

Company Profile

Meritalia®

Crafted and made in Italy

Est. in 1987

Multiplicity and wonder conquer their space in the centre of the room. Meritalia's aptitude for living rejects all that is static and normative and transforms reality into a prism of visions, which continually overlap-mix-superimpose to build new scenarios every time.

Multiplicity and marvel: two concepts embedded in the objects representing Meritalia, a brand that embodies a specific kind of radical attitude made in Italy, pop and flamboyant, rooted in the everyday and still made up of dreams, global and still certain of its local roots.





La Michetta, Gaetano Pesce

Meritalia®



Newcastle, Giulio Iacchetti

Meritalia®



Montanara, Gaetano Pesce

Origins

Since 1987, Meritalia has been propelled by a sense of playful freedom that distinguishes its intrinsic pop-modernism: not just an intellectual stance criticising stability and celebrating heterogeneity, but indeed a happily incoherent vitality generating everyday objects of desire.

The brand stands as an incubator of multifaceted creativity, able to grasp the desires of a society that continually questions itself, and wants the space to respond to its will to constantly reconfigure itself. Meritalia denies the symmetry – and boredom – of the traditional living room, its tedious respectability, through a continuous reinvention of ordinary objects, from the sofa to the coffee table, from the chair to the armchair, turning them from mundane things into extraordinary icons.





Settecento, Alessandro Mendini



Opera, Mario Bellini

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Insieme, Gaetano Pesce



Everything Is Gonna Be Alright, Triennale 2023

Mission

Meritalia is reaction, conscious denial of any rule: not coherent, not compliant, not monotonous. The objects it produces are, by nature, non-static.

The opposite: not just objects but tools, at complete disposal of those who want to experience domesticity freely, creating a personal and unscrupulous living vocabulary.

This nonconformist matrix has attracted the most visionary creatives in the history of design, providing Meritalia with a unique, heterogeneous and profoundly radical catalogue, proudly conscious and inconsistent at once.





La Fiorita, Gaetano Pesce

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La Pagnottina, Gaetano Pesce

Authors

Architects and designers have dealt with the radical identity of the brand, contributing to the evolution of Meritalia over the years. Among these are Mario Bellini, Achille and Piergiacomo Castiglioni, Carlo Contin, Massimiliano and Doriana Fuksas, Alessandro Mendini, Fabio Novembre, Gaetano Pesce, Italo Rota, Carlo Scarpa, Afra and Tobia Scarpa, to name a few.



Shadow, Gaetano Pesce



Snake, Carlo Contin

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Gli Amici, Gaetano Pesce

Essence

The forms imagined by these creators are then brought to life thanks to a manufacturing attention rooted in Italian craftsmanship: intelligent and prescient, capable of understanding the potential of the unexpected and directing tireless research and experimentation towards the most suitable material and technical solution. Meritalia functions as both a safe haven and forge for the most disparate minds and the most capable hands, and now it continues to support dialogue and collaboration with conviction, always pushing for innovation.

Through the commitment of a net of manufacturers and their dexterity, Meritalia's products are symbols of character, quality and irreverence. Ideas turned into experiences, tangible objects to sit down, relax and cuddle, to feel at ease. Recognizable and scenographic objects, but always capable of speaking to people and inviting them to explore their own creative vein.

La Michetta, Gaetano Pesce

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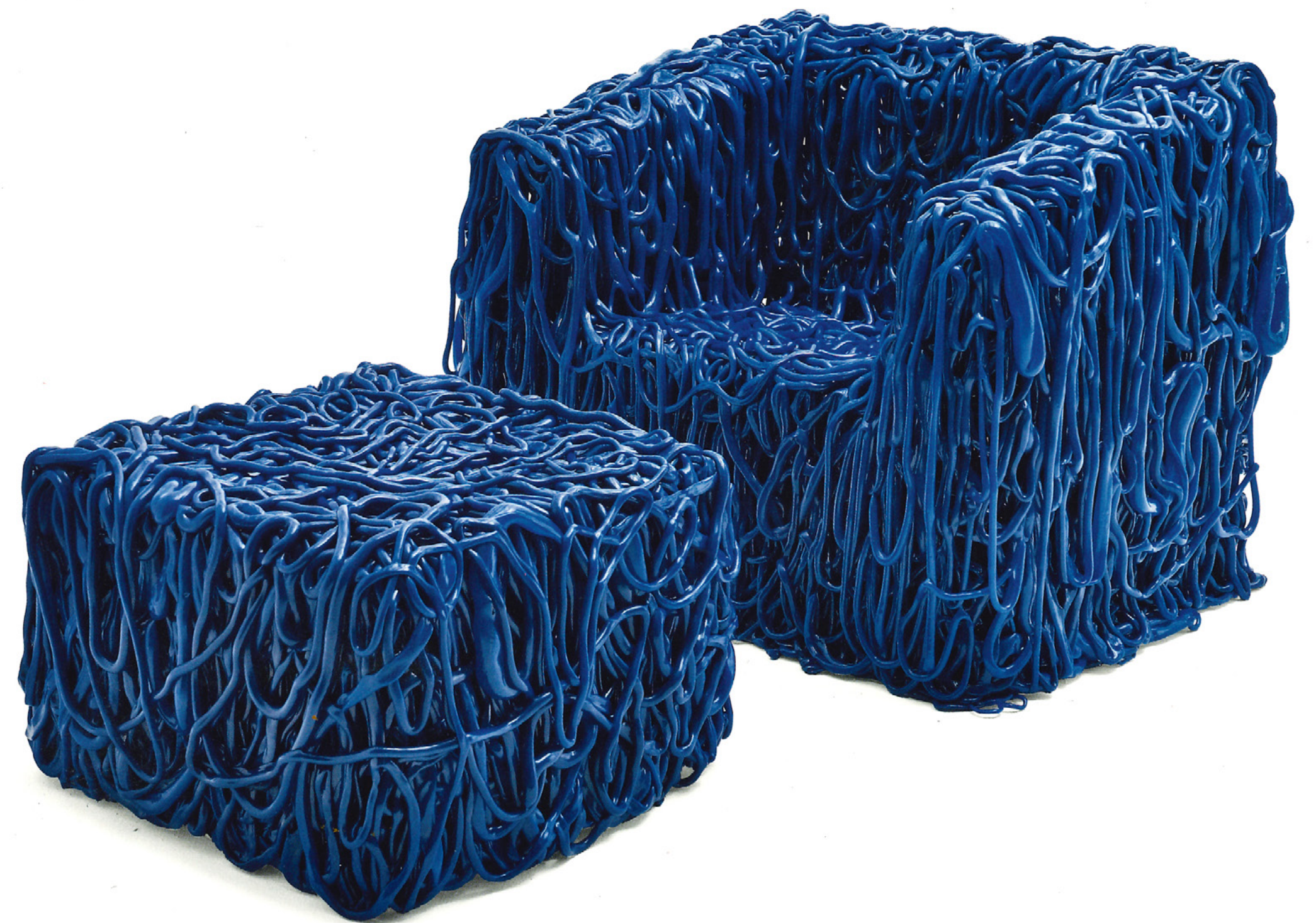


La Sfogliata, Gaetano Pesce



Tavolone, Gaetano Pesce

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Senzafine, Gaetano Pesce



Nubola, Gaetano Pesce

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