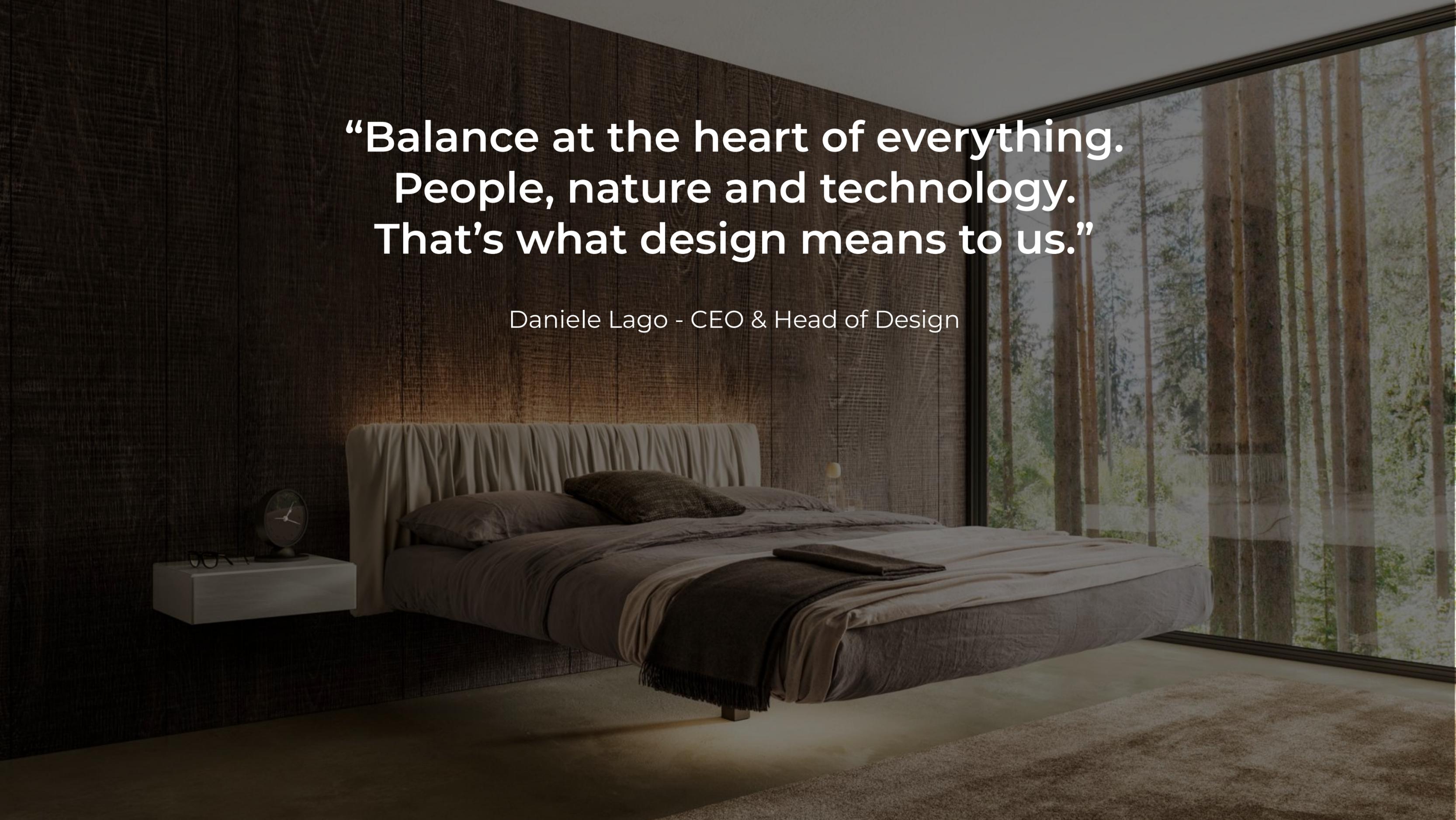


LAGO

Company Profile

A modern bedroom interior featuring a bed with a light-colored headboard and bedding, a white floating nightstand with a clock and glasses, and a large window with a view of a forest. The wall behind the bed is covered in dark wood paneling.

**“Balance at the heart of everything.
People, nature and technology.
That’s what design means to us.”**

Daniele Lago - CEO & Head of Design

Through the years

1800

LAGO's history traces back to the **end of the nineteenth-century**, when Policarpo Lago began his career as an artisan woodworker in noble villas and Venetian churches.

The next generation continued the tradition, launching the production of master bedrooms and, later, furniture for entrances.

2006

In 2006, now in its fourth generation, LAGO opened up to the international market, offering its **modular and innovative design, unconventional communication and a strong digital orientation.**

Daniele Lago, a young entrepreneur and designer, leads the company through this phase. He decides to invest in culture as a strategic asset for development, transforming the exclusively family-run management into an organisation with a strong orientation towards merit, fairness, openness and managerial contamination.

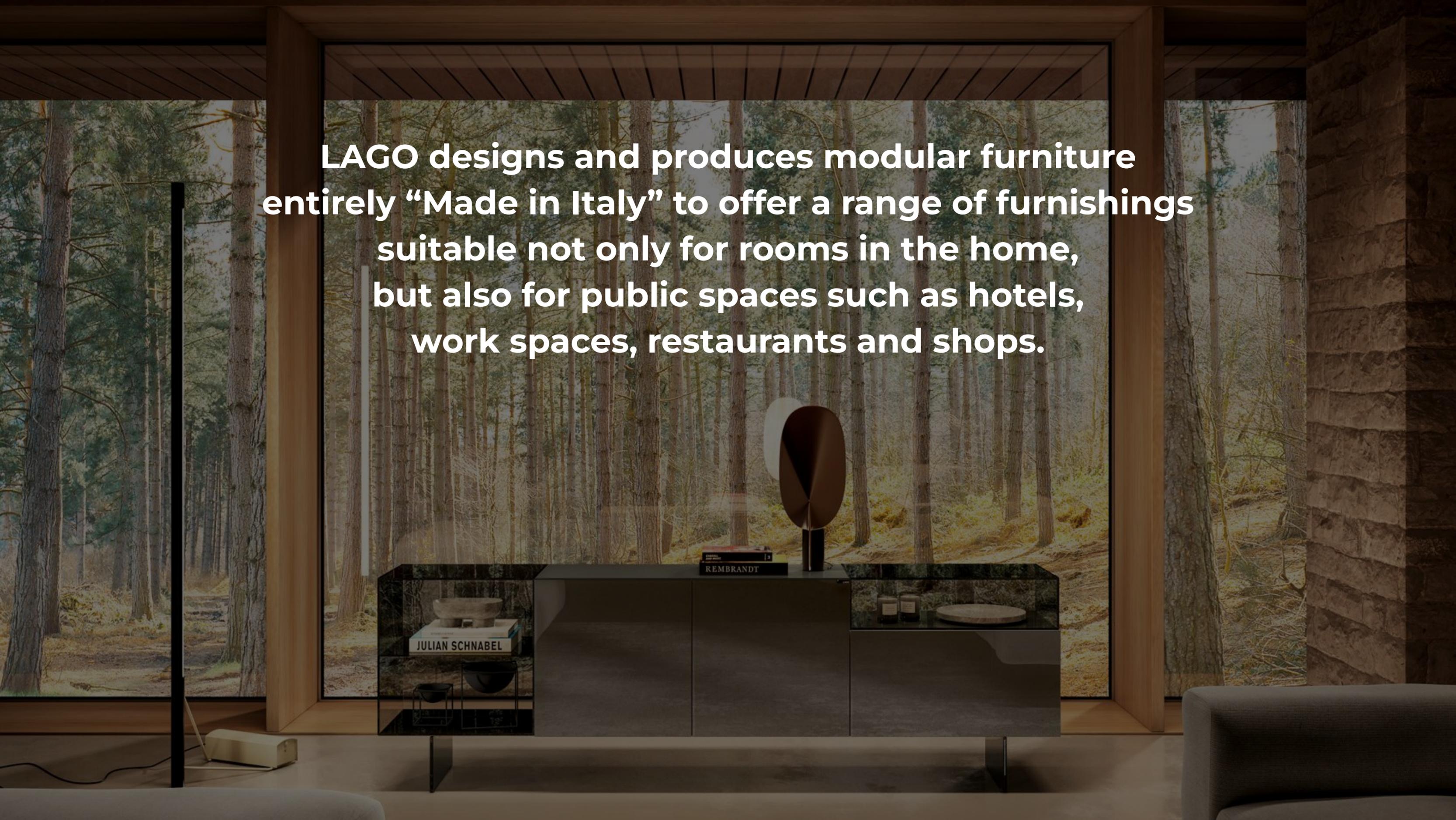
2021

Today, there is a team of skilled managers and over 200 collaborators.

LAGO is present in more than 20 countries around the world and the turnover exceeds 54 million euros.

The company's expansion is still in full swing.

LAGO designs and produces modular furniture entirely “Made in Italy” to offer a range of furnishings suitable not only for rooms in the home, but also for public spaces such as hotels, work spaces, restaurants and shops.





VISION

The design is a tool of social transformation.

The company is driven by a broader vision of design, seen and experienced as a **discipline that produces meaning and not just products.**

For LAGO, design is a tool of social transformation, designing scenarios capable of improving the quality of life, nurturing culture and empathy between interiors and the people who inhabit them.



HEALTH

Design for a better present.

LAGO has always chosen high-quality materials for its production process that **do not impact the environment and reduce the amount of waste produced.**

It uses **solvent-free water-based paints** that avoid the emission of toxic volatile organic substances into the environment and panels that meet the strictest regulations in terms of formaldehyde content to ensure better air quality and healthier interiors.

Attention to people and the environment is also evident within the LAGO Factory, where measures are taken to **protect their health and safety**, with a management system in line with the requirements of the international standard OHSAS 18001.



QUALITY

Pursuit of excellence.

Every LAGO product is the outcome of studies and research that aim to create carefully made, long-lasting, top quality products.

Machines and meticulous manual craftsmanship work hand in hand guaranteeing even more attention to detail and combining the reliability of industrial process with the dedication of artisan care.



PEOPLE

Connected by atoms and bits.

*The 'digital revolution' is changing the world and people's lives. LAGO has long been aware of this and integrated it into its DNA, creating a **vast, dynamic, vital Community, made up of more than 15 million people** active on social networks and interested in the world of interior design in the web universe.*

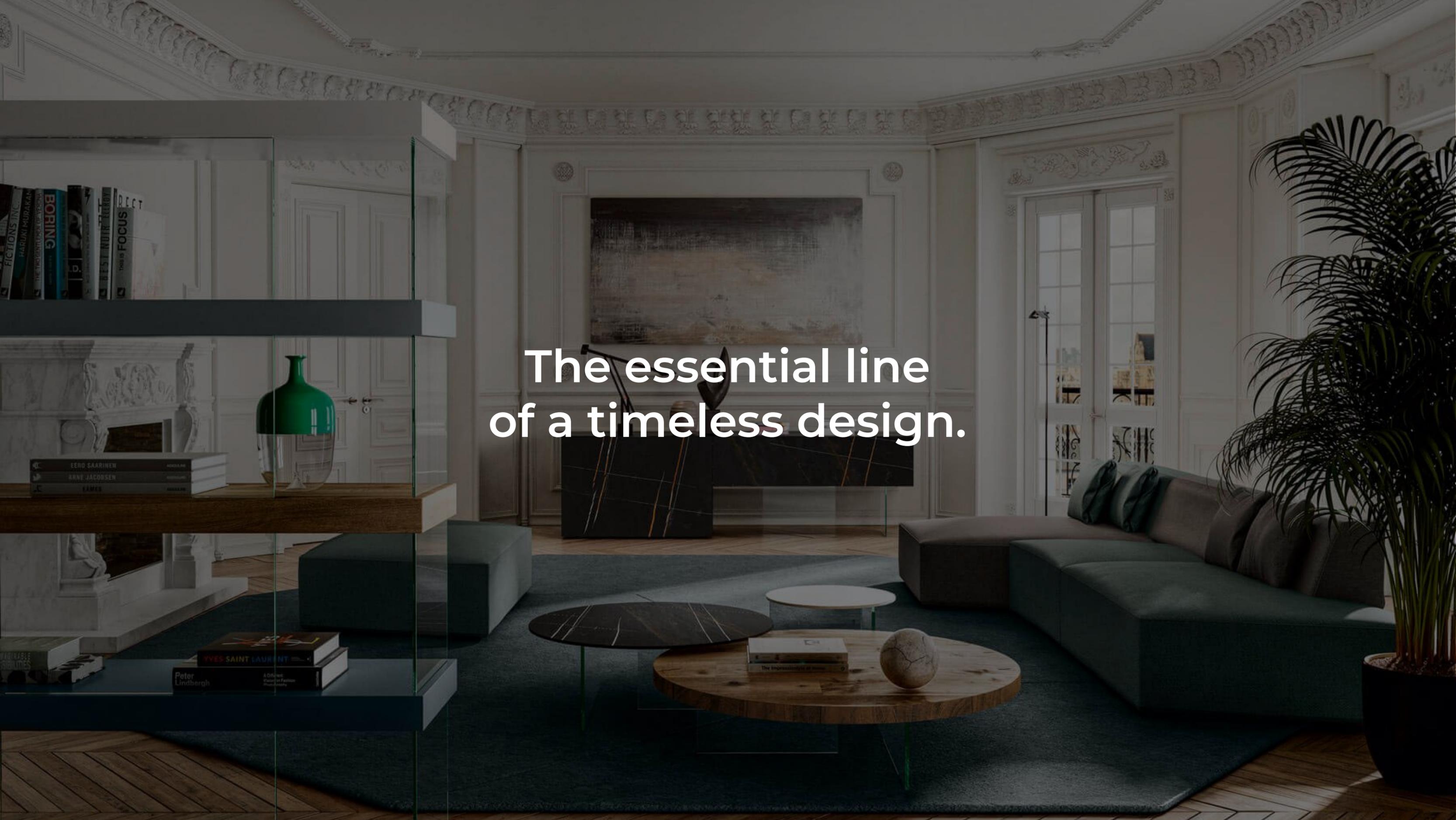
The marriage between the 'digital' and 'design' worlds led to the creation of LAGO visionary project **Talking Furniture**, which aims to create direct interaction between furniture and people by the use of a NFC technology: through a smartphone, people can interact and record special life moments.



NETWORK

Over 400 stores around the world.

LAGO is **present in over 20 countries** with more than 400 selected shops including numerous mono-brand stores in Italy and abroad, in cities such as Milan, Rome, London, Paris and Shanghai.

A modern living room with a glass display case, a sofa, and a coffee table. The room features a large glass display case on the left, a dark brown sectional sofa on the right, and a round wooden coffee table in the center. The background shows a fireplace with a painting above it and a large potted plant on the right. The text "The essential line of a timeless design." is overlaid in the center.

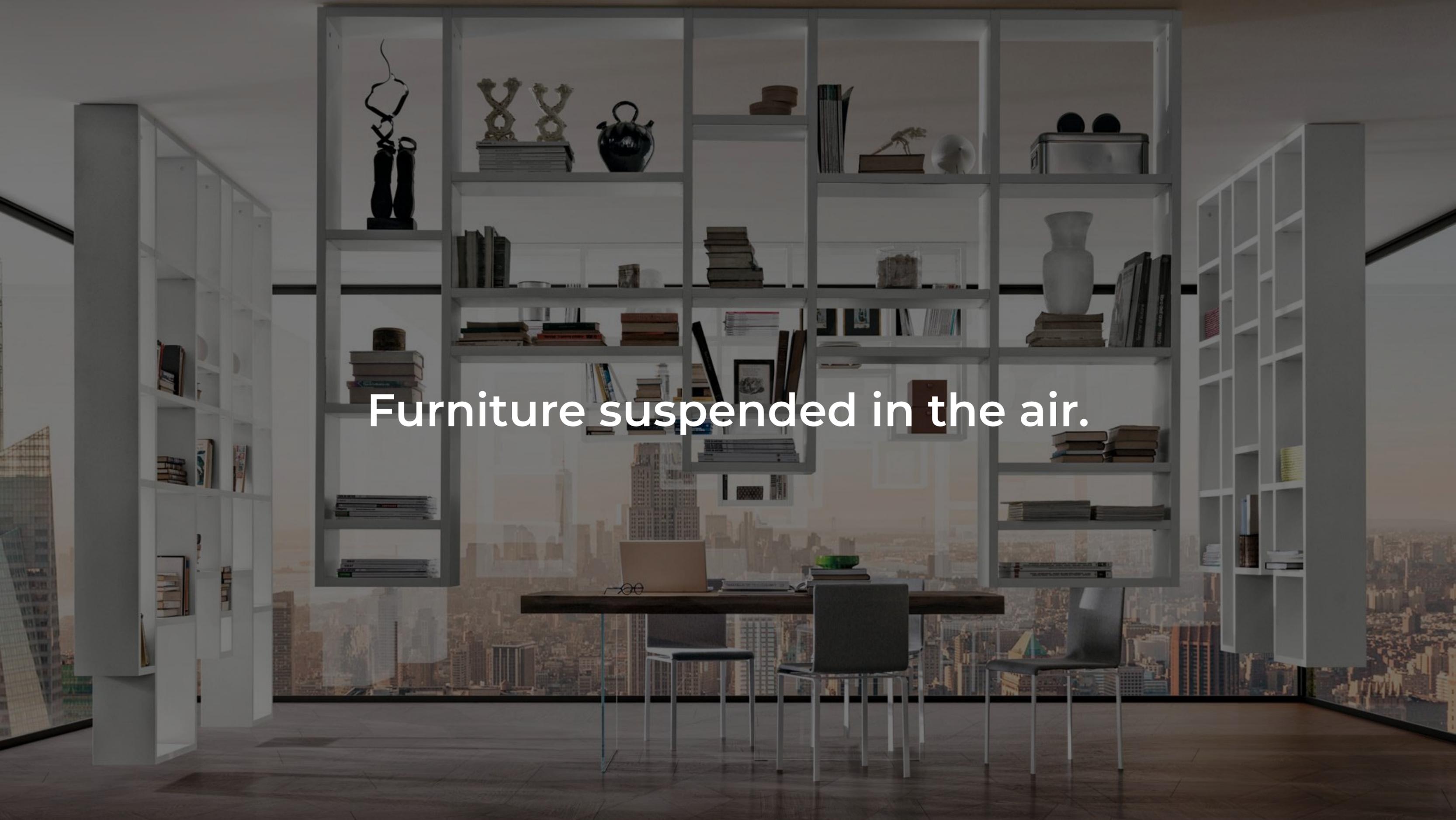
The essential line
of a timeless design.



TIMELESS

The strength of LAGO design lines in its simplicity, characterised by essentiality and language, modularity and architectural mimicry, expressing an inherent ability to **dialogue with different styles and settings.**

Design with strong personality, conceived to **last over the time** and focused on sustainability and research into materials.



Furniture suspended in the air.

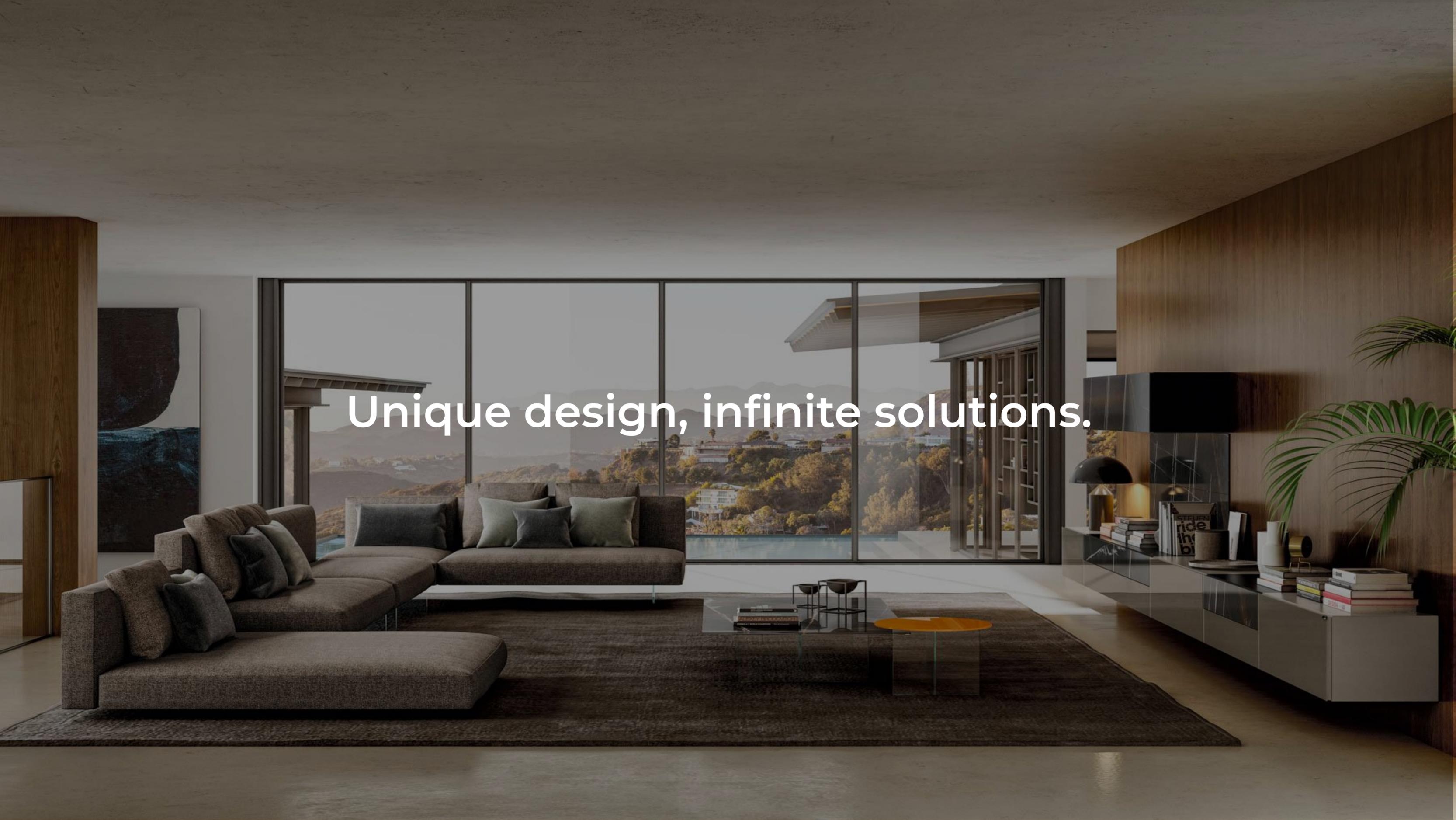


LIGHTNESS

The courage to innovate has led LAGO to **invert the relationship between fullness and emptiness**, to free furnishings from rigid, pre-established schemes by suspending them, contrasting the lightness of the transparencies with the extreme solidity of the structures, transforming them and modifying their primary use, thus increasing their value and versatility.

With LAGO furnishings, **all constraints on the use of space are eliminated**, giving rise to infinite possibilities for reorganising one's own environments.

Unique design, infinite solutions.



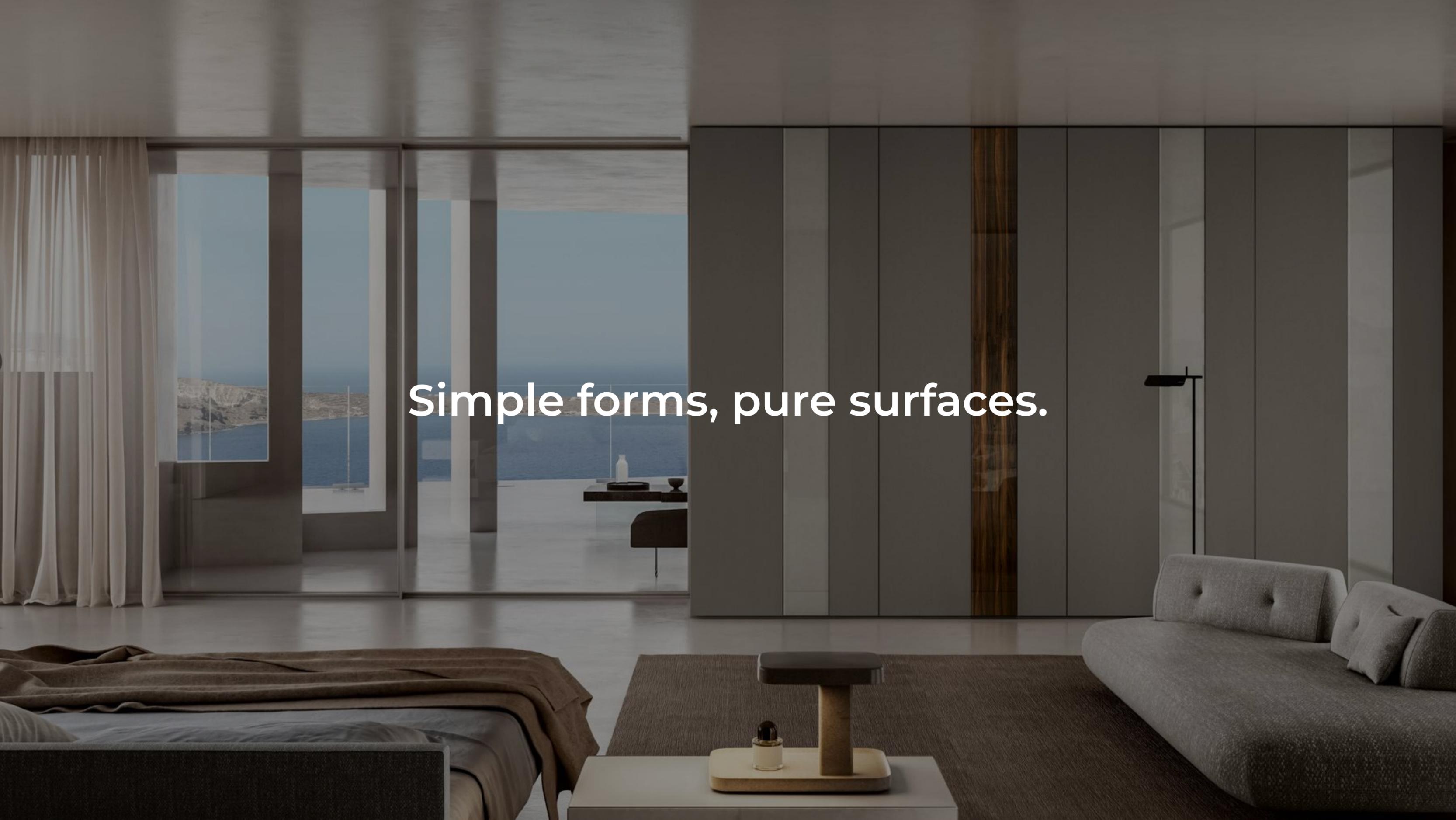


TAILOR MADE

LAGO design is an alphabet conceived to guarantee **maximum customisation and flexibility in the organisation of living and public spaces.**

Starting from the individual, at the centre of every design thought, and with the aim of improving the quality of life and work, LAGO furniture creates solutions adaptable to every type of interior, bringing the home feeling also to offices and public spaces.

Simple forms, pure surfaces.



PURITY



LAGO is known for its sophisticated, simple forms and clean surfaces, **free from handles and other superfluous elements.** The simple approach to design, combined with the use of quality, hygienic materials such as glass, delivers real aesthetic value while at the same time guaranteeing practicality.

A still life composition featuring a dark, reflective rectangular tray with a gold vein, a textured beige vase, a glass, and a gold geometric object on a light blue surface.

Nature and technology for design.



WILDWOOD

Centenary wood with a soul.

The LAGO wildwood line features noble oak logs **from certified French forests where sustainable forestry with a hundred-year cycle was born.**

Made from hand-planed oak, Wildwood undergoes a handcrafted process that enhances its natural imperfections, providing unique tactile and emotional paths. Knots and cracks are filled with special high-strength products and a protective varnish limits the permeability of the surface to liquids and stains.

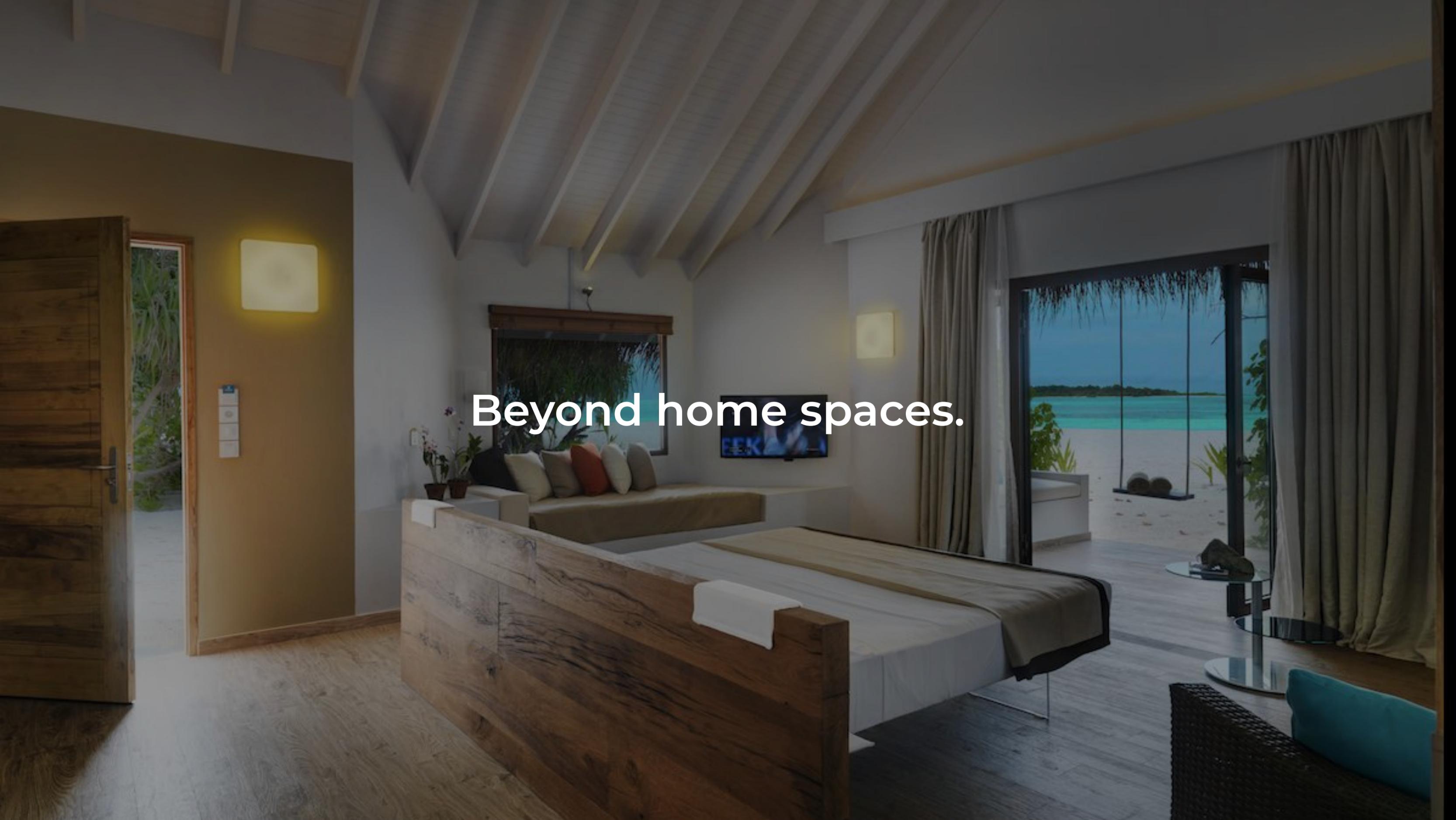


XGLASS

The digital revolution applied to design.

The path of research conducted by LAGO to investigate new materials and finishes in order to give new emotions to its furnishings has led the company to present LAGO XGlass, an innovative technology that **allows images to be transferred onto glass, thus reinterpreting different materials:** marbles, woods, metals and fabrics.

All with a view to sustainability, thanks to respect for and protection of the earth's resources.

A modern bedroom with a wooden bed frame, a sofa, and a large window overlooking a tropical beach at dusk. The room features a vaulted ceiling with exposed wooden beams, a wooden door on the left, and a large window on the right. The text "Beyond home spaces." is overlaid in the center.

Beyond home spaces.

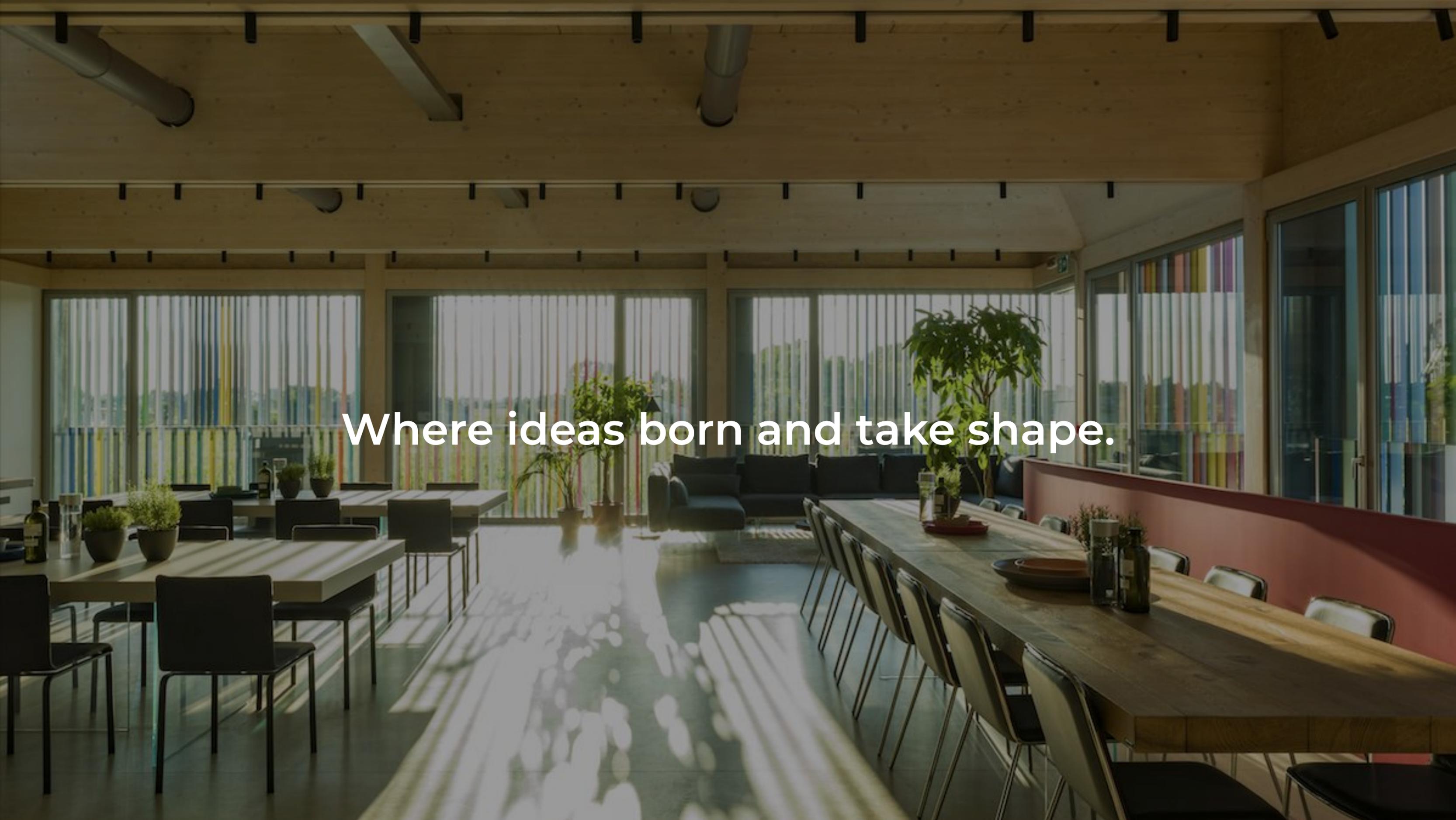


LAGO CONTRACT

LAGO uses design as a tool to make the most of spaces, making them welcoming, unique and capable of generating connections and new business.

LAGO today counts more than 200 locations in the world - boutique hotels, work spaces, restaurants, shops - designed by LAGO with the same care as an interior of a house is developed.

Find out more at lago.it/business

A modern, bright interior space, likely a restaurant or cafe, featuring large windows with colorful vertical blinds. The room is furnished with wooden tables and black chairs. A long wooden table is in the foreground, and a dark blue sofa is visible in the background. The text "Where ideas born and take shape." is overlaid in the center of the image.

Where ideas born and take shape.



LAGO CAMPUS

With the project of enlarging the company structure, LAGO wanted to completely **rethink its spaces in perfect coherence with the entrepreneurial and sustainable vision** that has characterised the choices of the last decade: Lean Production, the development of new digital platforms for dialogue and interaction with its stakeholders, the choice of building a young team with an average age of employees under 35, up to the investments to make the company more and more 4.0.

Find out more at lago.it/lago-campus



CASA LAGO

Via S. Tomaso 6, Milan

400 square metres in the heart of Milan, just a few steps from the Duomo, **designed to meet the needs of companies and professionals, creating fertile crossroads and business opportunities.**

Casa LAGO is a space with a high design content, capable encouraging meetings, life and business. Dining room, living room, study, library can be reserved for events, conferences, business meetings, company presentations, press days but also dinners and show-cooking.

Find out more at casalagomilano.com



CONTRACT LAB

Via Brera 30, Milan

300 square metres dedicated to contract projects.

The location in the centre of Milan is **designed to welcome entrepreneurs, planners, designers and architects** who want to choose the creativity of Lago Contract Lab MAD051 Materials for the interiors of their accommodation facilities or work spaces.

The infinite modularity of the LAGO furniture and the care of the MAD051 interior, become a practical turnkey solution to furnish and design structures in the world of hospitality, but also workspaces and models for real estate, transporting the warmth of the domestic environment in public places and connecting people with the surrounding space.

Find out more at contract-lab.it

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Designed in Italy.

Made in Italy.

www.lago.it