

# IMEA Furniture News

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## THE NATURE OF INNOVATION

**BIOPHILIC DESIGN / INDEX DUBAI  
LIVING / TECHNOLOGY & AI**

**Q&A: Senta and nature  
Evolution of home textiles  
The death of modernism**



**A:** Ash wood and velvet speak the language of timeless elegance. Ash is resilient, warm, and expressive in its grain – perfect for showcasing the art of woodcraft that defines Sentta. Velvet, on the other hand, adds depth, softness, and tactility. Together, they reflect our devotion to handmade quality and our belief that true luxury is found in texture, balance, and the human touch.

**Q:** Are there any regions or markets you're especially targeting with these launches? Also, you mentioned that you don't have inhouse designers, why is that?

**A:** We're proudly rooted in Porto, Portugal, but our vision is global. Europe remains our core market, but we're seeing strong resonance in North America and the UAE – regions that appreciate craftsmanship and are increasingly embracing sustainable, soulful design. Working with international designers allows us to respond authentically to diverse market aesthetics, which is why we don't have inhouse designers. We collaborate with visionaries from around the world – each one bringing their own cultural perspective and nuance to our collections.

**Q:** What were your aims at Salone del Mobile and what is on the horizon for Sentta?

**A:** Salone is more than a fair – it's where ideas cross paths. Our aim was simple: to let people experience Sentta, to touch our pieces, to feel the care and craft in every curve. Looking ahead, we're exploring new collaborations, fresh materials, and bold territories. Growth for us isn't just commercial – it's creative, collaborative, and responsible. That's the future we're building, piece by piece.

*"Our aim was simple: to let people experience Sentta, to touch our pieces, to feel the care and craft in every curve"*

Three Sentta collections aim to bring the spirit of nature into the heart of interior spaces. Goa, Clyde, and Samara each reflect the natural world.

The Goa collection, designed by Francesc Rifé Studio, reflects the coastal landscapes of Goa – where warm sand meets tranquil waters. Each piece is crafted in ash wood, finished in brown pewter, and upholstered in velvet.

Like the legendary Scottish river, the Cycle collection, is about movement and flow. With a Scandinavian-inspired silhouette, its solid ash wood frame is a reminder of nature's effortless balance and engineering.

Finally, the Samara collection pays homage to the beauty of desert landscapes. The upholstered shapes rest of solid ash wood bases to represent the gentle slopes of sand dunes.

[www.sentta.pt](http://www.sentta.pt)

## Q&A: Elisabetta Bolzan, CEO of Bolzan

Woven Dreams:  
A story of  
artisanal  
headboards



Elisabetta Bolzan, photography Lea Anouchinsky



Ficco by Martino Gamper/Adrien Sgardura

**Editor Sofia Murray spoke with Elisabetta Bolzan – CEO of Bolzan – on the unveiling of its newest headboard collection Woven Dreams at Milan Design Week 2025.**

The collection comprises four bespoke designs created in collaboration with designers India Mahdavi, Julie Richoz, Sam Baron, and Martino Gamper (OBE).

Each designer reflected upon their notion of a headboard, and through unique techniques and materials, created four distinct designs to transform the traditionally functional structure into something versatile and interactive. On the marriage of authentic craftsmanship and boundary-pushing innovation, Elisabetta Bolzan shared with Furniture News IMEA...

**Q:** Why did now feel like the right time to launch Woven Dreams?

**A:** The launch of Woven Dreams at Milan Design Week 2025 comes at a perfect time. We felt the need to offer something new in a sector – the bedroom space – where proposals often tend to look very similar. We wanted to break the mold, bringing innovation without compromising the values that define us: craftsmanship, material research, and quality. This collection fully embodies our philosophy of "tailored dreams" – handcrafted, custom-made pieces designed to engage with both the space and the people who inhabit it.

**Q:** You've collaborated with some major names here. How did the process work?

**A:** The collaborations came about very naturally, born from a shared vision and deep mutual respect. With India Mahdavi, Julie Richoz, Sam Baron, and Martino Gamper, we established a rich and stimulating creative dialogue. Their design approaches seamlessly intertwined with our artisanal expertise, resulting in truly unique pieces. Each creation reflects not only their individual personalities, but also our core values: quality, innovation, a deep sensitivity to the environment we live in – and beyond – and a conscious approach to design.

**Q:** Each piece in Woven Dreams is so different. How do you see these designs fitting into today's home furniture market?

**A:** The collection was conceived with the aim of offering a fresh interpretation of the headboard – not just as a functional element, but as the focal point of the bedroom. Using diverse techniques and materials, each piece becomes an expressive and interactive feature. In today's landscape, where audiences are increasingly mindful of authenticity and environmental impact, Woven Dreams responds to this demand by combining aesthetics and functionality.

**Q:** What kind of reaction have you had so far – from buyers, retailers, or the design community at Milan?



Rosary by India Mahdavi, Thomas Pagani

*“For us, the culture of sleep first and foremost means creating healthy products*

**A:** The response has been truly enthusiastic. There’s been strong appreciation for how we’ve managed to merge tradition and innovation, as well as for the collection’s distinctive material identity. We were pleased to receive such positive feedback, as it confirms that there’s an audience eager for projects that speak an authentic and conscious design language.

**Q:** **Bolzan has long focused on the culture of sleep. How do you see that philosophy evolving over the next few years?**

**A:** For us, the culture of sleep first and foremost means creating healthy products, made from natural materials and designed to stand the test of time. We continue to move work in this direction, firmly believing that sustainability also means longevity – not just in materials, but in design as well. Our goal is to keep offering beds that enhance the quality of rest, while respecting both the people who use them and the environment in which they live.



Backdrop by Julie Richoz, Adrien Scandura

**Q:** **You’ve called Bolzan the “atelier of sleep.” How do you balance craftsmanship with the demands of global distribution?**

**A:** For us, being a “sleep atelier” means placing the work of skilled hands, attention to detail, and careful material selection at the very heart of what we do. At the same time, we’re fully aware of the demands of a global market, which requires efficiency and reliability. We’re able to strike this balance by valuing local expertise while continuously refining our production and

logistics processes, allowing us to deliver handcrafted products around the world without compromising on quality.

**Q:** **And finally – what’s next for Bolzan beyond Milan Design Week? Any hints at future projects?**

**A:** We have many ideas in the pipeline and are already working on new projects that will continue to explore the relationship between design, materials, and the culture of sleep. We look forward to sharing them soon.

[www.bolzan.com/landing](http://www.bolzan.com/landing)