

COMPANY PROFILE 2019

THE COMPANY

LAGO's roots can be traced back to the late nineteenth century, when Policarpo began his craftsman workshop as a cabinet-maker in manor houses and churches in Venice. The next generation continued the tradition and expanded production to double bedrooms and subsequently to small furniture sets for entrance halls. However, it is during the '80s that the younger generation had the idea to focus on the furniture of other areas of the house. **In 2006, in its fourth generation, the company was transformed into a joint stock company and set out to confront the global market.** In charge of this generational transition is Daniele Lago, a young entrepreneur and designer, who, together with his brother Franco and his sister Rosanna, leads a young and dynamic team. **Today, LAGO has an annual turnover of 35 million euro and around 200 employees.** LAGO has a worldwide presence with **more than 400 selected stores and many single-brand stores in Italian and European cities, including Rome, Milan, Paris and Luxembourg.** The company's expansion is still well underway; despite maintaining its roots, LAGO is growing and is open to new meetings and exchanges with national and international companies.

VALUES

LAGO believes in an expanded vision of design, seeing it as a discipline that produces not only objects but also meaning. A discipline that can innovate the entire product chain – from the initial concept to disposal – generating culture, an indispensable condition for producing innovation. **For LAGO, culture and profit are in continuity, not opposition.** This is why the company has always worked in the world of design understanding it as a tool for social transformation. **New benefits can be generated by designing spaces capable of improving our quality of life.** LAGO believes that design brings positive change to the way we experience spaces and generate empathy between interiors and the people who use them. That is why in 2017 we unveiled the **first LAGO book, published by Rizzoli, "Never Stop Designing Spaces",** a journey through the quality of life in ten Italian cities chosen through Trivago's "*Global Reputation Ranking 2016*" with the aim of celebrating and giving depth to the genius of Italy, understood as a culture of knowing how to design and knowing how to create.

THE PRODUCT

LAGO creates furniture for every area of the home and beyond and investigates design in a systemic way, considering space as a system within which furnishings communicate with one another. For LAGO, designing means planning on a small scale (the product) and, at the same time, knowing how to plan on a large scale (the design system) with a comprehensive vision of living space and living that has led, in recent years, to investing in planning and partnerships with other companies. More than just products, the company designs alphabets and invites the end user to use them. The product is no longer fixed, but rather in dialogue with the user who is able to customise it endlessly. Through the production of alphabets, **LAGO creates participatory design enriched by the energies coming from the end user.**

The first innovative system created by LAGO in 2003, which has become one of its iconic designs, is **36e8®:** a square unit measuring 36.8 cm along the side, which has changed the dimensional paradigm of storage space. The concept of modular versatility has been extended to other furniture collections including **Air, LagoLinea, Et Voilà** and **N.O.W.**, in the form of solutions which can be integrated with one another to create complete interiors, developed and adapted to the different areas of the home. LAGO design is characterised by light suspensions, modular units and architectural mimesis that mean the furniture can be inserted in different contexts and styles. Thanks

to a complete and versatile range of over 70 products, LAGO is able to offer solutions for every corner of the home, providing furniture solutions for non-domestic public and private spaces, as well as commercial spaces and offices.

LAGO products have received numerous prizes and awards, the most recent being for the **Air kitchen**, winner of the best product in the kitchen section at the 2016 **Salone del Mobile.Milano Awards**, and the **Good Design Award**. The Vertigo table and Lift chair also won the Good Design Award in 2017. Other iconic products have been created at the LagoStudio, the company's creative hub, which organises workshops for the best Italian and international designers. These include the **Joynt chair by Harry Owen and the Huggy armchair by Brit Leissler**.

LAGO FABBRICA

Lago's products are designed, made and assembled entirely at the "Lago Fabbrica": the result is **made-in-Italy furniture**, where craftsmanship meets ongoing innovation. Lago Fabbrica is a **green manufacturing facility designed like a large wooden and brick house** for hundreds of people. It was designed by architect Italo Chiuccchini, involved for the first time in an industrial architecture project, according to the principles of green building. Here, just like in a large house, people's safety, health and wellbeing are always the key focus. This is why LAGO has adopted measures aimed at **safeguarding health and safety**, implementing a management system in line with the requirements of **international standard OHSAS 18001**. Built using noble materials designed to last, **LAGO FABBRICA is also a symbol of respect for the environment and an ongoing commitment to protect it**. LAGO's implementation of an **environmental management system, according to standard ISO 14001** is also symbolic of LAGO's will to protect the environment day after day. In addition, LAGO has always designed its products in an informed manner, integrating environmental parameters into its product-making processes. In order to do this, the company used the **LCA (Life Cycle Assessment) methodology**, a tool used for obtaining a quantitative assessment of the environmental impact of a given product or service over its entire life cycle, from the choice of raw materials all the way through to its disposal.

The business and production organisation at LAGO is founded on two pillars, inspired by the industrial philosophy at Toyota: **Lean Thinking** and **Kaizen**. The company's streamlined organisation, which rewards efficiency in its industrial production processes, allows LAGO to generate value and eliminate waste, ensuring its products arrive at the end customer's home without being stored in a warehouse.

TALKING FURNITURE

Talking Furniture is a highly innovative function, which allows the furniture to be connected to a smartphone. The project, created in 2015, is fruit of LAGO's research into the **Internet of Things** and the idea is to **create direct interaction between furniture and people, broadening and enriching the consumer experience**. Each piece of furniture is fitted with a chip which is read by smartphones, which then automatically connect to the **LAGO DESIGN app**. This allows you to receive information about the product right away. The app can also be used to store images, audio and videos to create an emotional narrative, saved in the furniture's memory. The project, **winner of the SMAU Innovazione 2017 prize**, significantly changes the paradigms of the human-to-product relationship in a wide range of contexts, from the domestic to the public sphere. The function was born out of LAGO's belief that the real revolution in design is not so much about the product, but rather what happens around it.

LAGO DIGITAL

The 'digital revolution' is changing the world and the lives of individuals: this is a trend that LAGO picked up on some time ago and built into its DNA. It has thus created a vast, dynamic and lively community, made up of more than a million people active on social media and interested in the world of interior design on the web. Design in the digital era enters into people's lives to improve, activate and connect them. Included within this sphere are **the website LAGO.it, which receives 3 million annual visits, the LAGO Instagram profile and its Facebook page, which has more than 1 million fans.** It is also through these tools that LAGO places the individual at the centre of the production process: it is the individual, with his or her concrete needs, who guides the planning, and it is the individual, with his or her own creativity, who provides concrete and effective answers and solutions to these needs.

LAGO SHOP, THE DISTRIBUTION NETWORK

LAGO has invested a significant amount of energy in distribution, selecting more than 400 retailers in Italy and abroad able to contribute their professionalism and gather feedback out in the field.

The LAGO distribution network includes a whole range of different kinds of retail space: **single-brand LAGO STORES; multi-brand POINTS, SPACES and CAPSULES; LAGO SPECIALIST stores dedicated to a single area of the home; and innovative retail formulas like LAGO THE OTHER STORE**, a cross-selling space, and the **APPARTAMENTO LAGO / STORE**, a flat/shop where you can see LAGO solutions in a domestic context.

LAGO DESIGN NETWORK

For LAGO, it is important to establish an interior resonance between ourselves and the space around us. This is the principle at the base of the 'LAGO Interior Life' philosophy with which the company declared, in 2014, its shift of perspective, focused on **defining and planning profound relationships between living spaces and our interior wellness.** With this philosophy, the company is a pioneer in its **desire to imagine and define new distribution formulas for design through an approach that goes beyond the confines of the domestic space.** In 2015, this led to the creation of a concrete network of LAGO DESIGN NETWORK spaces. **This is a widespread network of people and more than 200 locations around the country** – residences, shops, offices, museums, cafés, ice cream shops, restaurants and hotels – **made unique by LAGO design, and composed with the same care and attention as is normally dedicated to the home.** Thanks to our powerful digital communication driver, each space is connected to the others and plays an active role within the network, generating new business relationships and fresh business opportunities.

This project has received a major recognition from the **Osservatorio Permanente del Design ADI, which included the LAGO DESIGN NETWORK in the 'ADI Design Index 2016'**, an annual volume that gathers together the **projects chosen to compete for the 'Premio Compasso d'Oro'** and each year provides the most official and extensive map of the Italian design scene. In 2017, the LAGO DESIGN NETWORK received the 'Premio dei Premi' prize at the Chamber of Deputies, in the presence of the President of the Chamber, Laura Boldrini. This is an honour awarded to the companies showing the best ability to innovate and promote the growth of innovation culture in Italy. The initiative, now in its 9th year and celebrated as part of #InnovazioneItalia, gathers together the national winners of innovation prizes awarded every year by ABI, ADI, Confcommercio, Confindustria, the Government Department of Public Administration and PNICube.

- **APPARTAMENTO LAGO:**

The APPARTAMENTO LAGO project experiments with living spaces and culture: a real apartment – lived-in and furnished entirely with LAGO products – in which the owner, passionate about design, commits to periodically opening the doors to the world, organising and hosting cultural events of various kinds. Each location then becomes a showroom, allowing visitors to see LAGO products and its philosophy for themselves, in a domestic space that is also lived in. **Born in Milan in 2009 at the Salone del Mobile, the APPARTAMENTO LAGO project has since been exported to Italy and around the world.** In 2014, the project received an **honourable mention** at the ‘**Compasso d’Oro**’ awards.

- **CASA LAGO:**

As the synthesis of a new research and experimentation direction launched in 2009 with the **APPARTAMENTO LAGO**, and still underway in the form of the **LAGO DESIGN NETWORK**, **CASA LAGO** has been launched to create relationships with everything that resides outside the company, projecting itself beyond furniture design and production. It is a place for experiencing **LAGO** design and the connections it can generate. **CASA LAGO** is a prestigious space that welcomes businesses from other industries, fostering productive encounters and creating new business opportunities. It is an Italian house in Milan, a short walk from the Cathedral, that serves the needs of business people and professionals, welcoming them in a **design-driven space that fosters encounters, life and business**. **CASA LAGO** has all of the rooms you would normally find in a private home, since LAGO’s aim is to make the people who use it feel just like that, at home. **The Sala da pranzo, Salotto, Appartamentino, Studio and Biblioteca** spaces can all be booked for events, talks, business meetings, company presentations and press days, as well as dinners and cooking demonstrations. The **Cucina**, on the other hand, is always open to everyone using the LAGO HOME space, and offers the perfect place for business breakfasts, coffee breaks and aperitifs.

- **LAGO INSIDE - Bars and restaurants:**

The LAGO INSIDE format includes restaurants, bars and cafés designed by LAGO, capable of adding personality to the spaces, making them unique and stand out from the competition. LAGO INSIDE is a made-to-measure design project that aims to make the best of every type of venue, with the aim of taking the customer into an original, comfortable space with a highly distinctive character.

- **LAGO INSIDE - Public spaces:**

These are open spaces the public pass through to make purchases, use services, or meet up. Here, design is a functional tool for creating characteristic, welcoming spaces. Every LAGO INSIDE solution is custom-designed to the specific requirements of the location and its characteristic feel, dressing it with unique style.

- **LAGO AT WORK - Offices and work spaces:**

Over the course of our lives, we spend on average more time in the office than at home. And yet, while our homes are attentively planned, comfortable and welcoming, we cannot say as much for our offices. Why should this be?

In answer to this question, **LAGO has come up with an innovative solution, transferring all of the experience** we have acquired through the design of domestic life **to workspaces and offices, with the aim of creating workspaces that favour individual and collective wellness**, effective reasoning and emotional intuition.

The final goal is to **create ‘participatory’ offices** where the spaces are designed to be closely connected to the idea of creating a **homely feel**. This process is founded on the conviction that improving conditions in workspaces and offices that are open to the public can **create relationships and favour new, interesting connections** between the people who use the spaces.

- **LAGO WELCOME - Hotels and B&Bs:**

LAGO WELCOME is an initiative dedicated to hospitality facilities. It comprises a design project built around LAGO products combined with a communication kit and visibility. LAGO WELCOME is based on the idea of a multi-site hotel that takes a long-view: modern and intimate but connected to the world through access to a vast base of travel-lovers, ensured by LAGO's powerful communication channels. Each project is unique and developed in synergy, combining the ambitions of those looking to rent out their home or create a B&B, and LAGO's vision. It is the success of each and every space that serves as LAGO's best ambassador out in the world.

- **LAGO REAL ESTATE:**

LAGO REAL ESTATE is a project through which dynamic real estate entrepreneurs can furnish a model flat with LAGO products. The flat, taking advantage of LAGO's communicative potential, then becomes a sales brochure for the entire property. Thanks to a customised interior design project created with a single supplier, the value of the property will increase, as will sales margins. The residential unit is transformed into an exciting sales office, a place for holding ad hoc events to promote the property and give potential buyers the opportunity to experience living in the space first-hand. Moreover, the visibility of the project is amplified through all of LAGO's communication channels, digital and otherwise.

- **LAGO COMMUNITY TABLE:**

The LAGO **Air Wildwood table** has been renamed the LAGO COMMUNITY TABLE and, as designed material, puts itself in the service of the **What and Who** around it, becoming a stage for exchange, conviviality and socialising and transforming itself from a simple self-referential object into a centre of attraction for creating connections and interesting communication networks.

For further info:

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