

B-Line



B-Line è un'azienda specializzata in arredamento di qualità che, fin dagli esordi, affianca prodotti contemporanei ad evergreen del passato, come il famoso Bobby di Joe Colombo. Progetti creativi, trasversali e flessibili frutto di collaborazioni con designer internazionali e di produzione esclusivamente italiana.

B-Line is a company specialised in design furnishings which, ever since its beginning, has manufactured contemporary products along with evergreen icons from the past, such as Colombo's famous Bobby storage trolley. Solid, transversal and flexible designs, the result of collaborations with international designers of an exclusively Italian production.

B



TIMELESS

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Un viaggio tra icone senza tempo e contaminazioni contemporanee

Il progetto TIMELESS illustrato in questo percorso fotografico racchiude una serie di scatti inediti dal sapore vagamente estemporaneo. Le immagini, dal taglio volutamente granitico e geometrico, ritraggono oggetti molto diversi tra loro collocati al di fuori delle ambientazioni classiche, in assetto ortogonale e prive di prospettive angolari o oblique.

In una location decisamente pop, il design incontra un mondo imprevedibile e lontano: una palestra inondata di luce e pervasa da quell'aria che sa di movimento e sforzo fisico. Una scenografia del tutto inusuale che suscita percezioni emozionali.

TIMELESS è la collezione di B-Line dedicata ai maggiori progettisti del passato, maestri e interpreti ai massimi livelli dell'imprescindibile binomio estetica e funzionalità. I loro pezzi icona, fatti rivivere e immortalati in questo insolito scenario, testimoniano il valore e l'estrema attualità e fruibilità del grande patrimonio del design italiano.

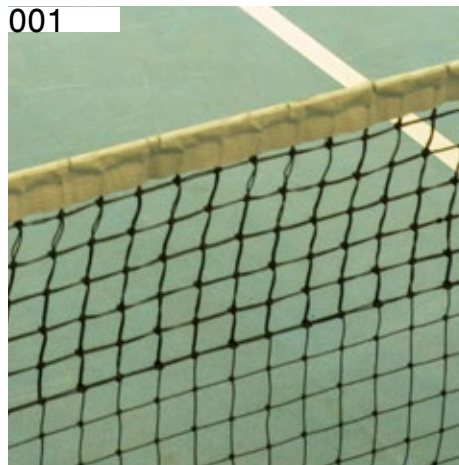
A journey through ageless icons and contemporary contaminations

The TIMELESS project that this photographic path illustrates, contains a series of unprecedented shots with a vaguely extemporaneous flavour. The images, with their deliberately granitic and geometric cut, portray greatly differing objects, placed outside of the classic settings, in an orthogonal arrangement and without angular or oblique perspectives.

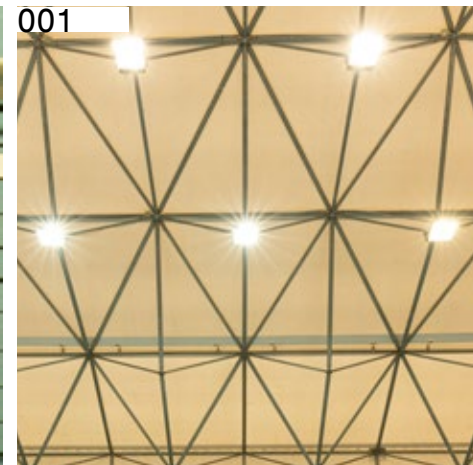
In a decidedly pop location, design meets an unpredictable and distant world: a gym, flooded with light and permeated by that air that is charged with movement and physical effort. A totally unique setting that kindles emotional perceptions.

TIMELESS is the B-Line collection dedicated to the greatest designers of the past, masters and interpreters that reached the highest standards of essentially combined aesthetics and functionality. Their iconic masterpieces, revived and immortalised in this unusual scenario, testify to the worth and the extreme topicality and usability of Italian design's great heritage.

001

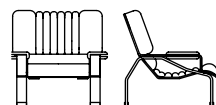


001



Misure/Sizes

H 800 — 860x835











002



002



Misure/Sizes

H 400 — 500x500

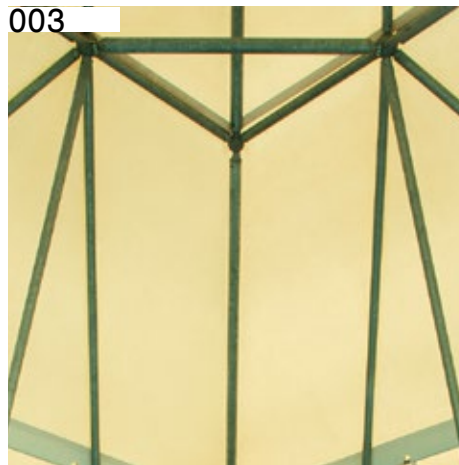
H 400 — 500x1000



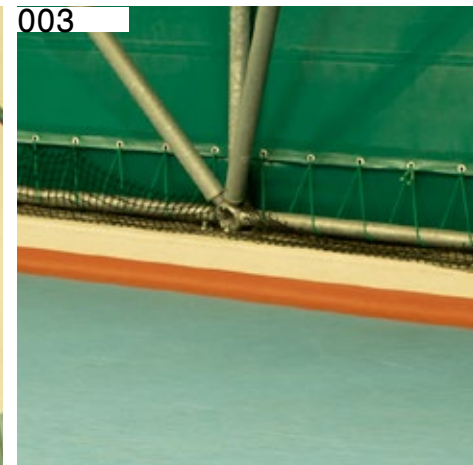




003

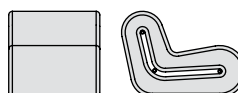


003



Misure/Sizes

H 700 — 740x900





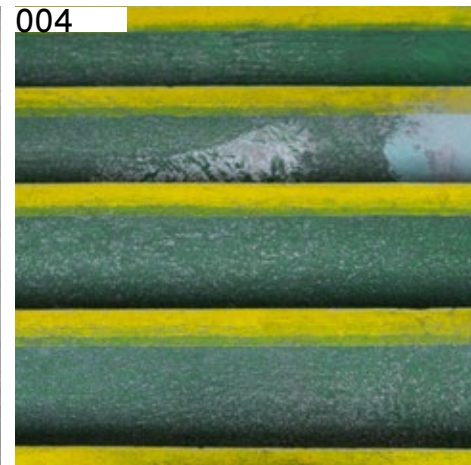




004



004

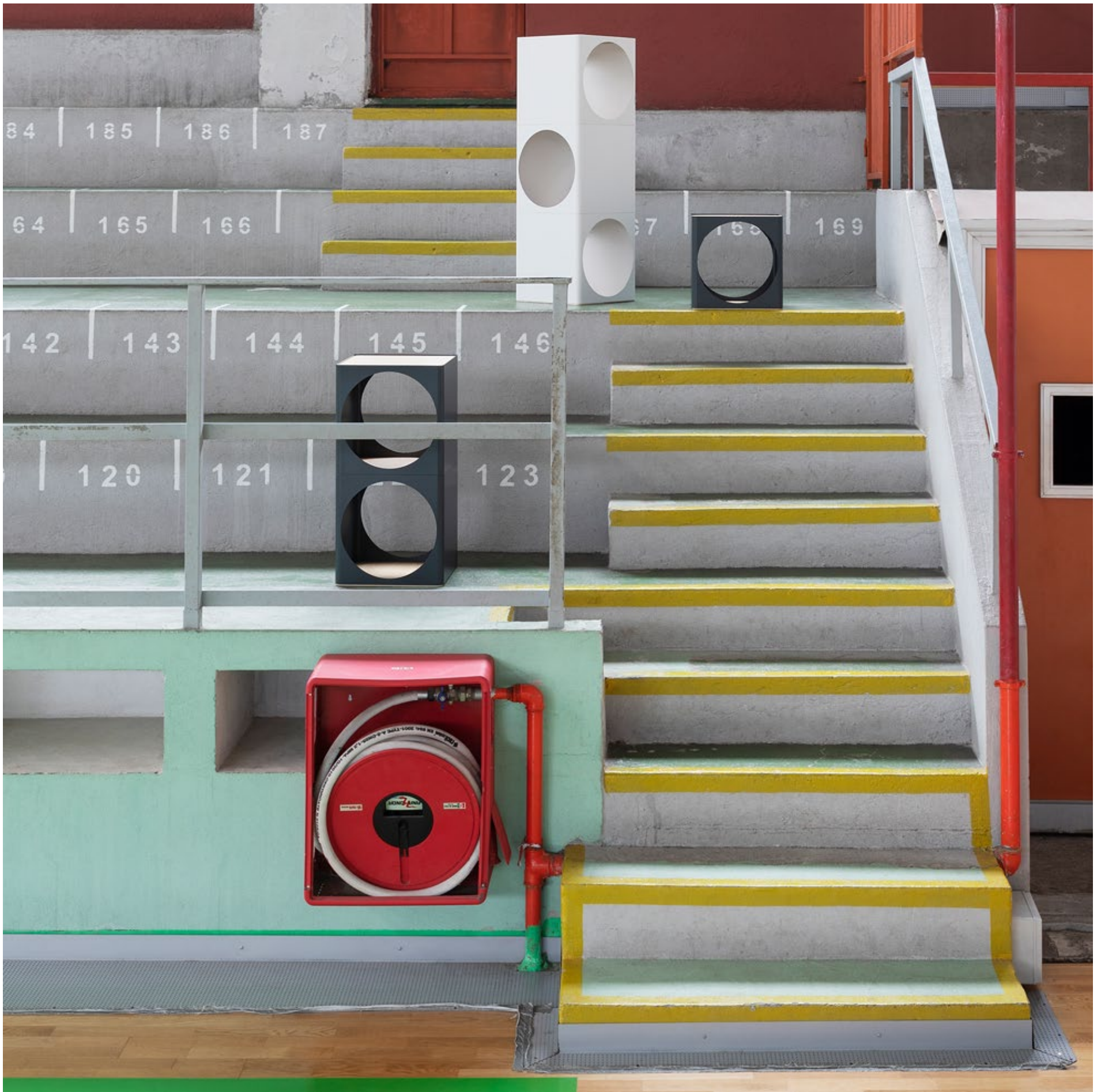


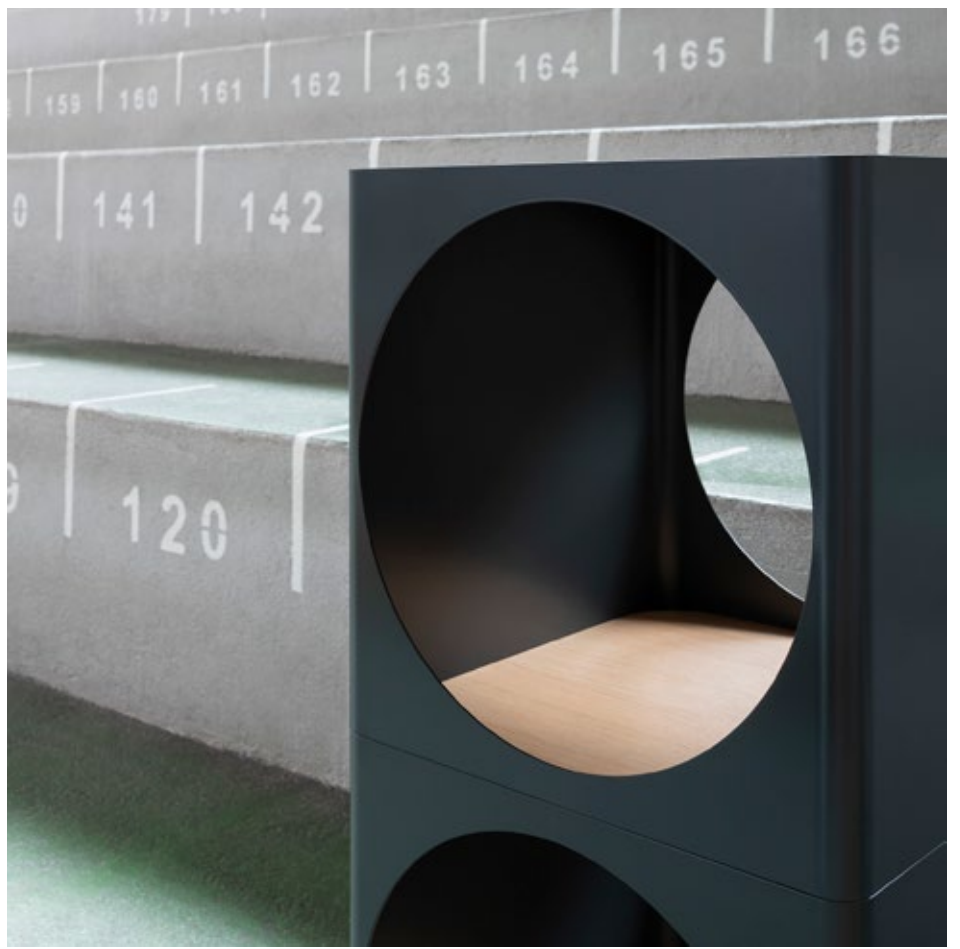
Misure/Sizes

H 380 — 380x380

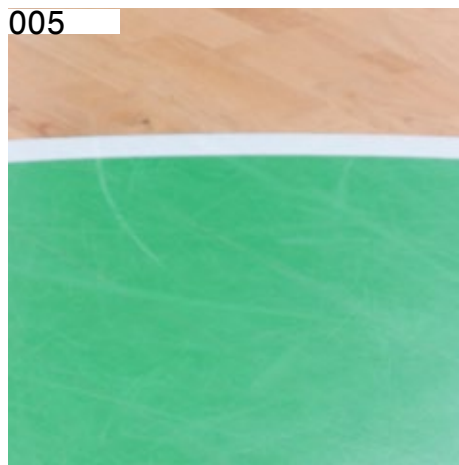
H 425 — 380x380







005



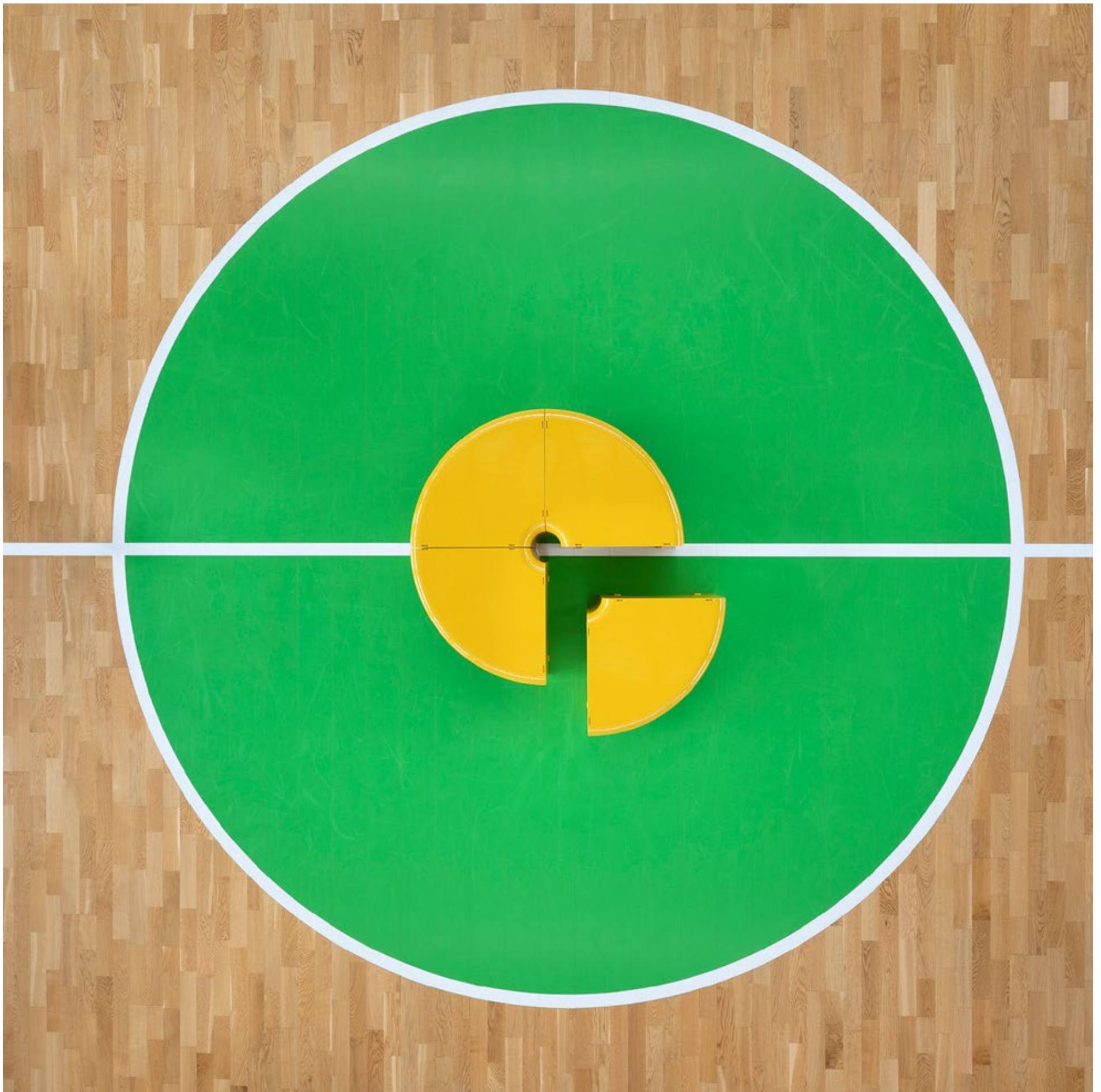
005



Misure/Sizes

H 300 – Ø1000

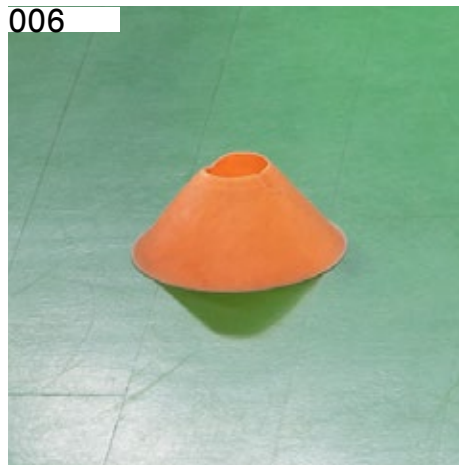




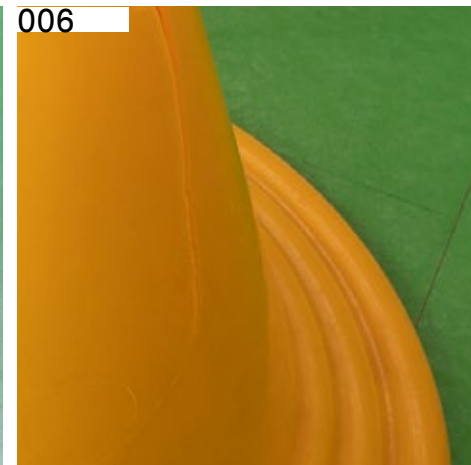




006



006



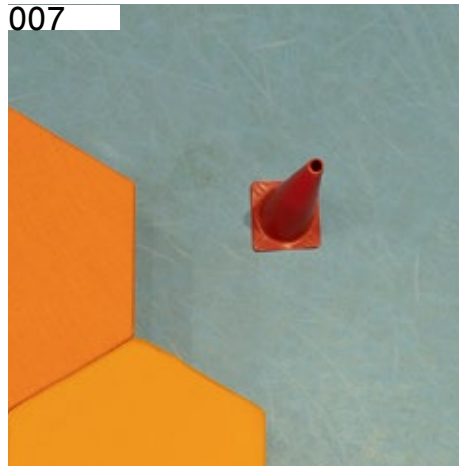
Misure/Sizes

H 360 — 480x185

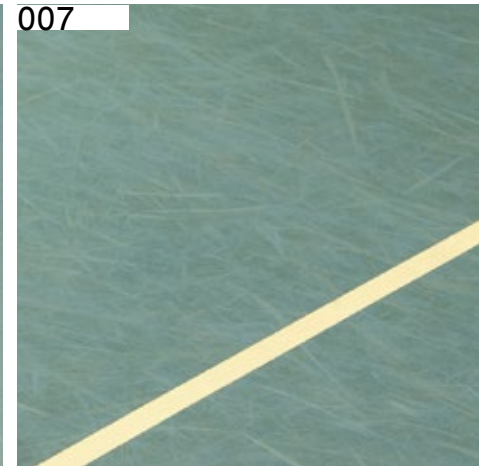




007



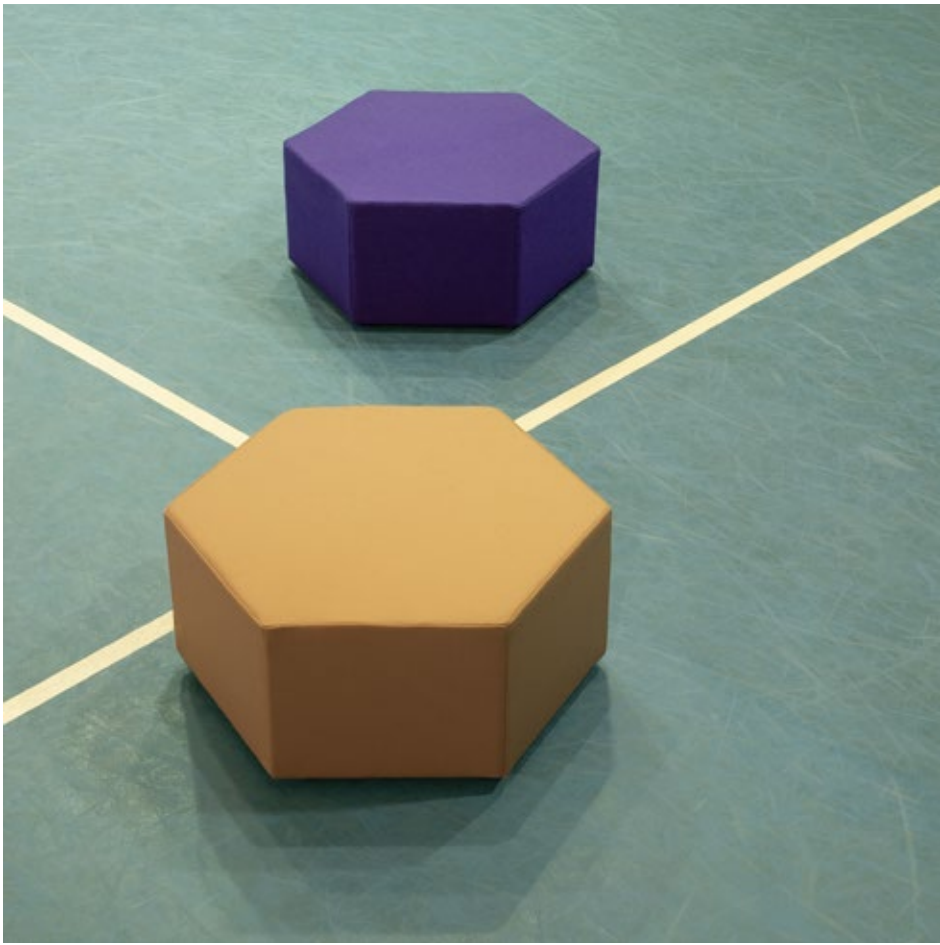
007



Misure/Sizes

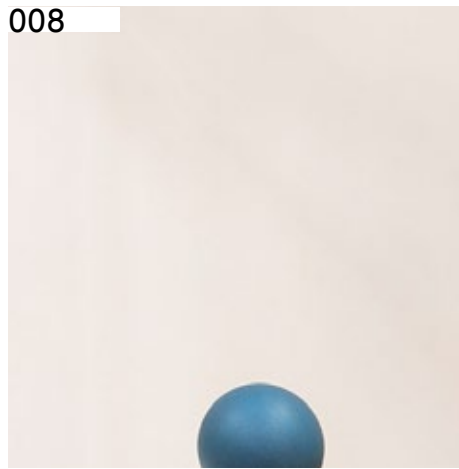
H 350 — 800x693







008



008

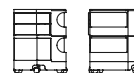


Misure/Sizes

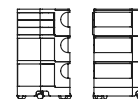
H 315 – 430x420



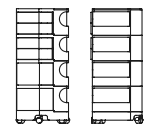
H 525 – 430x420



H 735 – 430x420



H 945 – 430x420







009

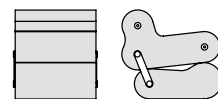


009



Misure/Sizes

H 638 — 580x720





SPORT

193 | 194 | 195 | 196 | 197 | 198 | 199

188 | 189 | 190 | 191

170 | 171 | 172 | 173 | 174 | 175

176

179 | 180 | 181 | 182 | 183 | 184 | 185 | 186 | 187

147 | 148 | 149 | 150 | 151 | 152

153 | 154

156 | 157 | 158 | 159 | 160 | 161 | 162 | 163 | 164 | 165 | 166

124 | 125 | 126 | 127 | 128 | 129

130 | 131 | 132

133 | 134 | 135 | 136 | 137 | 138 | 139 | 140 | 141 | 142 | 143

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107 | 108 | 109

110 | 111 | 112 | 113 | 114 | 115 | 116 | 117 | 118 | 119 | 120

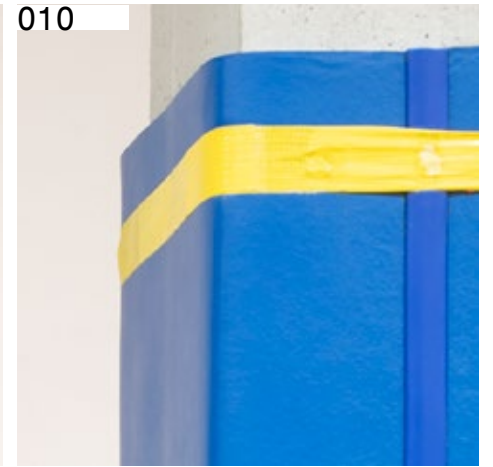




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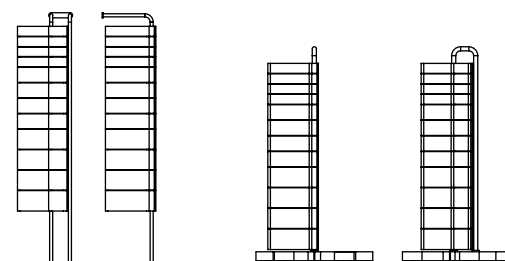


010



Misure/Sizes

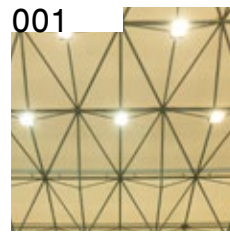
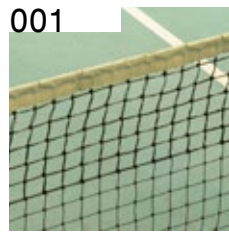
H 1470 — 325x305 H 1260 — 710x710





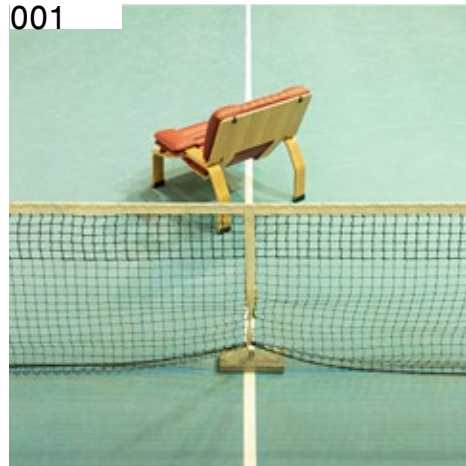
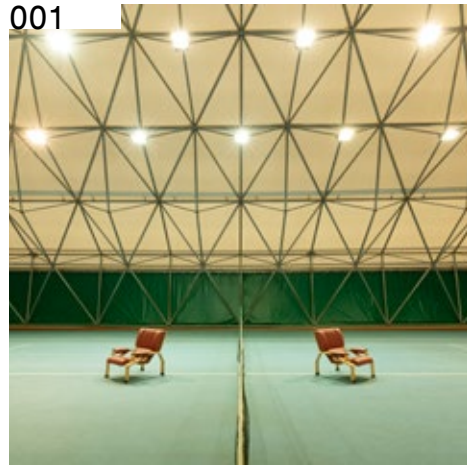
N 001

P 4—8
Supercomfort



· Panama Leather Dani

H 800 — 860x835



002

P 9—11
Crossed



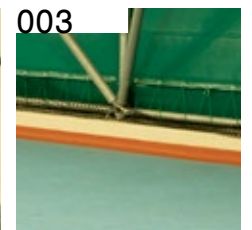
· Divina MD Kvadrat
· Hero Kvadrat
· Revive 1 Kvadrat

H400 - 500x500
H400 - 500x1000



003

P 12—15
Boomerang



· Remix 3 Kvadrat
· Hero Kvadrat

H 700 — 740x900

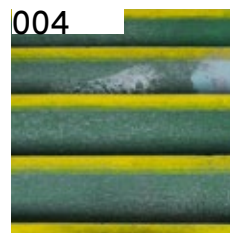


004

P 16—18
Ring

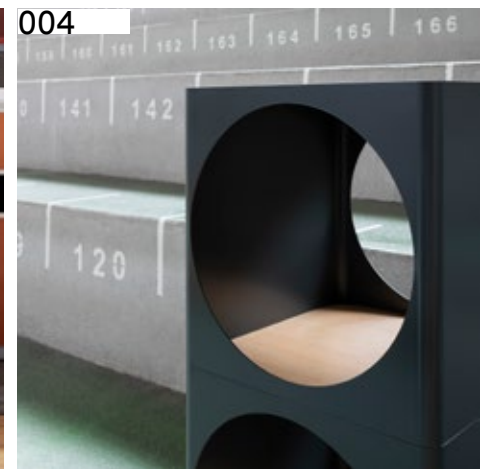
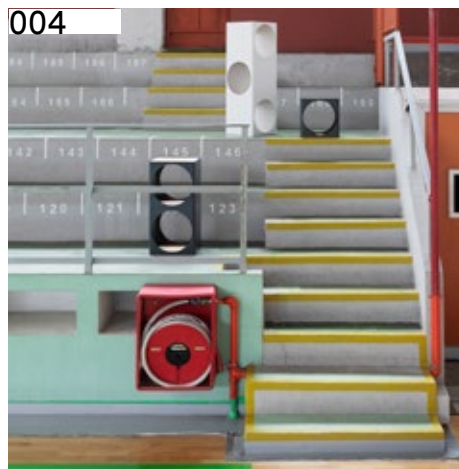


○ Bianco/
White



● Grigio Antracite/
Anthracite Grey

H 380 — 380×380

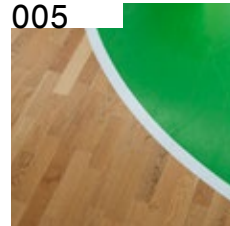


005

P 19—22
4/4



● Honey



H 300 — Ø1000



006

P 23—24
Aki



○ Bianco/
White



H 360 — 480×185



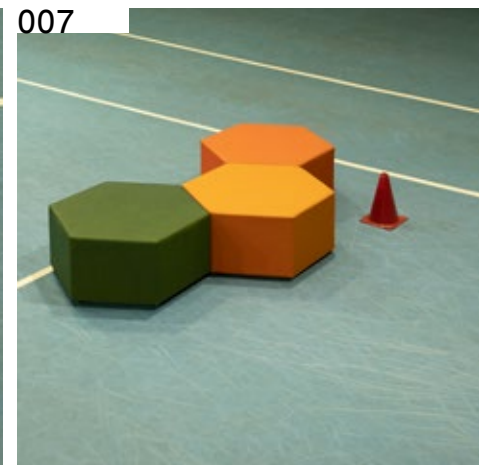
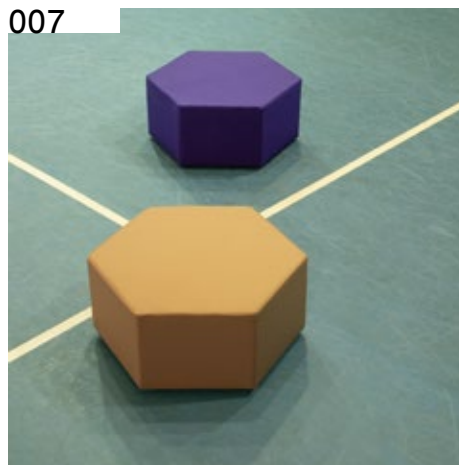
007

P 25—27
Esa



- Remix 3 Kvadrat
- Steelcut 2 Kvadrat
- Hallingdal 65 Kvadrat

H 335 — 800×693



008

P 28—30
Boby



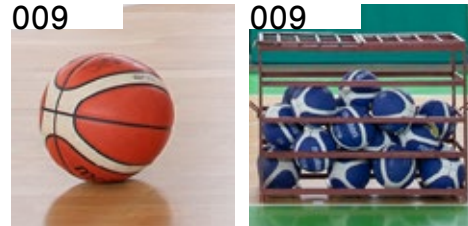
○ Bianco/
White ● Rosso/
Red ● Honey

H 525 — 430×420
H 735 — 430×420



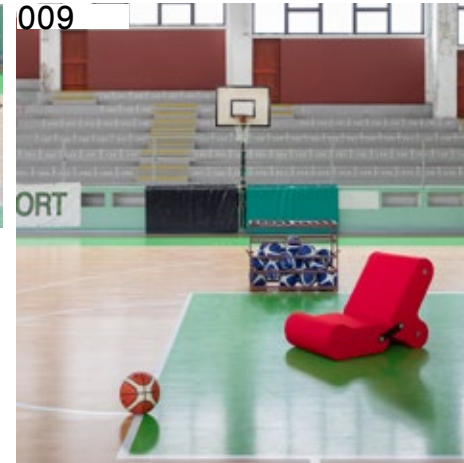
009

P 31—34
Multichair



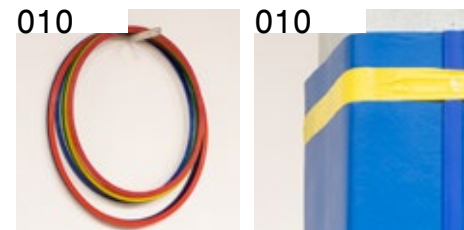
· Gemma S Pugi rg

H 638 — 580×720



010

P 35—36
Spinny



● Rosso/
Red

H 1260 — 710×710



Photography
Styling
Graphic design
Texts
Translations
Colour separation

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Creative Studio

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Line

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Linea

001	002	003	004	005	006	007	008
04-08	09-11	12-15	16-18	19-22	23-24	25-27	28-30
009	010	TIMELESS					
31-34	35-36						