

Century

COMFORT CHANGES EVERYTHING





Century

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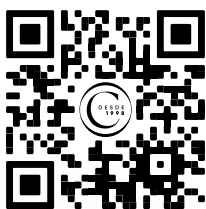


Project
Ninha Chiozzini

Official
Exhibitor



Salone
del Mobile.
Milano



Lea esta revista
en español



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in english



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Expanding Frontiers

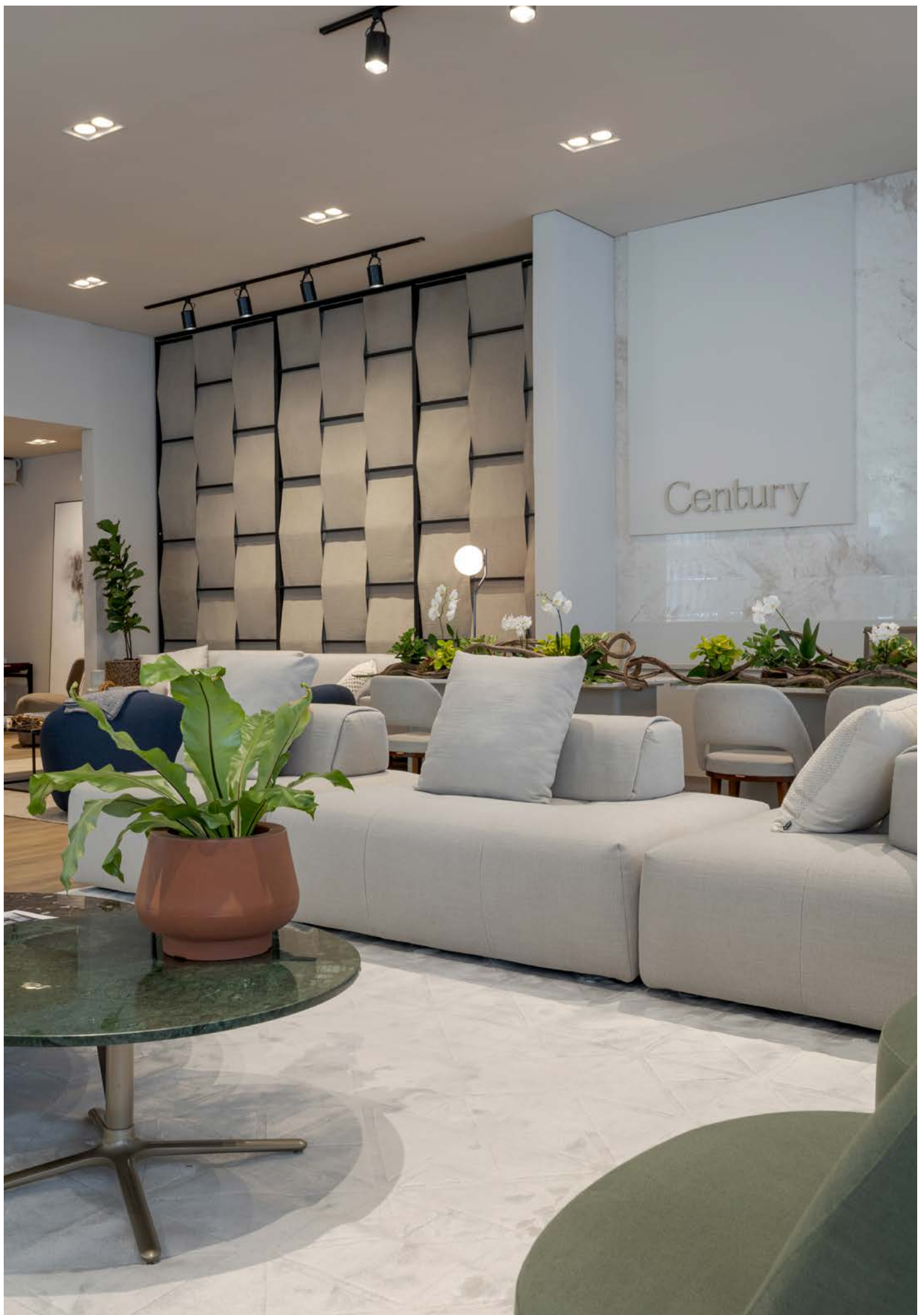
Century's export market grew 40% last year, through partnerships and representations in countries like France, Qatar and Germany, gaining prominence and wide acceptance for Brazilian furniture and design in a market led by Italy and Asia

BY JULIO CESAR SAMORANO FILHO

The transformations experienced in recent years by the global production chain have shown companies around the world that it is dangerous to concentrate their purchases in a single geography. This reality also applies to our market for luxury decoration, where shopkeepers around the world, who for decades concentrated their purchases in the Asian and Italian market, were hit by a shortage of products to meet their demands and their consumers.

Facing this global movement of opening new import frontiers, Century, which already had a consolidated export department to serve the US and Latin American markets, gained great international projection in record time. We entered European countries and also the Middle East, with high rates of acceptance by a demanding public and accustomed to the Italian design.

The perception of value and quality of the Brazilian product has been increasing for the foreign opinion. Brazilian furniture is not seen abroad as a cheap alternative, but as a product of certified quality and extremely authorial and original design. So much so that, even in the face of our devalued exchange rate, Century products compete in values with the Italians, not the Chinese.



New markets, new demands

We had the honor of receiving in our factory several international buyers who were surprised with the quality of the product and with all the engineering that we developed to initially meet the American market, extremely demanding, especially in terms of comfort. Another great opportunity to test our product in the international market was our exhibition, for the first time, at the Milan Furniture Show, the world's largest furniture trends fair, about which you will read, later, about this great achievement for Century. In these 6 days of fair we had active contact and promoted meetings with over 90 potential customers from 42 different countries, which were unanimous in recognizing our differential mainly in terms of ergonomics and comfort.

Century is currently represented in Uruguay, Bolivia, Paraguay, Panama, Argentina, Chile, Peru, Ecuador, Colombia, Venezuela, Suriname, Costa Rica, Nicaragua, Puerto Rico, United States, Germany, Qatar, France and Dominican Republic. We are signing new partnerships with tenants from Saudi Arabia, Ghana, and the United States, besides several other contacts in the negotiation phase.

To meet all this demand, we have increased and professionalized the foreign trade department even more, with employees dedicated exclusively to the commercial and operational side of this sector. We made improvements in packaging and internal processes to ensure that the products arrive undamaged at their destinations, whether by air, land, or sea.

Currently, of the more than 300 products manufactured per day in Century's manufacturing park, none is the same as the other. This market of extreme customization, which is already so commonly accepted and spread by the Brazilian luxury market, is something extremely rare abroad. In our international experience, we don't know of any Asian or Italian brand that does this kind of delivery.

Our international clients have been surprised with the possibility of offering a customizable product to their clients, whether they are final consumers or professional architects and decorators. Due to the complex logistics involved in shipping products internationally, the customization process still happens gradually with customers from other countries. These, to optimize the costs of transportation, buy in large scales and make stock, however, those who have an outbound flow of at least one container outflow of at least one container per month are already able to fit custom orders.

The work of Century's foreign trade department has been, more than winning new markets, to strengthen the current international partners, so that they have an order flow that enhances their ability to make customized orders, adding this great differential to your local market.





Century

in new house



In mid-2025 Century will gain a new industrial park, a complex of very large scale that will triple the production capacity of the industry and receive hundreds of employees in spaces that evoke feelings of well-being and quality of life

PROJET ARCHITECTURAL **VERRI & GALVÃO ARQUITETOS**



"Everything dances, hosted in a moving house. In a company of constant renovation and innovation and a constant search for the improvement of techniques, processes, and people, change has become part of the very organizational culture of the brand, faced by us with the same lightness of the quoted poetry of Paulo Leminski. This time, however, the change will be a little more literal: Century will gain a new home, at a new address, a grandiose complex, already under construction, which brings with it the goals of expanding the brand and providing an even more humanized welcome to the hundreds of employees that make up our industry.

Located on the same highway as its current address, Century's new plant will be just a few minutes away from its former home, on its own 125,000 square meters of land. The building, whose facade will extend more than 100 meters, will certainly be a landmark on the main highway that connects Maringá to the capital of Paraná. Signed by Verri & Galvão Arquitetos, the project is iconic not only for

its imposing façade, but for the entire extension of a complex composed of several buildings, each with specific administrative, operational, and industrial functions, all interconnected by footbridges and plateaus at different levels, flooding the entire space with a very present landscaping, outdoor bleachers, and urban furniture that give the space a permanent feeling of connection with the outside.

EVERYTHING NEW, AGAIN

The architecture of a complex whose main function is to house a manufacturing park goes through the hands not only of architects and civil engineers, but also of production engineering professionals, responsible for defining the flow of people, inputs, raw materials, and shipping and storage logistics.

In the specific case of Century, where the current more than 300 products manufactured per day are absolutely all different from one another, this production engineering had to evolve for years until



Top view of the ramp that connects the factory to the third floor of the administrative building, where the auditorium with capacity for 180 people will be located.

we were prepared, today, to triple the production capacity through the new industrial park. The new industrial park will have as much industrial automation as possible within a production system that is still extremely handmade and customized.

For Century's new home, we sought through architecture to evoke feelings of comfort that are our main brand, giving employees the ability not only to develop comfort through our products, but live it intensely in their daily lives.

The large wagon that will house the industrial park is physically segmented into 4 interconnected cores, all constantly bathed in ventilation and natural light. This industrial wagon is located in the central part of the land, connected to the administrative building that composes the facade by a suspended walkway that leads directly to the third floor of the building, providing a bird's-eye view of all the squares, reception centers, bleachers outdoor seating, employees' restaurant, and showroom for shopkeepers and sales representatives who will visit

the plant.

The technical visit of shopkeepers, brand representatives and architects assisted by them will be a constant in Century's new house, which will receive an 800 m² showroom and an auditorium with capacity for 180 people. It was also thinking of them that the directors of the factory developed the Century Museum, a space dedicated to preserve a history that began in the 1940s through Miguel Samorano

According to the architect Anibal Verri, "the design of the new factory Century was thought from a constant concern of the directors to take their employees daily to the most beautiful place within their daily lives, this generated a project that in addition to all the specifics of a practical and industrial need, brought a humanized character in every detail, with accessibility, sustainability and natural feeling of belonging.

Lucila Zahran Turqueto is the new Century Ambassador

After two years of special projects, Century expands partnership with journalist and founder of Casa de Valentina [Valentina's House]

Aiming to strengthen the relationship with all audiences that make up the ecosystem of architecture and decoration, Century proudly announces the journalist and founder of Casa de Valentina, Lucila Zahran Turqueto, as brand ambassador in 2023.

Century started two years ago occasional partnerships with the journalist as a way to expand the visibility of the brand's products in digital channels through the Casa de Valentina seal, considered the most influential design and décor blog in Latin America.

"Throughout the projects we created a relationship of mutual trust, which resulted in a synergy seen and recognized by the entire market," says Nathalia Samorano. "Besides sharing some values, Lucila is an excellent communicator, capable of adding value to all the events and campaigns we propose, opening a direct dialogue with architects, specifiers, and our tenant clients.

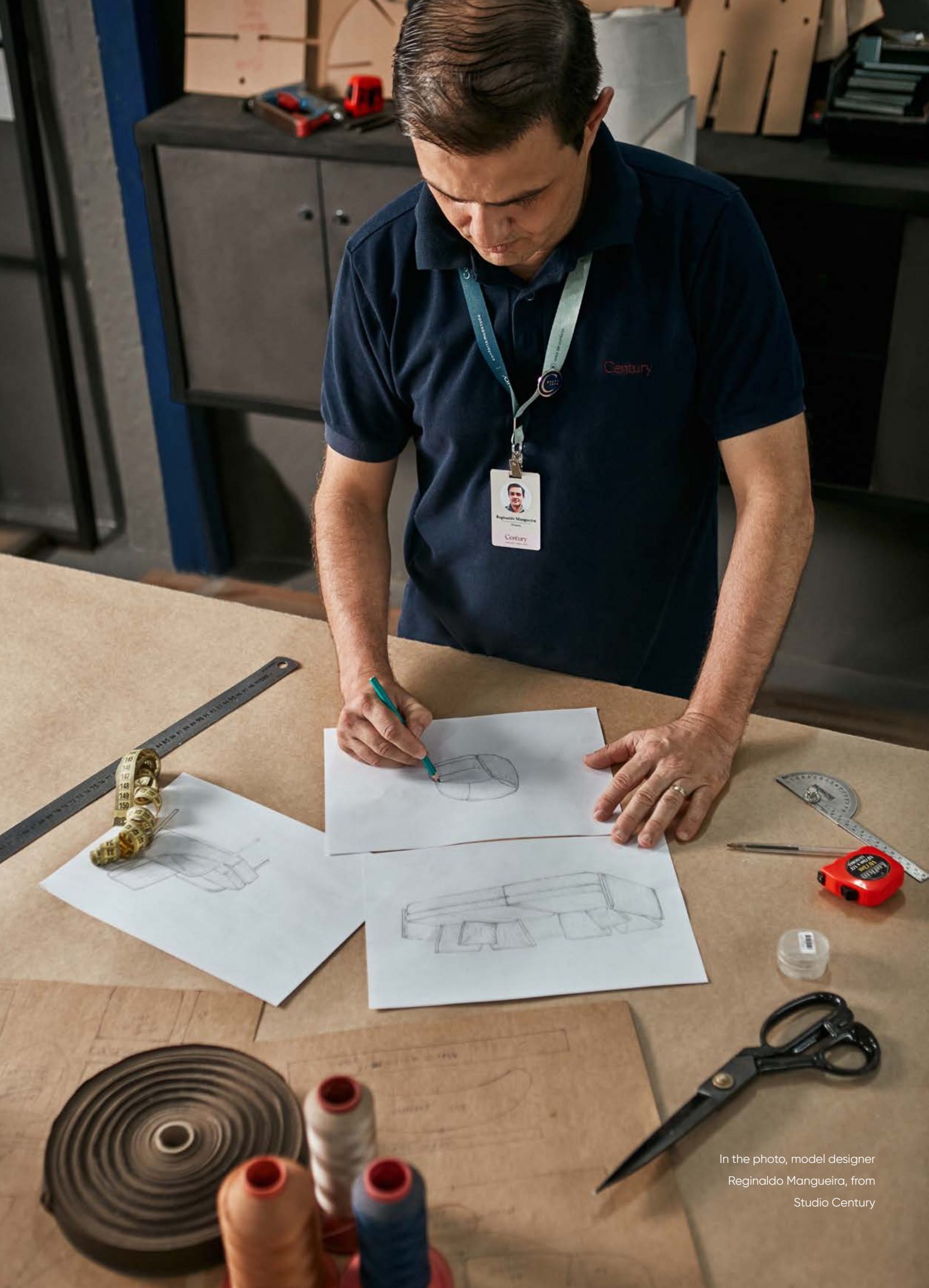
Currently, Lucila is one of the main opinion leaders

in the decoration segment in Brazil, working in the area since 2008 when she founded the blog Casa de Valentina. "The channel was born when I needed references to plan my own home, so I try to work and consume brands that I know deeply and trust, and Century is one of them," states Lucila.

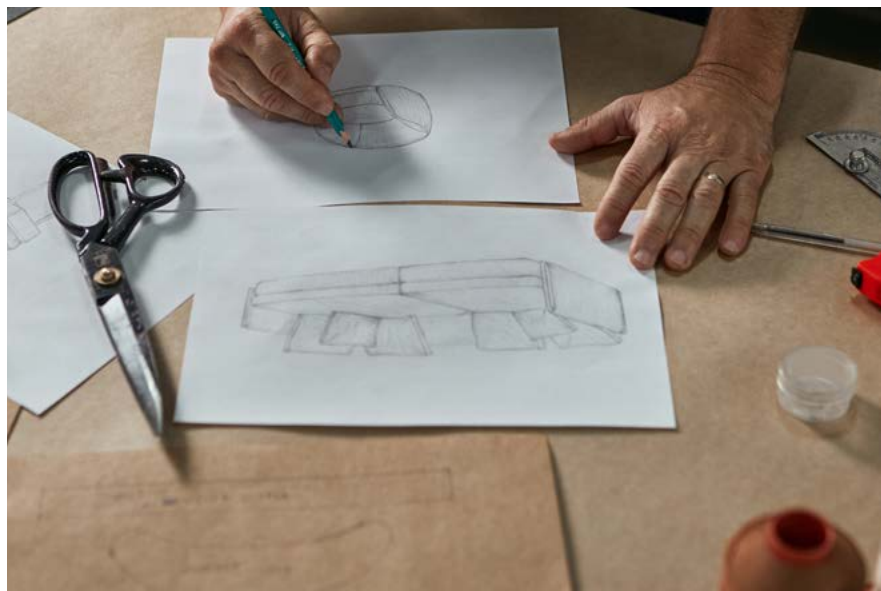
As Century Ambassador, Lucila will continue to lead the Road Show Century, which aims to bring events about the ecosystem of decoration and architecture for the brand's partner stores in all corners of Brazil. The first five editions took place in 2022 in Porto Alegre, Ribeirão Preto, Curitiba, Maceió, and Maringá.

Lucila will also give lectures in Century's internal and external events throughout 2023, as well as participate in other special projects. Nathalia Samorano complements that the partnership with the journalist is also a strategy to create more immersive and rich brand experiences for the entire sector.





In the photo, model designer
Reginaldo Manguiera, from
Studio Century



Century Studio Brazilian Design for the world

With a team of over 50 professionals including engineers, architects, designers and craftsmen, Century Studio is a department dedicated exclusively to the creative exercise of research and development of new lines and concepts

BY NATHALIA SAMORANO

From the 17 employees that made up the Century team at the time of its foundation to more than 500 employees in the industry today, we see a leap not only in numbers, but in an entire management chain of people and processes that evolved - and continues to evolve - until today. Besides all the technology employed in our manufacturing processes over the years, all the market intelligence and brand repositioning, one of the departments that most evolved was certainly the creation department, Studio Century.

We realized that for our products to be aligned with the brand's objectives, it was necessary to do

much more than developing pieces inspired by trends launched in Italy, we needed a team of professionals focused exclusively on understanding and even anticipating behavioral trends of the Brazilian market. Then came the challenge of translating all this into the design of lines that fully meet the market needs of our retailers, sales representatives, and architects and professionals who specify our products.

This understanding was a very important and definitive key turn in Century, was when the brand began to be recognized not only by the constructive quality of the pieces, but by the authorial design and Brazility, being chosen by renowned professionals to

compose the major shows of decoration in Brazil.

With the expansion of the export department and Century gaining territories increasingly distant from our border, the company took the important step of adding the WGSN platform, a global authority on forecasting consumer trends, to underpin the entire curatorial process developed within Studio Century. "It was the collective work of all more than 50 Studio Century professionals, with exhaustive research and hundreds of hours of testing new technologies that resulted in collections that add design and comfort in a way that only we can do," explains Nathalia Samorano. In other words, Century Studio is one of the main responsible for carrying out the brand's purpose of demystifying the premise that comfort and design cannot coexist. "It is not enough to be beautiful and have great visual appeal in the composition of sophisticated environments, it also needs to be comfortable and functional," says Nathalia.

SIGNED DESIGN

All the design developed by Century was concentrated exclusively in the internal team of the company, as a strategy to preserve the values and purposes of the brand always aligned with the form and design of the lines released by Century. However, as a result of a search for more than 5 years, last year we added for the first time in the history of the company an external designer that will add a new vision and new technology in developing a line with a design different from anything that Century has ever done.

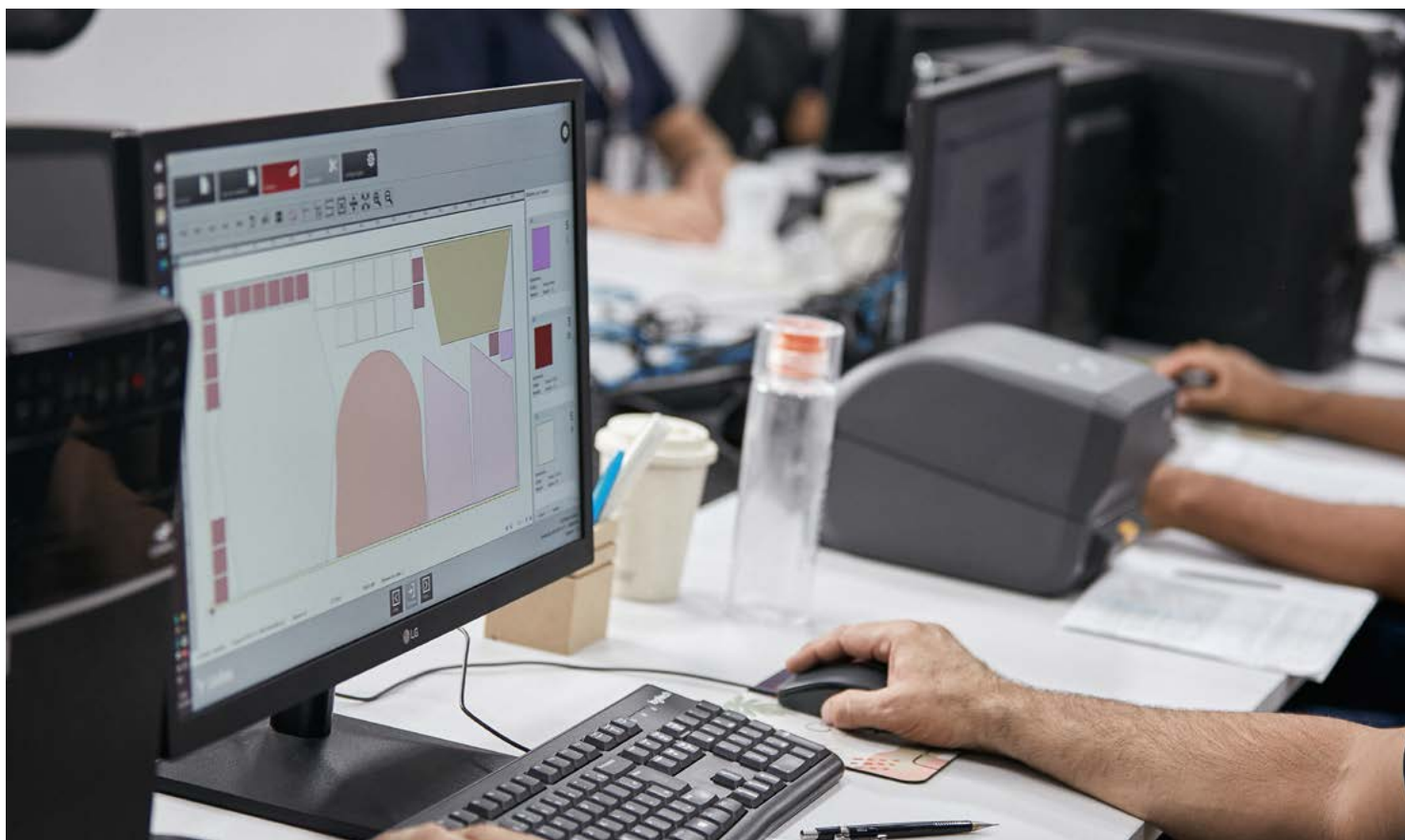
We are talking about Daniel Simonini, a Brazilian designer

with a background in product design and over 20 years of experience in Italy, about whom you will have the opportunity to learn more deeply on page 56. For Nathalia Samorano, Creative and Marketing Director of Century, the meeting of Simonini translates the very essence of the brand to promote good design with comfort always. "By having an office both in Sao Paulo and in Italy, Simonini arrived ready, with an Italian trace and all the Brazilianness of comfort, practicality and functionality that we seek in all lines.

Another great differential of designer Simonini is his relationship with the industry itself. Unlike professionals who sell a design, Simonini sells a strategy translated into a design. "Our goal in adding an outside designer is not simply to have a signed design piece in our portfolio, it is to seek the co-creation of a professional who would be willing to understand what is value and purpose for us, our strategies, and use design as a tool to achieve those goals."

Following this movement, Century will soon also have a piece signed by designer Natasha Schlobach (see more on page 54), a union made through the APEX program called Brazil Design + Industry, which brings together designers and relevant industries in the segment in order to develop pieces that are exhibited at major design fairs in the world, thus promoting Brazilian design abroad.

For 2023 Century has already confirmed its participation in the ICFF (The International Contemporary Furniture Fair) in New York, the Furniture Show in Milan and also in Fuorisalone, a fair parallel to the Milan Show.





SIGNED LINE SIMONINI + CENTURY



Century
by SIMONINI



mani
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MILAN

Exhibiting at the famous Salone del Mobile Milano, the largest event focused on the furniture industry on the planet, has been a great achievement for Century, who had the honor of representing the Brazilian industry, showing the world that here is also made high design

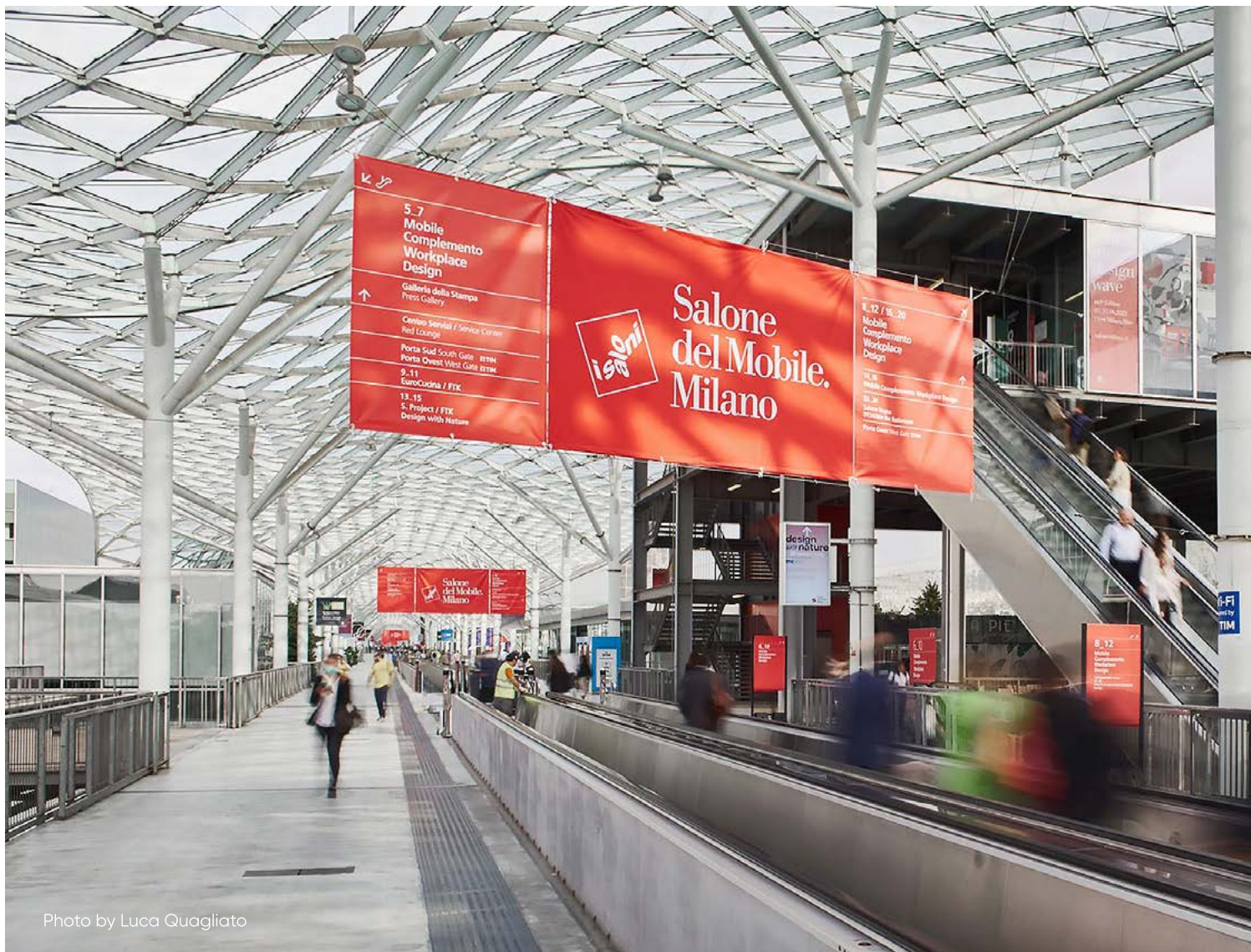


Photo by Luca Quagliato



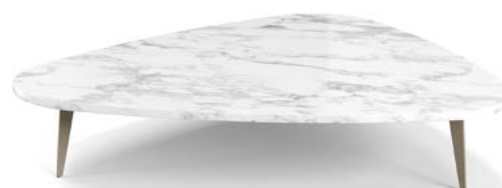
Yoko Ono once said that "A dream dreamt together is reality. This premise became true in Century to, together, live the dream of exhibiting for the first time at the Milan Furniture Fair, the world's largest and most important trends in furniture design. Being present at the 60th edition of iSaloni was a milestone and cause for great excitement for the entire Century family. The day we closed the doors of the container that would cross the Atlantic with our products to land in Italy, the entire industrial park gave a standing ovation.

This great commotion experienced collectively in Century and among all partners representing the brand in Brazil and worldwide was further increased by the fact that the invitation to participate in the fair came from the Brazilian government, through APEX (Brazilian Agency for Promotion of Exports and Investments), Century being the only national brand of upholstered furniture to represent Brazil in Milan in 2022. We were honored to have our booth alongside big names in the luxury decoration market, such as Ornare, By Kamy, Modalle, Cristais São Marcos, Herval group and Tramontina. "Even before I started college I used to visit Milan with my parents, and coming back to the fair as an exhibitor and also invited from my country is a great emotion and a certainty that we are on the right track", says an emotional Nathália Samorano.

Select a small volume of products from Century's extensive portfolio to compose our booth in Milan, was no easy task. Curated by Studio Century and a few months of preparation, we chose the armchairs Almeria and Cartagena, the tables Pisac, Alexandria and Santiago and the sofas Andros and Alladro, the latter in a simply unconventional modulation. The booth was a success and yielded for Century more than 90 active meetings with representatives from 42 different countries. We noticed that most people are astonished to find

out that the origin and manufacture of the product is 100% Brazilian. "The world in general has not yet discovered the full potential of Brazil in producing high line furniture, with the quality and aesthetic rigor that we can deliver," as clarified Rodolpho Alves, manager of the Department of Foreign Trade at Century.

During the fair, we had another surprise. We received a second invitation from APEX to, next year, participate again in the fair, this time through two separate sectoral projects. To be very clear: this year we will exhibit at the iSaloni through the Brazilian Furniture Sector Project, promoted by APEX in partnership with Abimóvel (Brazilian Furniture Industry Association) with the objective of expanding and promoting the competitiveness of the Brazilian furniture industry in the international market. Through this program we represent the country as a furniture industry, in a stand of our own. Next year, besides participating with the same format, we will also take part in the program Brazil Design + Industry, which integrate renowned national designers to industries that propose to execute their pieces. Our partnership will be with the designer Natasha Schlobach and the piece created in co-production with her is already confirmed for exhibition at the ICFF fair (The International Contemporary Furniture Fair) in New York, the Furniture Show in Milan and also at Fuorisalone, a fair parallel to the Milan Show. "Next year Century will be present in Milan on three occasions, in addition to also going to New York, a multiple chance to enhance the exposure of our design to the whole world. I can't wait," concludes Nathália.



On the previous page, pieces exhibited at the iSaloni in Milan. From top to bottom: Almeria armchair, Pisac table, Santiago table, Andros sofa and Alladro sofa.



It's sophisticated It's nautical It's Century

With innovative DNA, Century launches a line of exclusive products for luxury boats, opening a market customization of interiors of large boats and boats, with design associated with high technology

The nautical market in Brazil grows on average 10% a year, placing the country among the major importers from Europe and the United States, and attracting many companies and shipyards aware of the opportunity to establish factories in the national territory. Attentive to this market, Century recently launched a nautical line designed exclusively to meet a repressed demand for customization of interiors of large vessels, as explained by Nathalia Samorano: "the boats above 30 feet have their interior customized, just like an apartment; the owners of these types of vessels even hire architects and decorators to sign these spaces, but the market lacked a company that offered solutions for this interior furnishings."

Century's nautical catalog was designed to offer all the flexibility and creativity to professionals in designing the interior design of boats, all this associated with fabrics and foams of the highest technology, suitable for the reality of use made in the interior of boats. "They are fabrics that can get wet, are 100% washable, and support the use of bleaches and cleaning products without losing their essential color and texture characteristics, in addition to being eco-friendly and pet-friendly," points out Nathalia.

With all this technology built in, the products of the Century nautical products give users the freedom to enjoy the furniture without worrying



Leisure yacht from Volvo
Penta, a leading brand in
the market for boats above
40 feet, with which Century
has developed an exclusive
nautical line

if the body is wet, with sunscreen or suntan lotion, ensuring convenience and tranquility in moments of leisure. "Drinking a red wine on the high seas will never be a problem again," says Nathalia.

Along with Century's nautical line came a partnership that the company is very proud of: Volvo Penta, a leader in the nautical leisure market with boats over 40 feet. Century, along with Volvo, participated in the 25th edition of the São Paulo Boat Show, an event held in São Paulo, which moved more than \$ 200 million in business and brought together the largest shipyards in the segment. For Gabriel Barsalini, President Director LATAM at Volvo Penta, the partnership with Century represents the opportunity to associate two companies that have tradition and quality in the luxury market: "at first glance are different markets and products, but we have in common with Century innovation, technology and focus on comfort, which makes this partnership a great success," concludes Gabriel.





On this page and the side, images of Century's booth in partnership with Volvo Penta in the 2022 edition of the São Paulo Boat Show, where both brands presented to the market their partnership in the development of a nautical line that is pure technology

CENTURY ATMOSPHERE

MÁRCIA GOMES
NOVITÀ FURNITURE DECOR,
RIBEIRÃO PRETO
@novittadecor

Novità Mobiliário Decor is a store opened 5 years ago in Ribeirão Preto. Recently, the store underwent a strategic repositioning of the brand that led its founder, Márcia Gomes, to seek in Century a partnership of exclusivity in the entire line of upholstered furniture. "We searched the entire market for partners who were aligned with the new face and the new concept that we developed for the store through a repositioning work, that's how we got to the Century, a brand that enjoys great credibility, has time on the market and a design aligned with our demands," says Márcia Gomes, owner of the store.

For Márcia, the partnership with Century is also a way to make the store dynamic and expand the product options available in your showroom through the complementary lines of Century: "The diversity of products that Century has in its portfolio makes the brand much more saleable, with a dynamic turnover of products in the store, which is always renewed and with news. With the Century participate more in the design of houses and apartments as a whole.

This dynamism and flexibility of Century lines was evident in the space signed by the duo of architects Manarelli Guimarães, Thiago Manarelli and Ana Paula Guimarães, in partnership with Novità for Casacor Ribeirão Preto 2022. The environment is a residential living and a corporate environment side by side, with Century present in great profusion, both in upholstered furniture and complementary. "It was one of the most functional spaces of the show, which became a great center for living, showing all the potential comfort that only the Century can promote," says Márcia.



MARCIA ALMEIDA

VILLA BATEL HOUSE DECOR, CURITIBA
@marciacalmeida @villabatel

The partnership with the Villa Batel Decor store in Curitiba is one of the longest lasting Century, a partnership that has over 20 years, when Marcia Almeida, fashion icon of the city of Curitiba and public figure of great influence in the region, met the Century through its founder Julio Cesar Samorano. Since then, the entire line of upholstered furniture store is 100% Century. "You can find Century in all environments in the store, I make a point of using the brand in each setting, in each decor, because the brand has an incredible aesthetic language, without losing its functional qualities that are so important in the daily lives of our customers and architects who work with us," explains Marcia.

Villa Batel was one of the stores selected by Century to, in 2022, integrate a circuit of events that took place throughout Brazil. We are talking about the Road Show led by Lucila Zahran Turqueto, from Casa de Valentina. For this occasion, Marcia invited eight offices and professionals to sign eight spaces inside the store, in an exhibition that took the name of Show Villa Batel Century. "There were several styles, different languages and tones, a show that denotes all the flexibility of Century in composing different environments and meet all types of families," concludes Marcia.



WELLINGTON THEOTONIO

VB DESIGN GROUP,
MACEIÓ
@grupovbdesign

Ahead of the brand for 33 years, Wellington Theotonio, founder of VB Design in Maceió, is a partner of Century for over 15 years. The store, which has become a reference in design and style in the state of Alagoas, has a wide range of products from the Century line. "Our partnership with Century is long-standing, and I have noticed that in recent years the brand is investing heavily in design, quality, service, and delivery capability," Wellington says. According to him, being able to offer its customers and architects partners the possibility of customization in 100% of the Century line is a major difference that adds value to the brand. "Hardly large industrial parks like Century give us opening to customize the products, and this is the great difference the Century, it allows customization so that the pieces fit perfectly into the architectural projects", he concludes.

Exclusive Century

The exclusive stores Century in Brazil and abroad have in the design of its architecture and internal layout an extreme care with the visual comfort and customer experience. Ahead of this challenge, the architect Isabella Martinello tells all about the design of the new exclusive stores Century

If you have ever entered an exclusive Century store you will notice that the whole environment gives the feeling of being at home. Signed by the architect Isabella Martinello, the 100% Century stores overflow in comfort, not only by the furniture present in the store, but also by the strategic choice of each element, material and lighting that compose the spaces. "We excel in natural materials, organic textures, vegetation, and ethereal lighting that brings coziness," explains Isabella.

For being in different regions of the country and even abroad, Century stores also receive characteristics of the place where it is inserted, adding authorial identity to the project and, of course, valuing sustainability. "In the store located in Bolivia, for example, it doesn't make sense to use a national marble that would have to be transported for miles, we have to be aware of this energy efficiency as well," Isabella stresses. This store, located in Santa Cruz de La Sierra, Bolivia, has a predominance of fine woods from the region, which were already present in the building

in which the store was installed, giving the project a classic and elegant atmosphere.

One of the most recent stores is the one in Londrina, Paraná. This won contemporary airs by being located in a building with current and bold lines. "Century can be present in very different homes, and our own stores denote this versatility characteristic that is so present in the brand. Although different, Century stores have a unique essence, minimalist, where the customer can feel at home and have a sensory experience through textures, smells and much contemplative beauty," says Isabella.

The Maringá store, the first one launched in the country, has also recently undergone a major expansion. The objective? To turn the showroom into a real home, with all the various environments that make up a home. All this was thought out in a layout designed to have the same dynamism with which the factory launches its new collections, that is, the divisions made with screens and fabrics allow the interior of the store to be reinvented from time to time. A luxury!





3D image of the facade of the Century
Exclusiva store in Santa Cruz de La
Sierra, Bolivia. Below, real image of the
facade of the Exclusive Century store in
Maringá, Paraná



The Century Store Exclusive Maringá is the result of a partnership with the Group Damasc, Luiz and Andrew Damasceno, father and son who lead the market for decoration in the region. Formatted with the standard set by the factory, the store, located in a noble area of beautiful Maringá, is certainly the biggest and best showcase of high-end furniture in the city.

"We are, so to speak, in Century's factory backyard, working in an orchestrated manner with a vibrant and very commercial store," states Luiz Damasceno.

The exclusive Century store in Maringá is the first of a movement that has been embraced by entrepreneurs in Brazil and worldwide. For André Damasceno, Marketing Director of the Damasc Group, Century's innovative DNA and the industrial customization processes are the secret to the brand's commercial success: "It is very gratifying to work with Century, in addition to the cutting-edge design, innovation in products and raw materials, the quality and good taste of the brand bring a very good footprint to the sale."





Tender Living Urbano Century + Casoca

Century launched in partnership with Casoca, a platform for architects, designers and interior designers, a contest that broke visualization records and gave rise to amazing projects. Check it out!

The Casoca launched in September, the Living Urban Century Contest, for professionals and students of architecture and interior design from all over Brazil, the project most voted by the public was awarded with two days at the Rosewood Hotel in SP.

Casoca is a platform for architects, designers and interior designers, concerned in facilitating the workflow of these professionals with a collection of products from the best brands in the market. The valuable partnership between Century and Casoca begins with the 3D Blocks Catalog of our products available for free download on the platform.

In the contest, participants were challenged to use

Century furniture available at Casoca, to create living environments inspired by one of the three personas: Rio de Janeiro, relaxed and sophisticated; Paris, lover of the arts and history; or New York, industrial and cosmopolitan.

The Casoca and Studio Century teams selected 6 environments, 2 for each persona, which were rendered and exhibited at the Century Show at Casoca between November 4th and 10th. In an exhibition that broke records in the platform, the public chose, through voting, the project to be awarded with two days in the luxurious hotel Rosewood São Paulo, located in the new Matarazzo City complex.

BARBARA MARTINS, PERSONA PARIS

"Surrounded and welcomed by a locality full of charm and personality, Paris dazzles every eye. The main idea of the project would be to bring a cozy place, Century brought the best options for comfort."

Products used: Amelia stool, Blake armchair, Normandia sofa, Valea stool, Ancona sofa, Aston chair, Pisac coffee table, Serbia armchair, Plana coffee table, and Alcalá puff.





THE BIG WINNER:
ARTHUR DIAS, PERSONA NEW YORK

"I believe that the furniture chosen has minimalist characteristics that dialogue with each other, making it possible to use a wide variety coming from the same company without it looking like a showroom, keeping the air of home. The straight lines contrast with the curves, bringing movement and creating different living spaces. The furniture itself often delimits these spaces, without the need for walls and doors. Cosmopolitan, modern and at the same time classic, dynamic and cultured, this is New York, and this is reflected exactly in the Century furniture chosen."

Products used: sofa Berat, armchair Blake, sofa Banat, chair Round, armchair Serbia and sofa Ancona.



EMANUELE BRAND, PERSONA NEW YORK

"One of the favorite compositions was the office part where it reminds a lot of the personality of the persona, where the Edirne armchair and the Serbia armchair were used."

Products used: Pisac coffee table, Aston chair, Bedford sofa, Edirne armchair, Serbia armchair, Plana coffee table, Andros sofa, and Cartagena armchair.



PISO 41, PERSONA PARIS

"The Century furniture chosen translates exactly the concept of the project: the blend of classic with contemporary. As an example of this, we can cite some choices: the curved sofa and the "double side" bring a touch of modernity to the project."

Products used: Andros sofa, Monterrey sofa, Amélia chair, Serbia armchair, Cantabya puff, Alexandria side table, and Mutênia armchair.

BARBARA BALDO, PERSONA RIO DE JANEIRO

"I chose Century models that would enhance the interaction between users, in addition to enjoying the wonderful view that the city offers us."

Products used: Líbia armchair, Valea bench, Ancona sofa, São Paulo sofa, Normandia sofa, Andros sofa, Plana coffee table, Asia armchair, and Guadalajara armchair.



VITOR CORREA, PERSONA RIO DE JANEIRO

"To elaborate this process, we imagined a physical persona (Bernardo Pasquali), singer of the band Jovem Dionísio, which references the dream of living in Copacabana in several songs, in a jovial way."

Products used: armchair Edirne, armchair Mutênia, sofa Monterrey and chair Aston.



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Century

New brand New target New concept

Century launches a new brand, younger, more competitive, more minimalist, and with greater appeal with current design trends.

Get to know pontovírgula

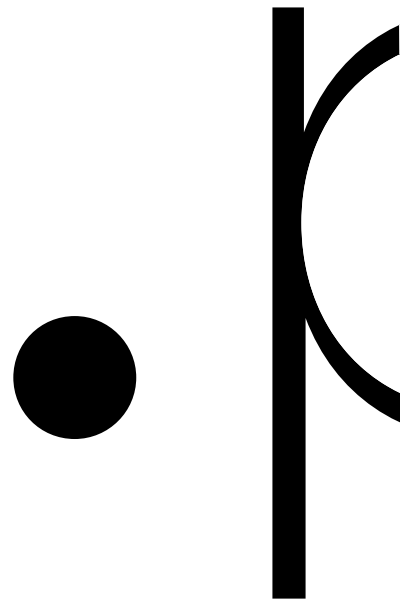
Century recently announced to the market the launch of a new brand, pontovírgula, focused exclusively on the line of upholstered furniture and with the promise of being constantly connected to the most current trends and global movements of design. Nathalia Samorano, Century's Creative Director, explains that pontovírgula arises from a business strategy of the group to add a brand with competitive values and that has in its design the ability to update with the same dynamism of the digital universe: "pontovírgula is going to be a very biased brand, aimed at a younger audience that has aspirations for design".

Strategically thought to be part of the fast-paced daily life of a younger audience, pontovírgula's sofas and armchairs were designed to be key pieces in integrated spaces where the furniture often fulfills the additional role of dividing environments. "The public can expect mainly retractable sofas, with all the comfort technology we have developed in the upholstery industry, and with the necessary design for these pieces to occupy a prominent place in the home and in people's lives," explains Nathalia.

Priscila Belai, Century's marketing manager, explains that all the visual presentation of pontovírgula products will follow an aspirational pattern, giving sofas and armchairs the true status of objects of desire and art. "These pieces of furniture will always be presented

in a monumental and sovereign manner, with the product as the main focus in marketing campaigns."

Unlike Century, which allows an extensive range of fabrics and a multitude of patterns and finishes, pontovírgula intends to reach a public that seeks practicality even at the time of purchase decision, presenting much more objective and lean lines. In this context, we can expect minimalist and conceptual pieces, for a public that craves the basic presented in a premium way.



DV

pointovirgula



Century

CONFEITO MUSA 1200

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Century

INVITES

Big names that bring in their art the
essence of being Century

Lucila Zahran Turqueto



Lucila, founder and content editor of the Casa de Valentina blog, accompanied Century throughout the year in a circuit of events called Century Road Show, through which we present to leading architects from various regions of the country contemporary design trends and ways for these professionals to boost their personal marketing and their office. Confirmed as Century Ambassador in 2023, Lucila talks in an exclusive interview about her experience with Century in several capitals of the country, and brings a pinch of the content shared during the events.

[C] You traveled with Century to different states in Brazil in the Road Show project, is there a difference between national markets?

[LT] Yes. There is a significant difference between states and capitals, of style and market needs. Whenever we arrive in a new city to promote the Road Show, I have the opportunity to previously meet the Century partner store in that city and do a short interview with the store owner. I ask how he or she arrived in that product niche, and usually this curation is based on the needs of professional architects and interior designers in that region. It is amazing how this product portfolio differs so much from one region to another! It is very noticeable how the cultural aspects of the state resonate in the style of the furniture presented in the store. In this sense, there is something very interesting in Century's product mix. What I could notice is that, although the products on display in the stores may even be similar, the way the pieces are made is totally different. It is amazing how professionals are able to use Century's customization to, from the same base or design, give shape to furniture that fully translates the culture and taste of people from different regions.

[C] Is customization a feature of the high line that is here to stay?

[LT] Definitely, yes. In one of the Road Show events we specifically discussed this global movement that I have noticed among the most prominent architects in the world, which is the ability to tell a solid story through the environments, whether it is a house, apartment, commercial or exhibition. What I have seen is that more and more decoration professionals will need to go beyond what is universally accepted as correct according to aesthetic standards, and increasingly use the client, or the character, as co-creator of that living space. This trend was pointed out by Fashion Snoops, a well-known platform that predicts consumer trends. According to them, it is quite possible that in the next few years we will see works that will escape that Cartesian straightness that we see in spaces like showrooms, for example, and find more chaotic interiors, full of life, that follow the dynamism of those who live there. When I found this trend in my research I was very happy, because we are emerging from two decades in which architectural projects were mostly aseptic, with an almost intangible impeccability... The professionals of the future will have to be able to develop a greater empathy, immerse themselves in the client's history, accept cultural differences, and make the house become a true archivist of private memories.

[C] Since we are talking about trends, in your opinion, what are the trends in the digital universe for the next years?

[LT] I believe that in the next few years a movement that has been happening for a long time will become more accentuated... With the advent of digital, everyone now has a voice, and with that, every architect and service providers in general have in the palm of their hand the ability to be micro-influencers of their own business. This has such a real capacity to impact the economy that I believe that in the next 5 years there will simply be no room for those who refuse to use digital platforms as catalysts for business and opportunities. This will be so strong and so present in the lives of entrepreneurs that the time will come when digital communication management will be as essential as it is today to manage the team, control cash flow, monitor the company's financial metrics... It will be an intrinsic part of the day to day of any and all organizations, not only large ones, but also entrepreneurs and solo career service providers. And there is a very relevant aspect to this: the quality of the content generated will count, and a lot! Because people's time is increasingly scarce, if we don't deliver valuable content to people, we won't be able to engage them or do business.

[C] And for those who believe in good old "word of mouth", what's your tip?

[LT] There are people who still believe that they only get clients by word of mouth. Of course, if you have a good service, the least you can expect is that people will refer you. What some people don't realize is that, nowadays, whenever you receive a referral from a friend, you do that "double check", you go to the person's instagram to get to know them better before going to meet that product or that service. That is when your digital presence can eliminate a referral. For a long time we have talked about Omnichannel, an old term for a very current need: the same experience that you deliver in person, the same speech, the same intensity, need to be in your multiple channels, be it website, social networks or email. Who you present yourself to in person needs to be in tune with your digital persona. If we deliver a negative experience online, I repeat, we cancel a word-of-mouth referral. Offline and online need to deliver the same experience.



Amanda Ferber

Amanda Ferber is the creator of Architecture & Design Hunter, a mediatech startup that has the merit of being the first non-traditional media to receive an invitation from the Milan fair for an official coverage of the event, in the same year that Century exhibited for the first time in this largest fair of world trends in design. Century's meeting with Amanda was a match and so we invited her to record and expose to the world our experience in the world's design capital. In this exclusive interview for Century Magazine, Amanda talks about trends and what we can expect from the next edition of the Milan fair.

[C] What are the main trends in indoor decoration for 2023?

[AF] Organicity is increasingly present in projects. It can present itself in the textures, which will have a more natural touch, or in their shapes, through not so perfect forms... The imperfection of naturalness will be more and more valued. This makes sense as we realize that in all spheres of human life we have been searching for naturalness, whether in healthier foods, in clothes that are less harmful to nature in their manufacture ... Being natural, or appearing natural, is a trend that accompanies all other movements in life.

[C] How was it to follow this edition of the Salone del Mobile in partnership with Century?

[AF] It was the first edition of the Milan Salone after the pandemic, the whole world was looking forward to this moment, and receiving this invitation from the organizers and Century was a very pleasant surprise. I felt that this year the trends presented at the show had much more freshness, they were much more open to new markets, new designs, and it was wonderful to find our country being represented there through brands like Century.

[C] What to expect from Salone di Milano 2023?

[AF] I don't believe in very significant disruptions for next year. The trend of organicity will continue more and more, and I believe that colors will come very strong and very present. This has a lot to do with the moment of life of people in this phase of recovery. The psychology of colors has everything to do with this search for joy, for optimism, and I believe that is what we will find in Milan in the coming years.

[C] What are your references or inspirations in the curatorial work developed at Architecture & Design Hunter?

[AF] The curator's job is to expose a diversity of projects, works and professionals within an editorial line. The editorial line of Arch Hunter tends to be more contemporary, preserving the appreciation of architectural styles throughout the history of architecture. As a curator, I do this exercise of separating the editorial line from my personal taste. Personally speaking, I, Amanda, tend to like cold minimalism the most, but I understand that within the spectrum of styles that comprises our editorial line I present several other types of projects that are wonderful, have a polished execution, or tell a story.

[C] What baggage do you bring with you from this curatorial work you've been doing for almost 10 years?

[AF] Certainly what impresses me the most in all these years is the infinite creativity of the professionals. I remember that when I started I wondered if one day the projects and the diversity of materials would run out. Today I realize that no, on the contrary, the source from which new projects, new possibilities, new designs emanate is inexhaustible... What makes my work so exciting is the ability I have to keep surprising myself, and this search for the new is what moves me.

photo by Caca Bratke



Natasha Schlobach

Designer, Creative Director and Curator of shows such as Casa Brasil NY and Design Week Mexico, Natasha Schlobach, from São Paulo, in partnership with Century Studio, developed a piece of furniture to be presented to the world at the 61st edition of the Milan Furniture Show, strengthening and praising Brazilian design in the largest furniture trends fair in the world.

In the creative direction of her own office, NSStudio, Natasha Schlobach has extensive knowledge and experience in the art world, gaining experience in ceramics, model making, and jewelry, but it was in furniture design that she put down roots and designed her own career.

Born in São Paulo in 1988 and coming from a family of engineers and architects, Natasha decided to study Industrial Design - Product Design at Mackenzie Presbyterian College in 2009. After her graduation, she worked as a designer, furniture and interior designer in some offices in São Paulo. One of the most exciting experiences in the beginning of his career was to collaborate, for 3 years, directly in the creation and development of products of an important design studio, called ,Ovo where he had contact with large projects such as institutional rooms at the Pinacoteca and large special projects for residential and corporate clients.

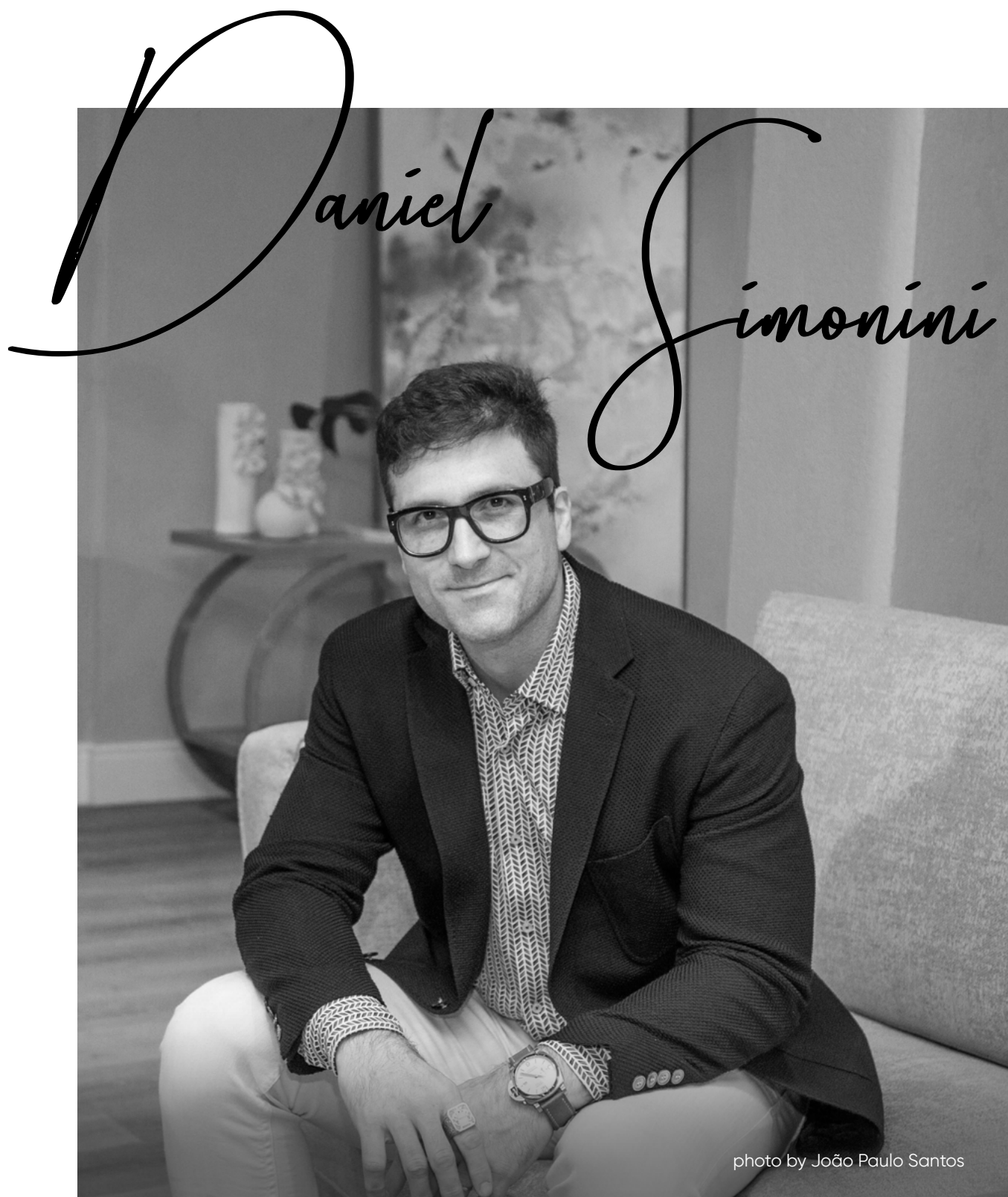
In 2012 she finished her post-graduation in furniture design at Senac, thus defining the direction and focus of her studio (NSStudio) opened in 2013, through which she promotes design for "home" through furniture that add functionality and comfort with a very Brazilian authorial design.

Since then Natasha Schlobach has contributing

to the national design and also projecting Brazil internationally through fairs, shows and exhibitions where she acted both as exhibitor and curator. She was the curator of "Casa Brasil NY 2022", a project via Apex that brought together 70 Brazilian industries with more than 100 Brazilian designers in the US, presenting to the world the national power in the furniture sector. She was also invited to be co-curator of Design Week Mexico 2022, a year in which Brazil was the honored country.

With such a large repertoire, Natasha has participated and been involved with big players in the market, such as Samsung and Diageo, for whom she has contributed in the creative direction of campaigns; as a designer, she has signed pieces for Pollus, St James, Studio Guilherme Torres, and, of course, Century.

Our meeting with Natasha happened through Abimóvel, in a project associated to Apex, with the objective to integrate large industries and renowned designers and to promote national design abroad. This partnership with Natasha will shape a piece that will make up the product line Century 2023 and will be exhibited at the Milan Furniture Show, where we have already confirmed participation in the 61st edition of this, the largest furniture design fair in the world.



SIMONINI is a design studio founded by Brazilian Daniel Simonini, which currently operates out of bases in São Paulo and also Milan, the world design capital, where he lives since his graduation in Industrial Design, and where he also had the opportunity to work side by side with great names of the world design, such as Ferruccio Laviani, Piero Missoni, Palomba Serafini, Rodolfo Dordoni, Lissoni Associati, Benetton, Dolce & Gabbana, Kartell and Lomography. Internationally awarded, Simonini has in his trace all the sophistication of Italian design, added to all the Brazilianness that brings bossa, sensuality and comfort to his creations. That is why we proudly present Daniel Simonini, the name handpicked by Century Studio to join our ranks of creators and give life to a unique collection, with construction techniques never before explored by Century.

[C] How was your first contact with Century?

[DS] My first contact with Century was quite spontaneous. At the time they were doing a huge screening of many names that could participate in the creative universe of the company. They had a very long list of wishes and expectations about this professional. Let's say that our stars needed to be aligned, because they wanted a Brazilian with experience in Italy and who did not have design pulverized in several other industries. They were looking for a certain exclusivity, and this is exactly the way I like to work. I don't sign a piece just for the sake of signing it, I like to get in touch with the industry and create an ecosystem of signed design, giving shape and presenting solutions that are aligned with the market strategies of the brand and the desires of the consumer who is at the end of this chain.

[C] Can we have a spoiler for what's new?

[DS] What you can be sure of is that we are creating a line with strong distinctions in the techniques of elaboration and industrialization. Century is investing in new technologies in the industrial park to meet this demand, and this fascinates me in the company: the ability of its directors and employees to dare and believe, not to stay stationary in old patterns, always keeping this youthfulness that is the hallmark of Century. In this first line we will have coffee tables, side tables, consoles, high-backed and low-backed armchairs and sofas in a wide variety of modulations.

[C] All line produced by Century is 100% customizable. For you as a designer how is it to develop products that will arrive in people's homes with formats often different from their original conception?

[DS] About this I have a terrible addiction that Century has taken advantage of a lot. When I design, I come up with a hundred variations [laughs]. I always think in a modular way and I like to present my design ideas already foreseeing possible ramifications. I think it's amazing that Century gives this freedom for the shopkeeper and for those who specify and use the product, because, put very simply, who will live in the house is not the designer, but the consumer. It is the consumer who needs to be 100% satisfied. My greatest satisfaction lies not in the creation itself, but in the process of bringing something positive into people's homes, objects that will bring happiness to the daily lives of those who live there.

[C] How did your relationship with Italy begin?

[DS] It all started actually when I entered the Istituto Europeo di Design in São Paulo, where I started my degree in Product Design. That's where I really fell in love with object design, and with the support of my family I decided to go to the cradle of design, to the world capital of object design, which is Milan. I was the first IED student to transfer from São Paulo to Milan, where I completed my undergraduate studies and later also did a Master's in Industrial and Interior Design at Scuola Politecnica di Design. Parallel to my studies I already had the opportunity to work with great names of world design. My first experience in Italy was with Ferruccio Laviani, creative director of Kartell, an enriching experience where I could work on projects of different scales, from a small object to large exhibition stands. This was followed by several other opportunities to collaborate for different brands, before I decided to found my own studio and have a solo career so to speak.

[C] And how did the world of design come into your life?

[DS] Design came into my life through art. I had the great fortune to study at the Waldorf Rudolf Steiner School in São Paulo, which has a methodology fundamentally based on art. I studied semi-full time, and half of the curriculum was devoted to creation, drawing, sculpture, and even carpentry. My parents put me in this school because I have always liked to draw, to give my drawings as gifts to friends and relatives. When it came time to decide what would be my major in university my first choice was Fine Arts, but I decided to go in a direction where I could explore all my creative energy in a less abstract, more practical way. So I chose Product Design and I really fell in love with the object industry, because it is a very real way of participating in people's lives and daily life, and it is also an artistic expression.

[C] If you needed to translate your work into a feeling, what would that be?

[DS] Enthusiasm. Bringing wonderful things into people's homes, objects that they will want to keep forever, that make their lives easier and promote happiness makes me very excited, it makes my work worthwhile.

Laís & Aline Rocha

Architects and sisters Laís and Aline Rocha from Maceió are the authors of the interior design project of an apartment by the sea that we are simply in love with. Designed for a couple with two teenage daughters, the apartment should fundamentally meet the family's desire to be a spacious, fluid, integrated space with lots of natural light and that had a timeless and lasting style, but that was also the family's style.

With this challenge in hand, Laís and Aline opted for a neutral palette on the walls, but coating them all with a texture that refers to the straw and sand present in the landscape found right there, in the views from the balcony and windows. The light tones are also echoed by loose furniture, but what we really love were the points of color added to environments through the Century upholstery, giving identity and personality to the project.

"We have in the apartment a Century covered in magenta velvet, and the balcony, which faces a coconut grove, we put a green sofa and a table top in the same tone, fully integrated with the landscape that, in turn, are integrated with the living and other environments of the apartment," explains Laís.

The partnership of Laís and Aline with the Century is through the store VB Design Maceió, which for years has accompanied the entire evolution of Century, updating your showroom with the new mix of design released by the factory. In the pieces customized specifically for this apartment, the desire of the owners was to find furniture that had a sophisticated design visual line and with a lot of comfort at the same time. "This is what led us to Century, where we can find comfort, quality and design," concludes Laís.

Photos by Sarah Medeiros.





Deborah Nicolau



This environment signed by interior designer Deborah Nicolau composes the showcase of the Villa Batel store in Curitiba. The space is an invitation to receive well, excelling in elegance and functionality. With a lot of contemporaneity, the beauty of the curves and the plurality of textures make the composition extremely attractive to the eye. The movement of shapes and colors create a light but striking atmosphere in every detail. The Century furniture in green tones refers to nature and summer, with pieces that convey freshness and naturalness.

Photos by Bia Naujack.



Gustavo Scaramella

With a focus on leisure and relaxation, this environment signed by Gustavo Scaramella conveys lightness, without giving up elegance and personality. The architect created a layout that allows for various configurations, enhancing the user's interaction with the Century furniture. The armchairs and pouffes, positioned facing the sofas, form a beautiful composition of right angles, curved and angled. All this framed by a predominantly cool color palette, which is a true invitation to rest.

Photos by Bia Naviack.



Architetonika Nomad

A living room full of personality! This is the environment signed by Studio Architetonika Nomad, which presents the concept of enclosure: predominantly dark with points of light. The idea was to create a living room that promotes a convivial environment under a pleasant lighting, while encouraging people to walk with their eyes through every detail of the décor. The white Century sofa is the key piece to contrast with the palette of black and gray, and expand the sense of spaciousness of the space thanks to its "L" shape.

Photos by Bia Naujack.



ANDRÉ HENNING

The environment signed by André Henning is designed for a modern, daring, and dynamic family. The fendi color palette and light tones are mixed with orthogonal and symmetrical shapes. To give elegance to the space, the architect chose Century furniture pieces, marked by conceptual designs, classic lines, and light finishes.



CARLOS REICHMANN

This environment signed by the interior designer Carlos Reichmann enchants by the richness of details. Created for a rug collector, the space is entirely covered in handmade tapestry. The shapes, colors, and textures of the pieces highlight the works of art and design pieces. The Century furniture completes the composition, making the perfect place to contemplate everyday life with more vivacity.



IKO MELLO

How about deconstructing the traditional idea of living? Inspired by the Century sofas, the environment signed by Iko Mello presents a dynamic proposal. The designer chose pieces that are easily adaptable so that nothing is plastered, a space where everything can change places. In Iko's environment, we can be co-participants in the creation of different moods, from the mixture of neutral tones of the furniture with warm and cold colors present in the environment, as well as different possible compositions with classic and contemporary pieces.



MARCOS SOARES

In the coffee break, you can't miss comfortable and cozy armchairs. This model chosen by designer Marcos Soares for the Coffee Lounge at Mostra Villa Batel is a Century launch, ideal for moments that call for comfort and intimacy. The design of the pieces is framed by a beautiful green landscape background, which provides a meeting of straight lines and curves accentuating the contemporaneity of the space.

Rodolfo Fontana

The spacious apartment of digital influencer Marcos Slaviero, signed by Rodolfo Fontana from Curitiba, was brand new when architect Rodolfo Fontana started the project. To meet the needs of the owner, the floor plan delivered by the construction company was completely re-designed, in an extensive project that lasted 12 months. Marcos' strong and irreverent personality demanded a more stripped down decoration. The result was a masculine and fun apartment, with points of color without being too dark. "We kept the slab exposed in the living room and in the gym, bringing an industrial look to the project and increasing the ceiling height, which reached 3.15 m", says the architect. The timeless furniture and design pieces came to match the rest of the structural elements of the building, bringing a contemporary look to the influencer's new home. "We work with the Century brands, recognized for their extreme quality, design and comfort," says Fontana.

Photos by Bia Naujack.

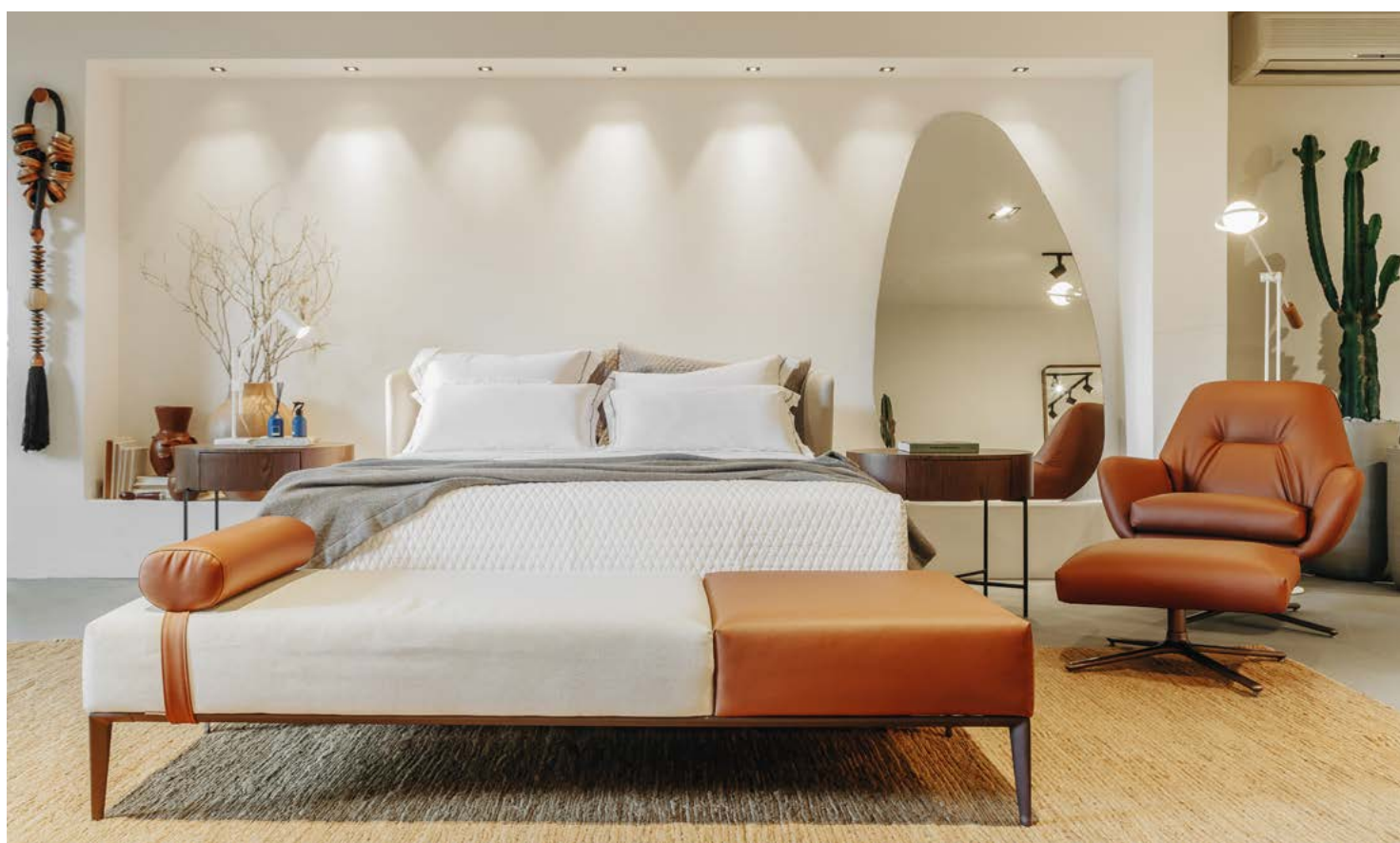


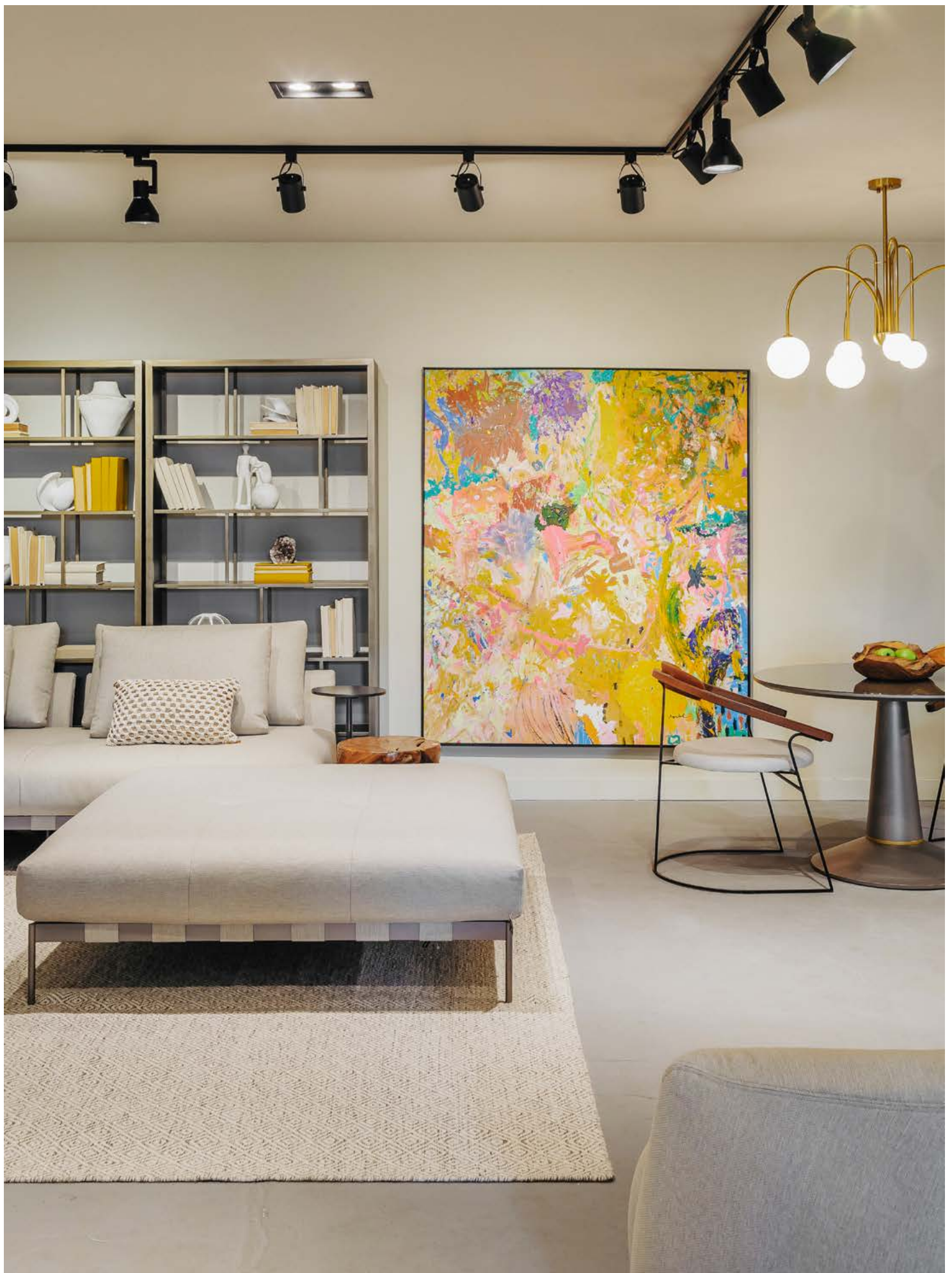


Roger França

Designer Roger França is the author of this loft whose main characteristic is not having a gender identity, made for a person who knows and admires Brazilian popular art. In the widely integrated and inviting environments, we can find Century furniture with a neutral palette, channeling people's attention to the works of artists, designers, and artisans from various corners of the country, such as Diego Santos, an artist from Itajaí who develops a wonderful social work; Cida Lima from Pernambuco; Roberto Dias from Fortaleza, and many more. "The idea was to create environments without labels, to praise the underappreciated Brazilian popular art; in this sense, the Century upholstered furniture works as the seats in a gallery, an invitation to comfort and also to contemplation," concludes Roger.

Photos by Bia Nauiack.







Century

Throughout Brazil with

CASACOR

Angela Castilho

CasaCor Brasília

Contemporary and inspired by oriental well-being, the environment signed by Angela Castilho for CasaCor Brasília 2022 uses the versatile Cartaya Century armchair to complement the table crowned with an iconic straw lamp. Wood, eucalyptus, stones and other natural elements, very present in the project called "Calmaria", bring us closer to nature and bring freshness and a sense of relaxation. The architect's goal was to create a refuge, rustic and yet modern, so we see contemporary design furniture combined with handmade items.

Photo by Edgard Cesar.





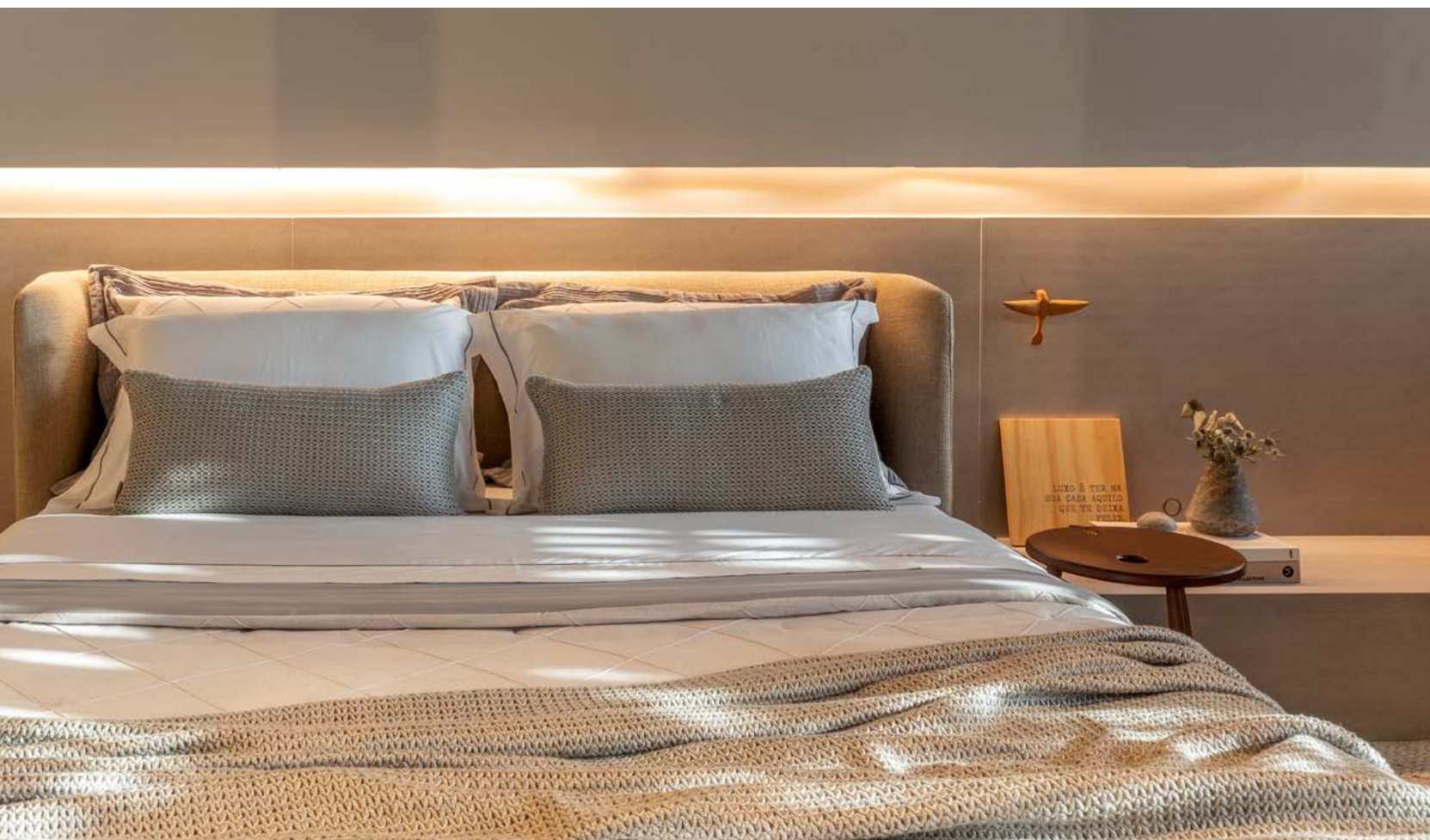
Studio Arch+

CasaCor Brasília

The trio formed by the architect Renata Vieira and the interior designers Laísa Figueiredo and Juliana Velloso designed this 78 m² environment called Casa Etérea, at CasaCor Brasília 2022. As the name suggests, the space preserves in its essence the sobriety and lightness of the light and natural palettes, and the abundance of natural light, giving the whole creation an atmosphere of pure well-being. Elements such as wood and natural fibers gave the touch of comfort and sophistication to a space made to be a sanctuary of relaxation and peace, where the Bed Gorj by Century is the protagonist.

Photos by Edgard Cesar.





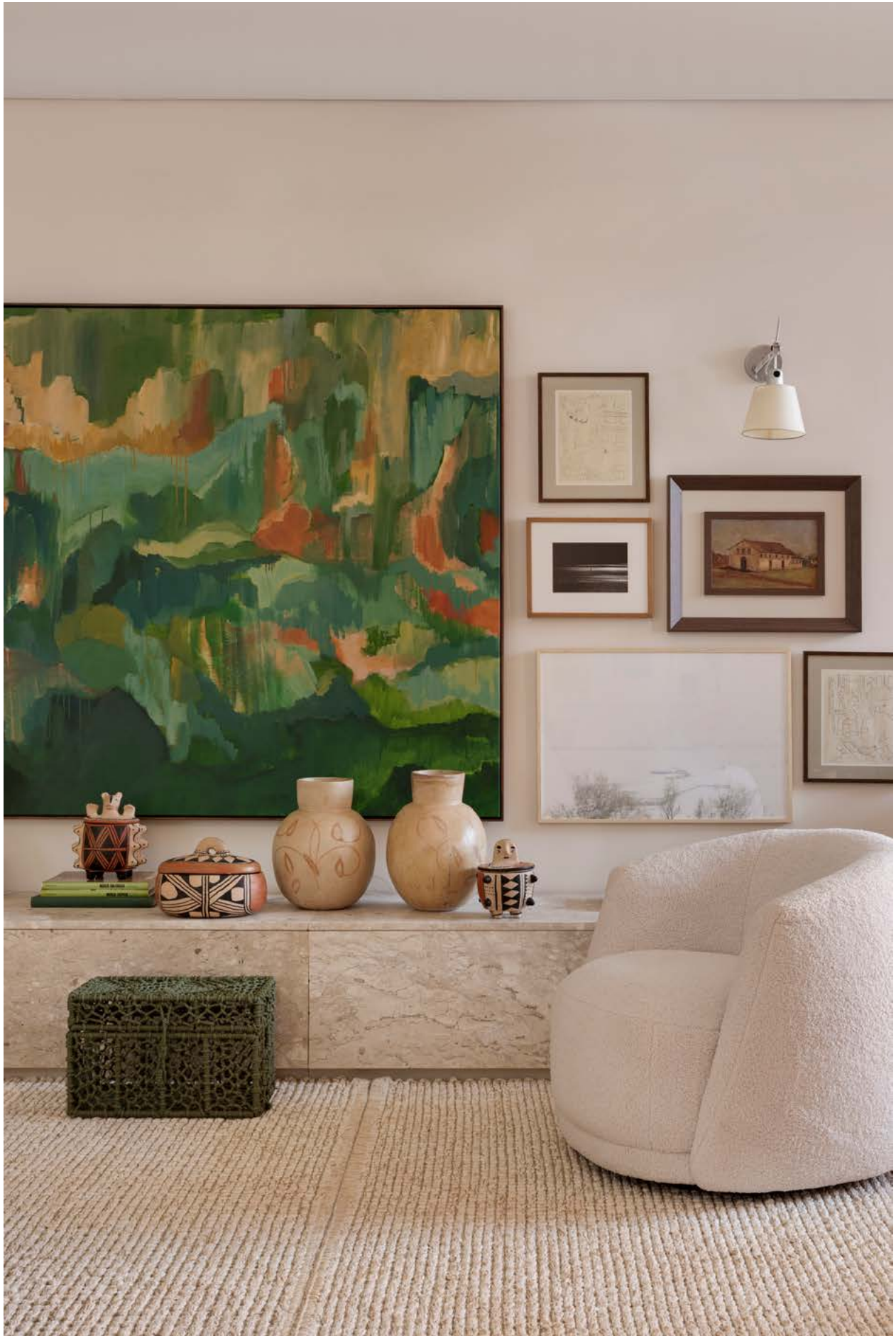
Manarelli Guimarães

CasaCor Ribeirão Preto

The space designed by the Manarelli Guimarães office for CasaCor Ribeirão Preto, named "Casa Argilla", evokes welcoming, well-being and sophistication, and blends the residential and corporate environments, with a home office. Points of color bring vivacity to the space, designed to provide an inspiring living, which is a true embrace to the roots. The chaise San Andres, with comfort technology Cozy by Century, is one of the compositions of the sofa of the same name and complements with versatility the environment inspired by the cities of São Paulo, Ribeirão Preto and Salvador.

Photos by Carolina Mossin.





Hélio Albuquerque

CasaCor Brasília

The contemporary design of the Sofa Alladro, with comfort technology Cozy by Century, which allows a deep and relaxed sitting, was chosen to compose the environment "Particular and Infinite", designed by architect Hélio Albuquerque for the CasaCor Brasília 2022. The green upholstery stands out and talks to the panel by Athos Bulcão, a great name in Brazilian art, in the 80m² environment, designed to convey the feeling of coziness for hours on end. Modern and refined, the project prizes affective memory, each one's private infinity, and is full of textures that tell the story of Hélio Albuquerque and his work partner Sônia Pires.

Photo by Edgard Cesar.



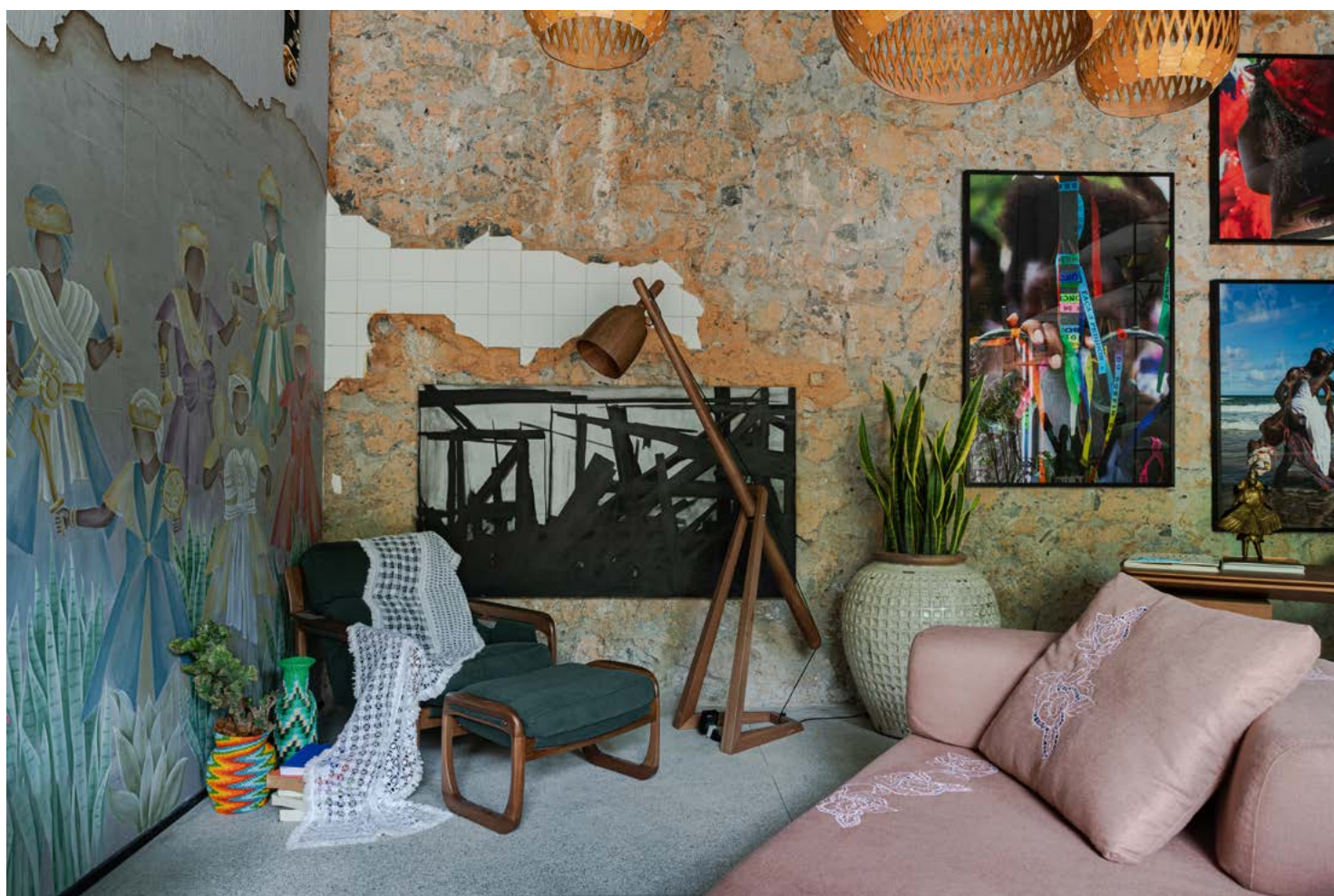


Natália Coelho

CasaCor Bahia

The ease of modulation of the sofa Burgos, with EasyFit comfort technology by Century, allowed the architect Natália Coelho explore, in a poetic way, the environment inspired by the cultural plurality of Bahia, in which the composition in three axes of the sofa represent the three pillars that guided the project: ancestry, religion and the communities of Salvador. Full of color, plants, organic forms and works of art developed by artists from the region, the architect chose to brighten up the environment the richelieu embroidery developed by elderly women accompanied by the NGO Filhos de Bárbara, a wealth of details that express the cultural richness of Bahia, and explore the potential for customization of Century products.

Photos by Gabriela Daltro.





Francisco Franck

CasaCor Rio Grande do Sul



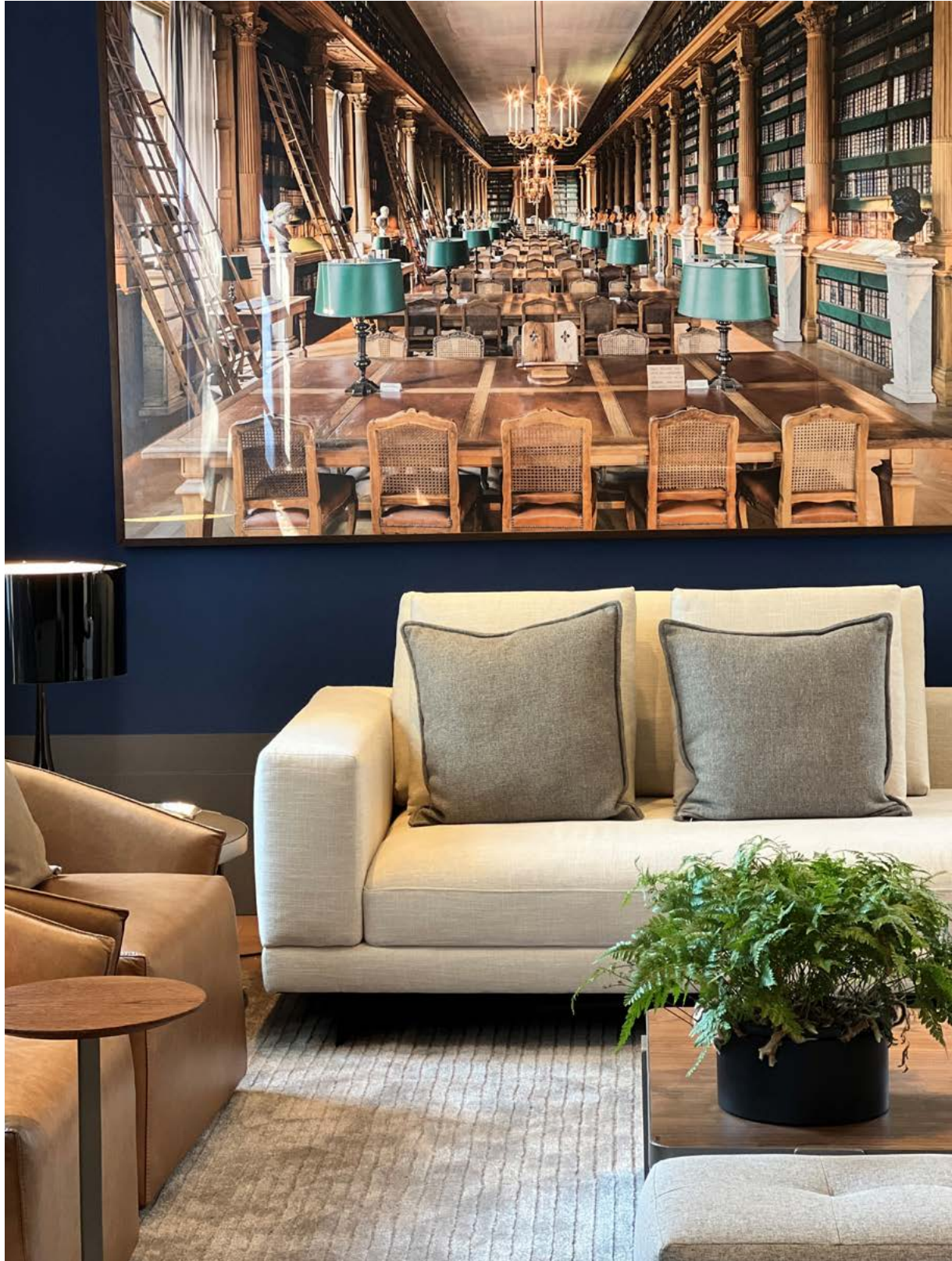
Solar Alta Vista is the name of the space signed by architect Francisco Franck for CasaCor Rio Grande do Sul 2022. The environment, located on a high point of the capital Porto Alegre, has a stunning view of the city and abundant natural light.

Francisco Franck's relationship with Century has existed for years, since we entered the gaúcho capital through the Gobbi Novelle store. That is why in this environment, which integrates living, dining and kitchen with island, Francisco made predominant use of loose furniture from Century to maximize the comfort of this space that prioritizes social interaction as the main element. "They are different products from conventional, but do not escape what people seek: comfort, warmth and feel at home, all this found in Century with great quality," says Francisco Franck.

This is the tenth edition of CasaCor

RS that Francisco Franck participates, always honoring the Century in the main decor show in the south of the country. In the edition 2022 the large space of 67m² had the participation of Century in every detail, especially in the composition of the living environment.

The author's architectural designs and Interiors Francisco Franck are present throughout the country, especially in the state of Rio Grande do Sul, in the mountains, Vale dos Vinhedos, the region of Gramado, the coast and, of course, in the capital Porto Alegre.



João Callas & Leonardo Schmitt

CasaCor Paraná

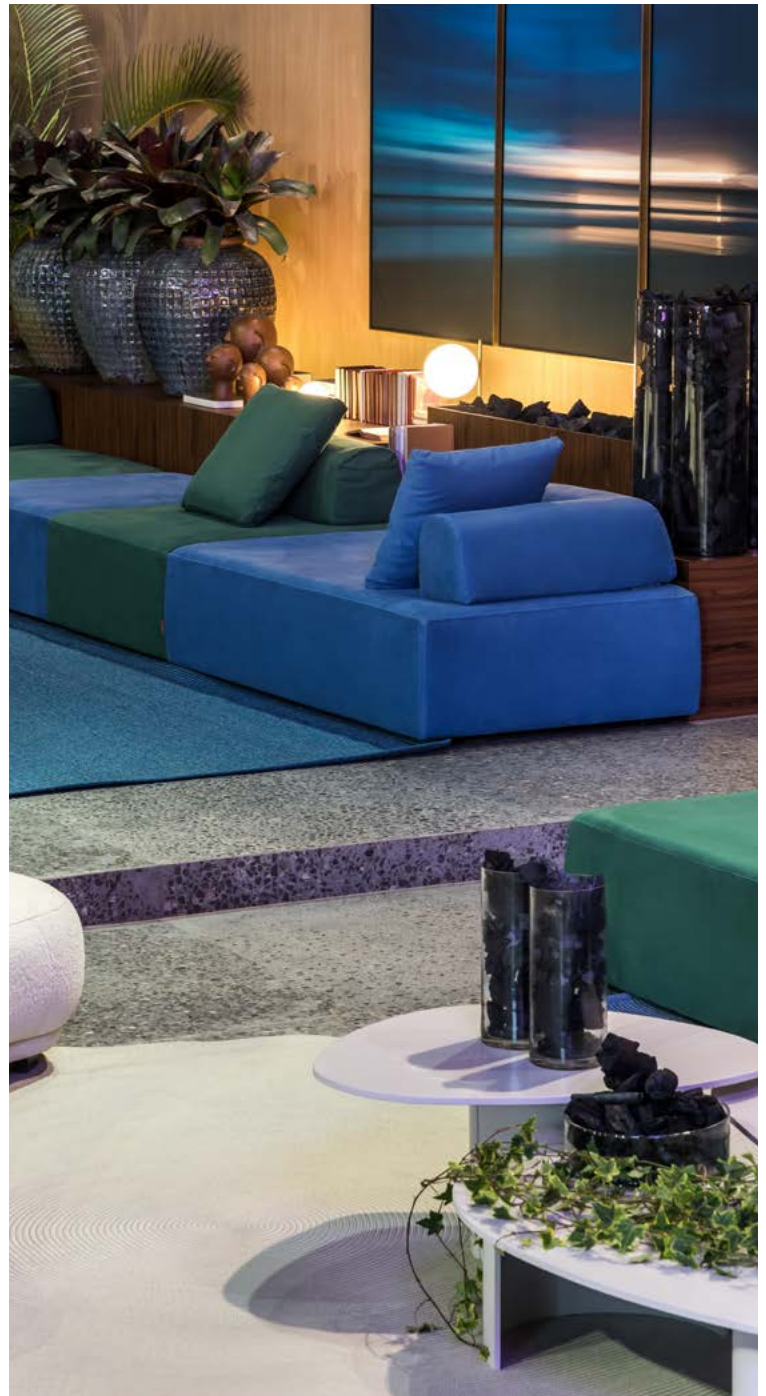
The award-winning environment of João Callas and Leonardo Schmitt at CasaCor Paraná 2022 gave shape to a maxi space in proportions and comfort. Located inside a deactivated Olympic swimming pool – that's right, the Grand Lounge signed by this duo of interior designers fell in the public and jury's favor, becoming the most used and frequented environment of the show.

It was simply amazing how the designers managed to imprint the feeling of coziness even in a space with such exaggerated scale proportions. As the name suggests, the Grand Lounge was projected to function as the Lobby of a large hotel, or as a meeting area of a busy airport... The fact is that the unconventional choice of elements and colors gave a totally authorial air to the project.

The whole environment was embraced by Tauari wood panels that, together with the green color and the natural stones present in the coverings, bring the visual comfort of nature to the whole composition. The touch of boldness and personality was on account of the navy blue tone that, together with green, represents a totally unusual combination for Century upholstery, but that gave identity and sophistication to the space.

"We wanted to provide a space that was different from those that are just contemplative, in the Grand Lounge people could sit, use, talk, and even had a bar all coated in Branco Paraná marble that served drinks to visitors every day of the show," explains Leonardo Schmitt.

Photos by Eduardo Macarios.





Century

24 years

When Miguel Samorano started designing and producing furniture in a completely handcrafted way in the 1940s, he never imagined that he would be designing the destiny of so many generations. Century completes 24 years of a history based on much tradition, and much dynamism as well, a fundamental characteristic of a company that inherited from its founders the vocation to change constantly, to reinvent itself in cycles and never lose the entrepreneurial spirit.

Currently led by brothers Julio Cesar Samorano Filho and Nathália Samorano, Century has undergone large-scale transformations in the last 5 years. "We can't call them definitive transformations, because one of our main characteristics as a company is to be in constant change," explains Julio paraphrasing Heraclitus who said that "The only constant is change.

The dynamism with which Century constantly transforms its products and processes is an indicator of how attentive the company remains to the demands of a market that is constantly changing, as Nathalia explains: "we do not claim to change the market, we move to the market, and this process is only possible because we pay extreme attention to our partner tenants, their individual demands, their opinions and market needs.

Reacting to new market demands, the Century reaches its 24-year history with a great legacy of

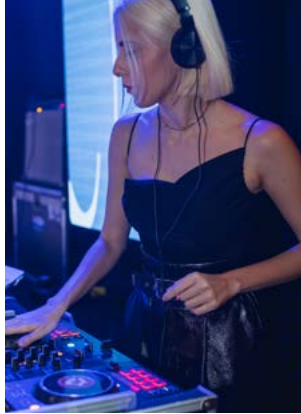
innovation in its segment, being invited by the Brazilian government through the Brazilian Agency for Promotion of Exports and Investments to represent Brazil at the Furniture Fair in Milan as the only company in the business of upholstered furniture.

Century is proud to complete 24 years with the same CNPJ, further evidence of how the company has always been guided by integrity and transparency in their business, whose goal was and remains to promote good marketing practices, develop jobs and lead the market for luxury decoration contributing to the development of society. "All of the company's growth vectors, both in the national and international markets, would not make sense to us if we were not also an example of good social, environmental, and humanitarian practices. We want and aim to be an example in all strata, not just the economic one," Julio explains.

Since its foundation by Julio Cesar Samorano, Century carries in its DNA the innovation gene. Julio has always had the humility to recognize and accept moments of change, having great ease in redefining his own mental models. With the entry of Julio Filho and Nathália in Century's board of directors, their experiences and ability to interpret and interpret the company's business models, they have been able to make a difference. the market have brought transformations base on three fundamental pillars: management model,

Ambiance of Century's 24th anniversary party Century, with guests more than special: the company's employees





products and people.

The development of an updated management model emerged in response to the demand for growth in production scales. Controlling processes and operational efficiency were the main challenges embraced by Julio Cesar Filho. When it comes to products, there is no doubt that we are facing one of the sectors that most evolved in Century in recent years. Thanks to the training in architecture of Nathália Samorano and all their experiences and research in the decoration market, she revolutionized the vision of product and marketing company, leading the brand to project itself with greater presence not only among shopkeepers, but

also in the consciousness of the final consumer.

The third and equally important pillar of Century's transformations is people. The company has attracted several talents in recent years, people who recognize the potential of the brand and are passionate about the dynamism of the luxury market, contributing greatly to enhance results and keep us as the fastest growing company in the country in the market for high decoration.

"In many ways, it seems like a long story, after all it's been 24 years, but internally we have the vision and the certainty that we still have a lot of stories to tell, and a lot to contribute to our country and our society," concludes Nathália.



CONVENTION

by Century

#TogetherWeChange

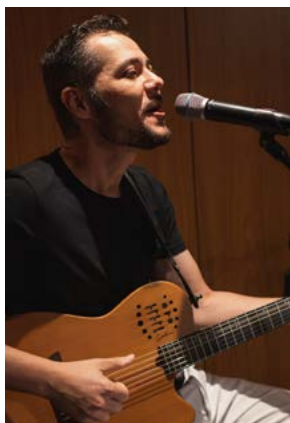
Century's sales convention gathered in Maringá, Paraná, more than 50 representatives of the brand from all corners of Brazil. This event promoted the meeting of representatives from various states with the commercial management of the company and an internal sales team that offered various training, and update on future goals and provide information about the new brand compositions and strategies with the tenants.

There were two days of convention where the representatives also had the opportunity to visit the Exclusive Century Store in Maringá, owned by the Damasc Group. A store recently expanded and signed by the architect Isabella Martinello to be aligned with all the new lines developed by the factory.

After the lectures, workshops, and feedback meetings where the representatives were also listened to a lot, everyone left enriched with data and information that we call market intelligence. "At the end of this journey of knowledge and experience, we had the honor of awarding several representatives based on indicators and goals of the previous year's convention, and the main prize was a brand new car," says Luciano de Castro, Century's National Commercial Manager.

The highlight of the 2023 convention was certainly the announcement of a new brand developed by Century. Named pontovirgula, this brand has a trendy, young and light footprint. Different from Century's high standard line, the pontovirgula has a fashion appeal and is the result of all the trend research and behavior developed internally by Studio Century.







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