiasm, impassioned drive, unorthodox manner - and total commitment to Edra.

Inga Sempé

(Parisian Inga Sempé learned Italian while staying in Rome. She keeps it up thanks to her friendship with former course mate Elisabetta Pinherle, and by practising it when working with Edra.)

A Company in Colour

COLOUR in design has always made many people uneasy, especially in certain periods. All the more so when there are lots and lots of colours all together. They're difficult to match, is the objection; the results will most probably be garish. Common sense and so-called good taste called for neutral colour coordinates for the home. Edra has never been afraid of colour. The Company has always been at ease with colours, lots of them and in vibrant shades. Colour has been Edra's trademark. Fabrics are coloured, as are leathers and hides. Even the pony hide on Francesco Binfare's Corbeille is orange and turquoise. The colour range of the trims and acrylic components is even wider. Edra's colour chart doesn't just remain on paper; it is actually used. The Paesaggi Italiani compositions, for example, prove how many different colours can sit happily side-by-side as long as they are definite, full and brilliant. In tradeshow booths, colour has become Edra's way of signalling a season. And like many painters, Edra has had a red, blue and pink period.

In 1989, Edra decided to make its booth for the Milan *Salone* entirely red. The products on show were red, the lampshades were red and guests were given only Campari

