

about

feliz.®

...back to the furniture! feliz is...



EXIT

5900

ENTER

...a new designophile Swiss-Italian furniture label. The first collection 2012/13 is smart casual, and it uses the robust methods of old industrial manufacture.

CAL, laminated wood (Douglas Fir in Manitou blue)







for us

the necessity of invention is an excuse...





...to study the obsolete



chair CAL, laminated wood
(Douglas Fir, white frame),
light version (left),
dark version (right)







on a first-name basis

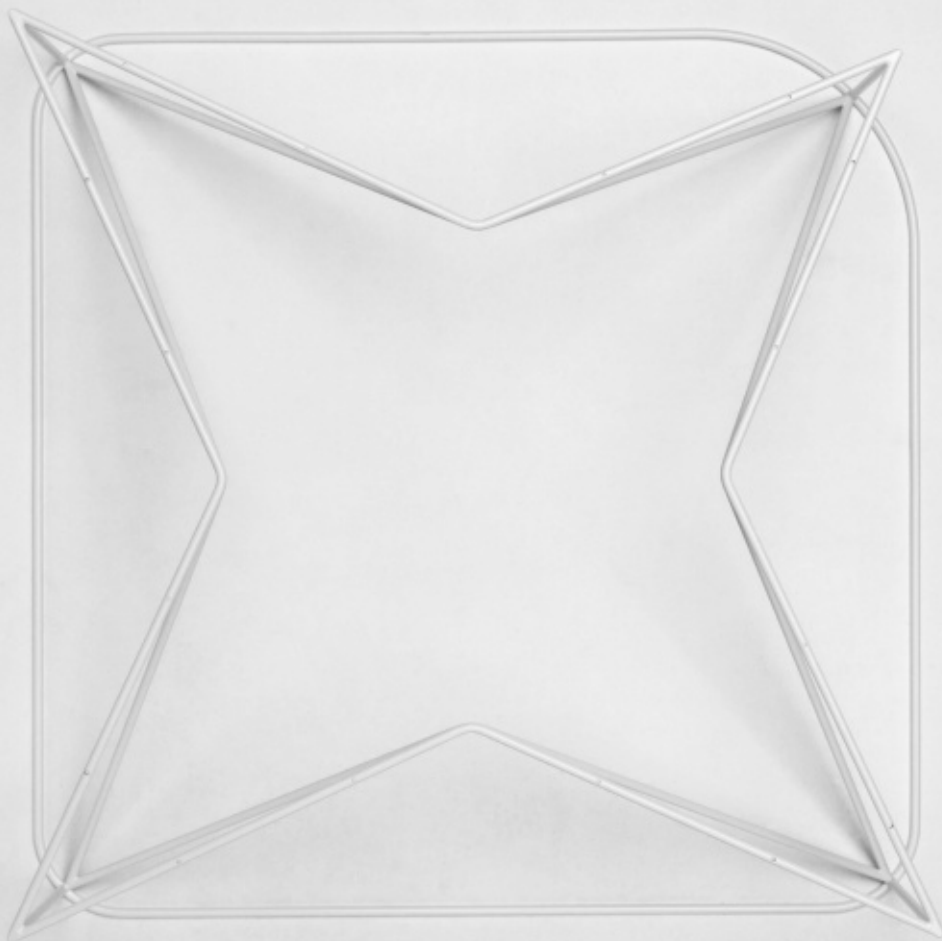
Our products are like tools. They are neither decorative objects nor works of art. Their design is neutral and restrained, to leave room for your self-expression



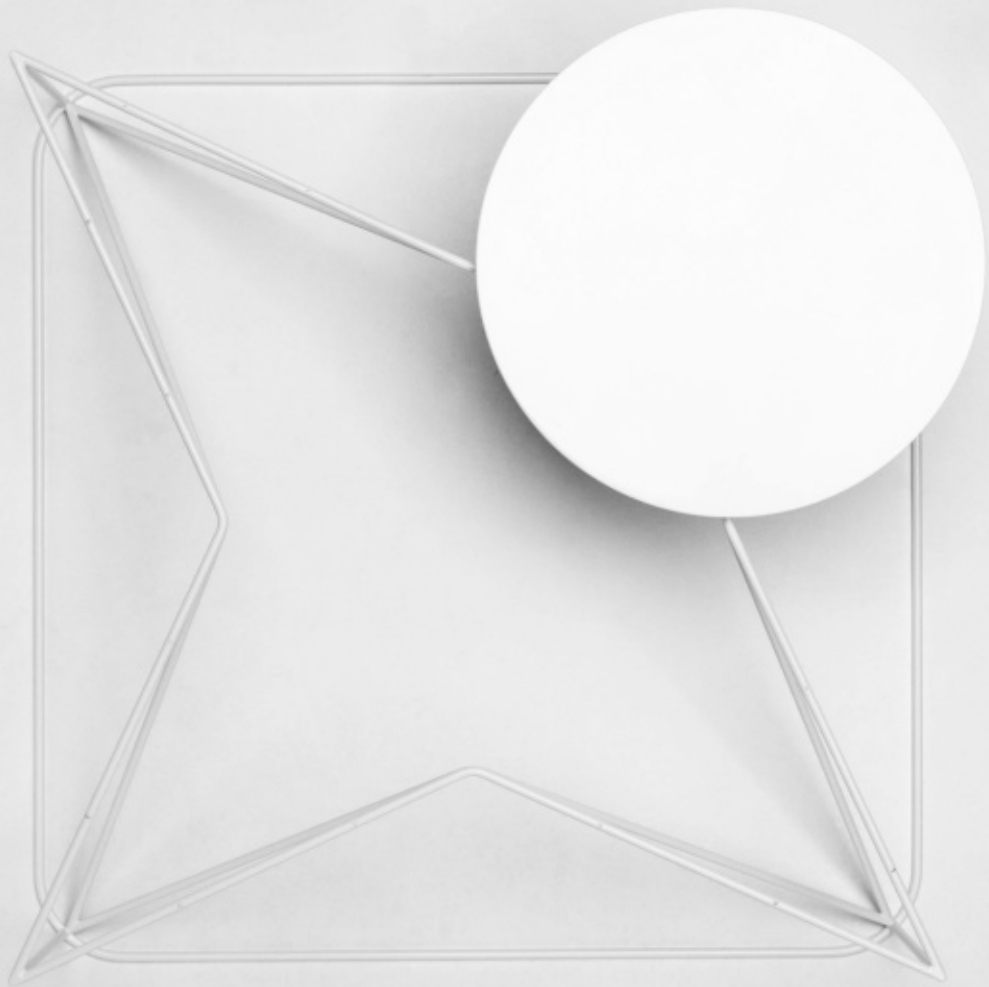


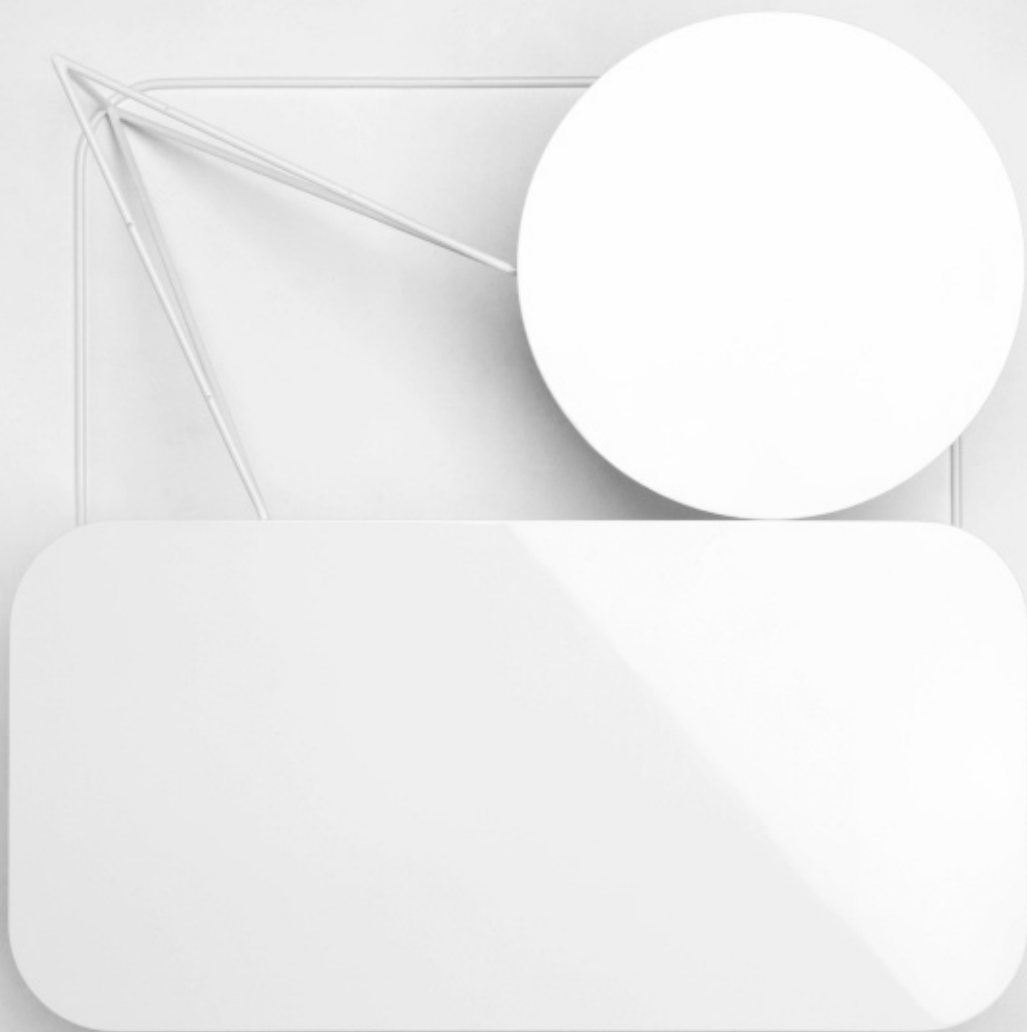
plastic soul

We use pop colors that refer to the artifice of chemistry and natural shades that blend with Nature. For us there is nothing inanimate about grey. Almost all of our designs start with the fresh white of snow

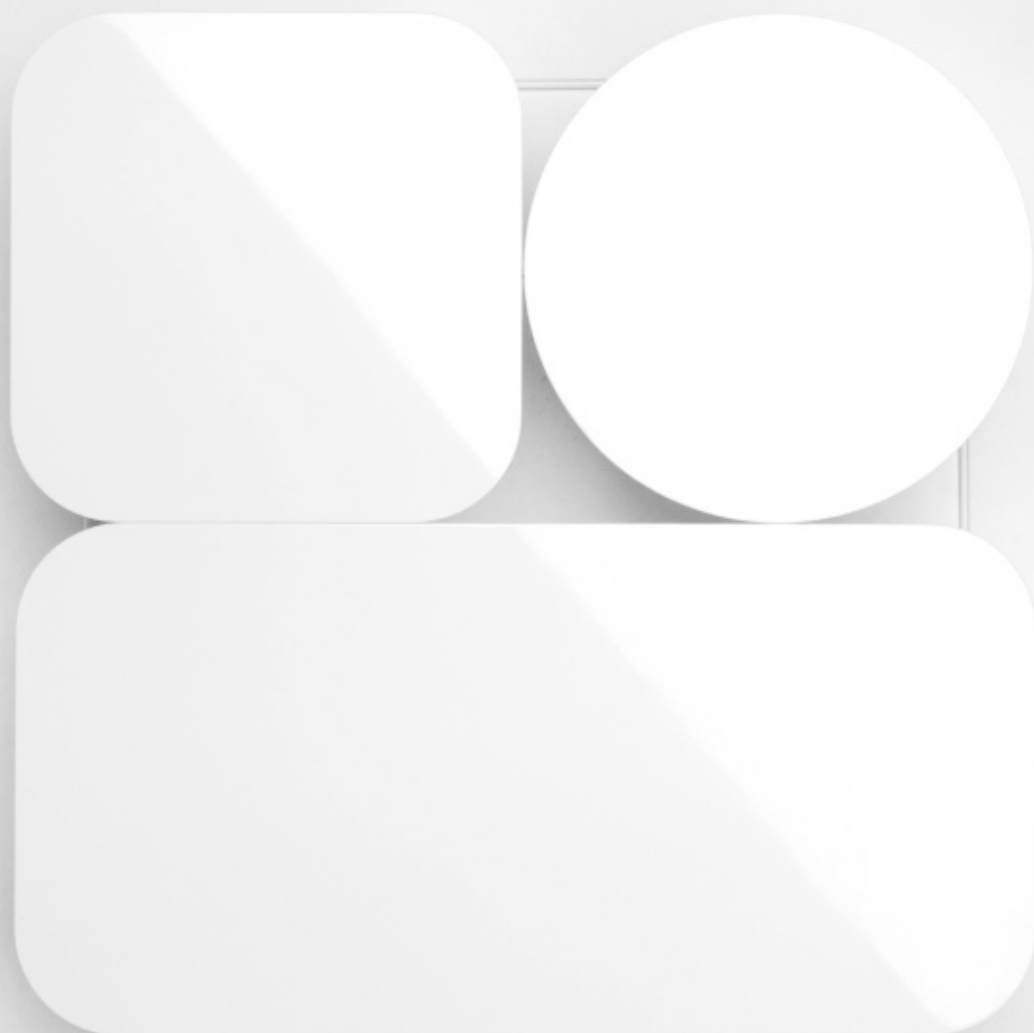


zero,
one,
two,
three





side
table
TRE
urushi
white



Voilà!













how to

dress
like
a
local
in
Los
Angeles





how to

stash
your
books
in
your
coffee
table





side table TCT with drawers, steel and plywood in white





how to

soften
the mountains



how to

soften a chair



Stool LOL bent wood and steel in white





How would you describe a sea jelly's shape?



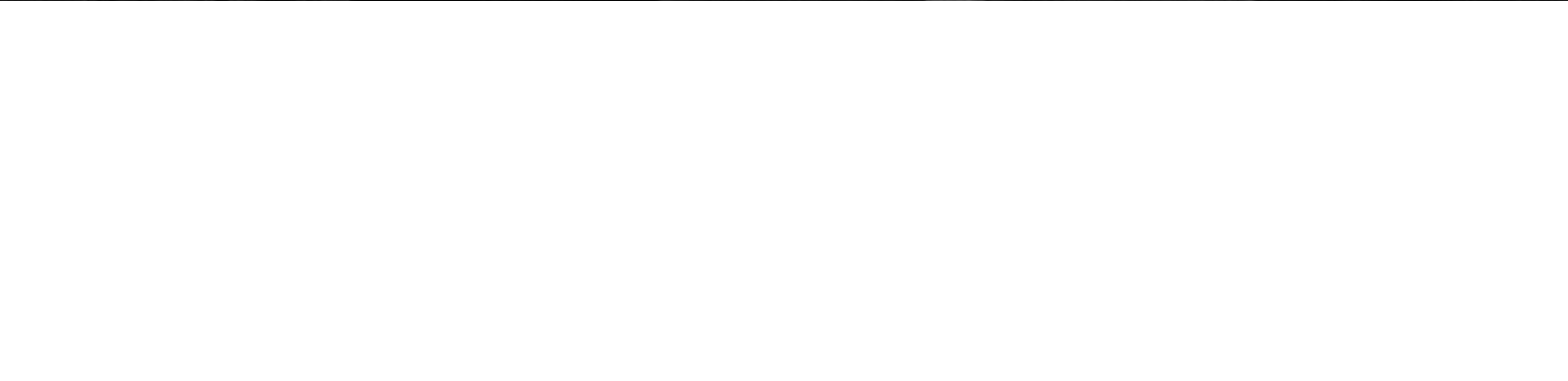






for

further information about the collection, and to purchase our products
visit www.aboutfeliz.com



Designers

Felix Held

*1960 Zurich. Studies in Painting and Sculpture at New York Studio School, New York, 1981-83. Studies in Architecture ETH Zurich, 1985-1990, Diploma 1991. Visiting professor at University of California San Diego 1991-93. Collaboration with sauerbruch hutton, Berlin 1993-94. Office for Design and Architecture since 1998. As an architect he is a designer with an aesthetic sense for timelessness.

Raffaello Ape

*1985, italian. A 2010 graduate from the Milan Polytechnic, since he was in his teens Raffaello Ape has been spending most of his time between his uncle's carpenter's lab and his father's architectural practice. In these two places he was able to learn the traditional techniques for making finished products and the forward-looking dynamics that are typical of architectural design.

feliz.

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...valuable when signed

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