

Following the tremendous success of our pop-up at Malmaison during CDW in 2015, it has since become our permanent showroom. This year's event will mark our first exhibition in this dedicated space, focusing on hm102 Collection and a series of events in collaboration with Malmaison.

hm102 Collection by Massimo Mariani

The hm102 seating system by Massimo Mariani offers an exciting new level of creativity and flexibility to the user.

Reflecting on the belief that designing a sofa or armchair is less about inventing a new form and more about perfecting the simplest and most comfortable of seats, Mariani began working on the concept of a simple system made up of three basic components - a backrest, seat and single armrest. He combined these parts to build up a family of ten different modules, some of which are asymmetric and so can assume different rotations. The result offers countless solutions, made up of armchairs, easy chairs, sofas, daybeds, benches and tables.

The range consists of a series of perfectly proportioned building blocks which act as a simple grid to generate all kinds of seating typologies and functional compositions, thereby responding to various needs of the everyday user - making it adaptable and playful. The upholstered platforms appear to float on the light base frame; while the generous proportions of the armrest and backrest offer comfort and provide an alternative working surface.

Hitch Mylius' reputation for flawless upholstery and attention to detail is perfectly showcased by the simplicity of hm102's uncomplicated lines.

Massimo Mariani

Following his graduation from architecture school at the University of Genoa, Massimo Mariani joined the Renzo Piano Building Workshop to work on the redevelopment of the Lingotto factory in Turin. Later he worked with Herman Hertzberger's Architectuurstudio in Amsterdam on a number of projects in Italy, Germany and Japan.

Moving to London in 1998 to work on architectural and urban renewal schemes, he started his own practice in 2004 focussing on architecture and industrial design research. In 2011 he was awarded an Honourable Mention at the XXII ADI Compasso d'Oro. Mariani's first product for Hitch Mylius **hm101** public seating system was launched in 2012.

Hitch Mylius

Hitch Mylius is an award-winning British manufacturer of contemporary upholstered furniture, established by designers Tristram and Hazel Mylius in 1971. Our products are handmade to the highest standards of craftsmanship - each piece is made to order by a skilled and dedicated workforce based at our modern factory in north London.

Classic in-house designs sit alongside furniture from well known and established names, including Kenneth Grange, Nigel Coates, Simon Pengelly and David Chipperfield.

Within the design industry, we have become renowned for our inherent "Britishness" and long-held commitment to manufacturing in the UK.

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