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HDmore | Furniture in natural cement

'Based on the know how acquired over the years in surface coverings' -as Ruggero Caratti and Pierpaolo Smussi, owners of HD Home Design, quote – 'we decided to create HDmore, the first collection of HD furniture.

RECI

HDmore | Furniture in natural cement

'Based on the know how acquired over the years in surface coverings' -as Ruggero Caratti and Pierpaolo Smussi, owners of HD Home Design, quote – 'we decided to create HDmore, the first collection of HD furniture. Simplicity in shape and lightness are the points of strength of the collection. Simplicity with a strong soul'.

HD Home Design, market leader of surface coverings in micronized cement for internal and external use, enters the segment of contemporary furniture thanks to the HDmore collection. The soul is cement, a natural material that HD has transformed over the years and that today is not only a "skin" to external and internal coverings but also furniture. Benches, tables, chairs, mirrors, accessories. HDmore reflects the urge for simplicity in a contemporary lifestyle and satisfies a new desire of beauty.

'What is beauty nowadays? More than ever before -comments Smussi -we search for reassuring environments that offer emotion and are at the same time functional to our lifestyle. HDmore recalls the Munari concept of simplicity, of "less that is more" and turns itself into something contemporary. HD Light cement, produced in our laboratories on an exclusive basis with colours and natural earth, is a perfect "skin" for furniture. Furniture that is sprightly with "elegance and sobriety". The collection has four types of items: Cut, Bridge, Reflection, Tetris. Furniture that starts up from simple shapes such as a square or a rectangle and together, combined and singularly, become the design of a home, of a working area, of a showroom.' These are the first items – as explained by Caratti – but we are already working on the new collection that is dedicated to storage cupboards.

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Based on the items that appeared over the years in surface coverings – as Rappero Corallo and Pierluigi Simoni, owners of HD Home Design, said – he decided to create HDmore, the first collection of HD furniture.



Stability in shape and lightness are the points of strength of the collection, simple with a strong flow.



HD Home Design, master builder of surface coverings in mineralized cement for interior and exterior use, enters the segment of contemporary furniture thanks to the HDmore collection. The aim is to create a natural material that HD has transformed over the years and that looks to put into a "hand" to interior and exterior coverings but also furniture: benches, tables, chairs, mirrors, accessories. HDmore reflects the urge for simplicity in a contemporary style and satisfies a new sense of beauty.



What do brands understand? More than ever before – comments flourish – we search for meaningful appointments that offer emotion and are at the same time functional to our lifestyle. HDmore recalls the Italian concept of simplicity, of "less that is more" and turns that into something contemporary, HD light cement, produced by our laboratories as an exclusive brand with unique architectural style, is a perfect "color" for furniture. Furniture that is elegant with "elegance and sobriety". The collection has four types of items: Chair, Benches, Tables, Furniture that starts up from simple objects such as a square or a rectangle and together, combined and arranged, become the design of a home, of a working area, of a showroom.



These are the first items – as explained to Corallo – but we are already working on the new collection that is dedicated to storage solutions.

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