

Century





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Read this magazine in english



S O H O M E

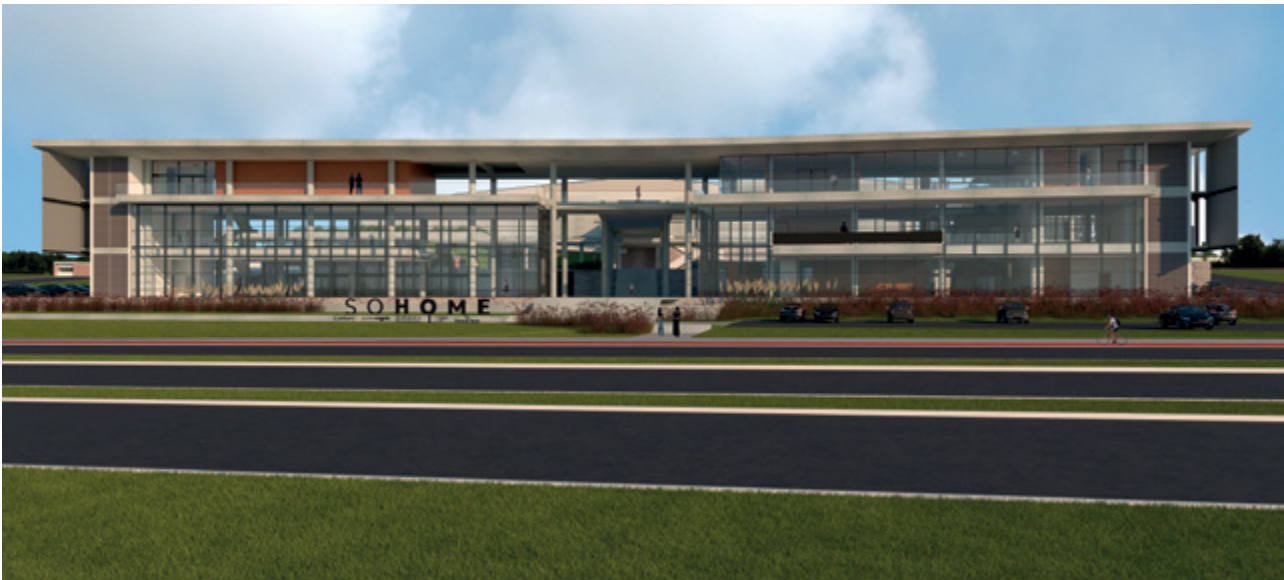
Century is now part of the SoHome Group

Group brings together 5 important brands in the furniture and housing segment

Century, pontovírgula, Harmony Studio, Design Lab, Sequoia Empreendimentos. In addition to sharing the purpose of bringing life, comfort, and beauty to homes, these brands now have something else in common: they make up the SoHome Group.

For Julio Cesar Samorano Filho, director of SoHome, the creation of the new label is an important step towards strengthening corporate governance and creating a sense of unified organizational culture that transcends the individualities of each brand in the group. This change has allowed each of them an ample space to stand out in their respective segments, while at the same time remaining anchored to the solidity of the SoHome DNA.

Julio Cesar points out that the initiative to unite the brands under a single banner came about in response to two movements, one internal, of organizational structure, and the other external, of relationships with retailers and stakeholders. The change aims to bring more transparency and fluidity to communication, both among the team of employees and in the sales and service channels for the external public.



The new SoHome headquarters, to be inaugurated in 2025, will have a plot of more than 100,000 m² and 32,000 m² of built-up area. Architectural project by Verri e Galvão Arquitetos.

"As we grew and expanded our segments of activity, we felt the paradoxical need to divide in order to unite. On the one hand, we split up the teams to have more clarity in the processes, in the individual deliveries, and in the relationship with the clients. On the other hand, we are all united around something bigger: a group with a solid legacy of 25 years of history that is constantly evolving", explains Julio Cesar.

Century

Specializing in high-end furniture, with clients all over Brazil and in more than 24 countries, Century believes in the transformative power of comfort in people's lives.

ponto**vírgula**

Modern; objective; intelligent. Develops sofas and armchairs that converse with design and art in a practical and functional way.



Creative, development, and prototyping studio that works purposefully and seriously to serve SoHome brands and clients.



Since 2011, it has been offering the best conditions for housing and real estate investments with transparency, quality, and trust.



Harmony Studio

Based in Miami, USA, Harmony presents comfort and sophistication to the North American public.



Institute founded and maintained by the SoHome Group, dedicated to the care and welfare of animals in vulnerability.

According to the CEO, the change brings advantages as a whole, since it positions the brands on a horizontal path of sharing expertise, technology, and good practices, generating favorable scenarios for high performance and competitiveness in each of them.

"We remain faithful to our vocation as an industry and to our aim of offering retailers an even better and more complete portfolio", he concludes.

The Harmony Studio brand is an example of an acquisition made by the group in 2023 to meet the demands of the foreign market especially the North American one. With a factory in Brazil and independent management concentrated in the United States, Harmony's expertise in wooden furniture has made it possible to expand the product portfolio of the SoHome brands, meeting demand from retailers and specifiers for new product categories that cover more areas of the home with the same standard of quality and exclusive design.

Gaining the status of a large group is also part of the strategies for communicating to the national and international market about the company's level of professionalization and its capacity for investment and execution. "We are in 24 countries and our ambition is to become an internationally relevant group over the next few years," adds the CEO.





Century



PERSPECTIVE COLLECTION

Perspective is the intersection of classic and contemporary, a collection that crosses time to create furniture that flows into different contexts and welcomes diverse ways of living. The setting for presenting the more than 17 launches that make up the new Century collection was the Palácio dos Cedros, in São Paulo (SP), a 1923 building that brings together Baroque, Renaissance and Oriental references. In this vibrant cultural context, 17 spaces have been setup to welcome national and international retailers for a true Century comfort experience.

"Our proposal in creating this contrast between the historic building and the current furniture was to transport the public to a timeless dimension where beauty and comfort are worshipped," explains Priscila Belai, Century's Marketing and Creative Manager. During the event, reissues of well-known lines were presented, as well as many new items in sofas, armchairs, puffs, beds and the new line of dining tables - the Zest and Pistache tables, made of wood and available in different sizes and finishes, standout.





The "Perspective" collection, presented at the Palace of the Cedars, is an ode to timelessness.



In this collection, Century presented the result of its efforts in a gradual movement of research, development, and testing of new product categories to deliver a complete furniture solution to the customer. It is a structured creative process capable of harmoniously orchestrating highly technological and deeply manual processes. "The idea is that the customer can enjoy the same comfort and visual statement in every room of the house," says the Marketing and Creation manager.

Throughout the collection, the concept of organicity is outlined to bring a common language between the different pieces designed by different designers, such as Daniel Simonini and Natasha Schlobach. "The organic shapes are presented in a subtle and functional way, they don't create that 'cartoonish' strangeness that is so common in fads, so they last overtime and flow as solutions for multiple scenarios," adds Priscila Belai.

About the palace: The Palace of the Cedars was built to be the home of the Jafet family, who came from Lebanon and were known for their tradition in the fabric trade. The centenary building is located close to some of Brazil's main historical sites, suchas the Ipiranga Museum and the Independence Monument.

An oasis of comfort for Paolla Oliveira

In the heart of Barra da Tijuca, surrounded by sea and mangroves, actress Paolla Oliveira has built her own private oasis. With 2,000 squaremeters of built area, the house was designed by architects Andréa Eiras, Carla Napolião, and Aurora Grei, with a project by Jackie Britto, to comfortably house the various facets that make up Paolla's life, including her family, animals, work, friends, and one of the passions she shares with her partner Diogo Nogueira: samba. A Paulistana with a carioca soul, the actress made a point of bringing the beach atmosphere to the project.

Full of these inspirations, Century has brought furniture solutions that go far beyond the living room and extend throughout the house, creating a harmonious language of comfort and elegance. From the sandy tones to the natural materials, including the curves of the furniture that mimic those of Rio de Janeiro, every detail has been designed to convey all the lightness and simplicity of the beach.

"I'm very down to earth, I want to come home, be welcomed, and have the feeling that everything there is there to support my lifestyle. I don't like having an untouched house, I live among animals, I love having people over, so the choice of furniture was also based on functionality, durability and ease of cleaning. For me this is all part of the comfort", says Paolla.





Paolla at home with Nicaia armchairs and Rivage sofa.





The Orly armchair and Viscaia table are part of the living of the house.



Rivage sofa, Plana tables, and Valea bench set the tone for the living room of Paola's house.



Orly armchair, Nicaia armchairs and Rivage sofa make up the room.

As well as taking the concept of comfort as their motto, the brand and the actress have another point in common. Nathália Samorano, Century's Creative and Marketing Director, explains that this match also brought with it an aspect of social responsibility. "Paola is someone who, like us, loves and supports the animal cause. She made a point of emphasized that one of the reasons that had an impact on her decision to buy was knowing that this investment would benefit PetFarm, Century's sanctuary that provides shelter and care for vulnerable animals," says the Marketing and Creative Director. "A house as this is the investment of a lifetime, for us it's a pleasure to have such an important actress endorsing our products" adds Nathália.



Flat table and Rivage sofa.

In an actress's home, the TV room was the undisputed protagonist: the Cozy Didot sofa with puffs on all the modules for stretching out your legs and relaxing was the one chosen for moments of relaxation. In the living room, the sofa chosen to accommodate such expectations was the Rivage model. At seven meters long, the upholstery was made to enhance the space even more: "There's nothing that makes customers happier than a brand that gives voice to their desires and needs, that helps you find solutions and make what's on your mind possible. I had all this at Century. Each piece of furniture was made in the modulations I wanted for my home, with the finishes I wanted, in the color I wanted. So every item that's here has a meaning because it says a lot about me, about my choices," Paolla concludes.



Otopeni Sofa, Ufo Puff, La Planta Armchair and Florentine Bench make up the master suite in Paolla's house.



Nicaia armchairs

Credits: Architectural Design: Andréa Eiras, Carla Napoliao and Aurora Grei - Project Management: Jackie Britto - Content and Relationship Management: Daniela Lima (good stuff) - Photography: Gustavo Bresciani



Designed by
Daniel Simonini

Century
by SIMONINI



Century Londrina Exclusive Store

Century in Londrina offers immersion in the brand's universe



A large, sunny store, a ceiling height as far as the eye can see and an impeccable curation of furniture. The recently opened exclusive Century store in Londrina, Paraná, materializes the brand in a space located in the Millenium Open Mall, in a noble region of the city.

The store is an opportunity to attune the customer to the slogan "comfort changes everything", and unfold it in multiple areas. Sound, smell, visual comfort and, above all, usability. "Our customers hear a lot about comfort, but it's when they go into the store and sit on a sofa that they say: I've understood what comfort is, now it all makes sense," says Century's National Commercial Manager, Luciano Castro.



Photos: Jefferson Ohara



The exclusive store in Londrina - 100 km from Century's headquarters in Maringá, Paraná - is strategic from the point of view of strengthening the brand in the region, strengthening relationships with clients, specifiers, and talent in the job market who fit in with the company's positioning.

The exclusive store is under the command of the Renatta Costa Casa Group, renowned in the decoration and furniture segment. "It's very beneficial for us to be linked to a prestigious group in the region, and by joining forces we can offer a differentiated product and service to Londrina," concludes Castro.



Century + CASACOR

CASACOR
SÃO PAULO



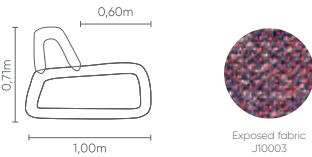


Room:
O Reverso do Meta verso (The Reverse of Meta verse)
Brunete Fraccaroli

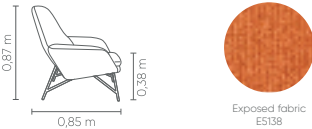
Partner retailer: Delumini Home
Photo: Rômulo Fialdini
Century products: Active armchair, Asia armchair.

A plot that intertwines the real and digital worlds to welcome humanity into both universes. This room is memorable for its artistic interventions, vibrant colors and textures, such as those on the Asia and Active armchairs. The space has also been given its own version in the metaverse, where the illustrious Brazilian TV presenter Amauri Jr. lives.

Active armchair



Asia armchair



CASACOR
SÃO PAULO



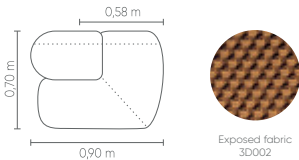


Room:
 Ares da Terra (Air of the Earth)
 Cristiane Pepe, Maria Clara Marbeck and Ecatherina Brasileiro

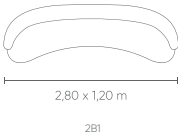
Photo: André Mortatti
 Century products: Otopeni sofa, Pomme armchair.

The passion for the beauty of northeastern Brazil was the starting point for the creation of this environment that features nature and national culture as its main banner. The composition of earthy tones, woods, and vegetation combines with the curved shapes of the Otopeni sofa and Pomme armchair, which enhance the organic atmosphere and comfort of the space.

Pomme armchair



Otopeni sofa



Suggested compositions:



CASACOR
GOIÁS



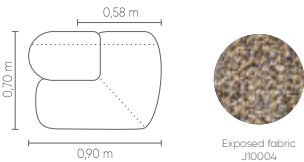


Room:
Varando do Anfitrião (Host's Balcony)
Tayná Gonçalves

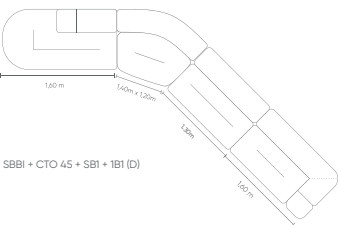
Partner retailer: Via Condotti
Photo: Edgard César
Century products: Pomme armchair, Pomme sofa.

The curved and inflated shapes of the Pomme sofa and armchair make up this living room designed to welcome body and soul in comfort. The arrangement of neutral tones and geometric shapes places ornaments and native plants as frames for furniture with striking colors, in a familiar space for those who love to enjoy the home environment with peace and balance.

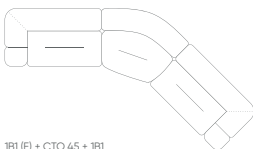
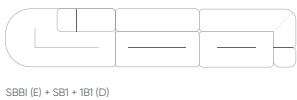
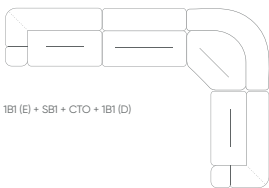
Pomme armchair



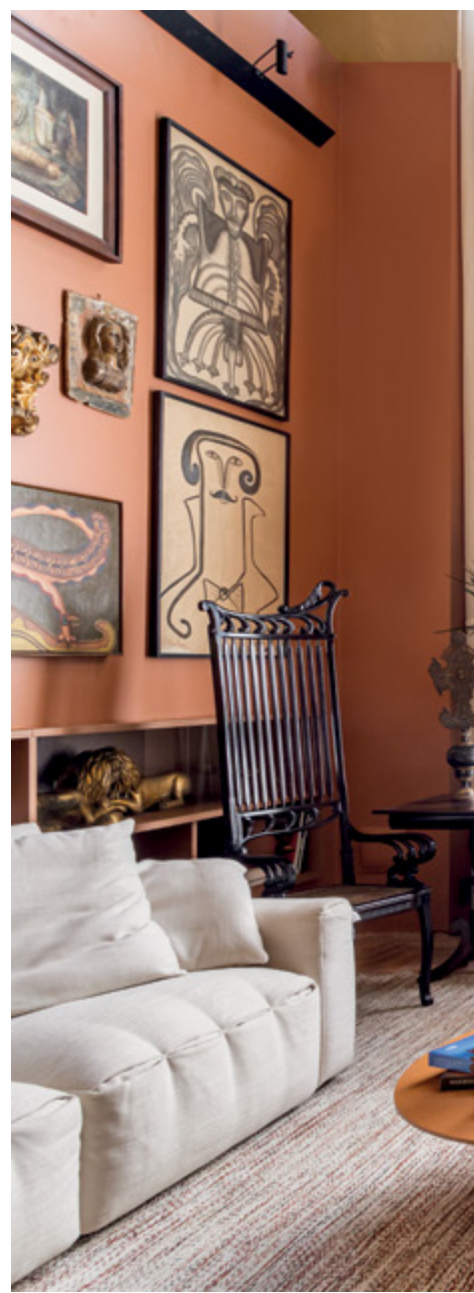
Pomme sofa



Suggested compositions:



CASACOR PERNAMBUCO



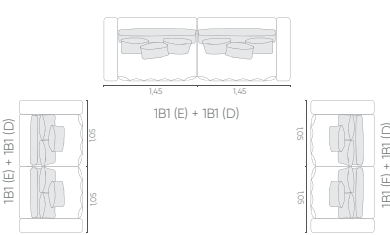
Room:
Casa Lirica (Lyric House)
Ana Cristina Cunha

Partner retailer: Alameda Decor
Photo: Walter Dias
Century products: Modiste sofa.

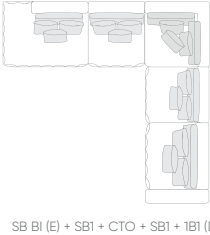
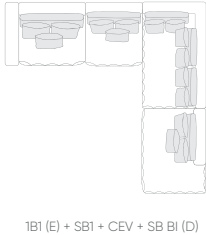
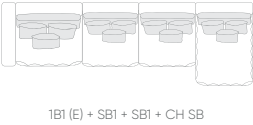


The Modiste sofa stands out in this true ode to beauty, which combines the classic and the contemporary in a tribute full of fond memories to Brazilian architect Carlos Augusto Lira. The stitching details that adorn Modiste add sophistication to its design and speak to the space that transcends past and present to become timeless.

Modiste sofa



Suggested compositions:



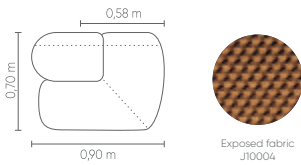
Exposed fabric
F6228

CASACOR PERNAMBUCO

Room:
Gustavo Eyewear
Nuit Arquitetura (Maria Celina Ferreira)

Partner retailer: ZuHaus Design
Photo: Walter Dias
Century products: Pomme armchair.

Pomme armchair





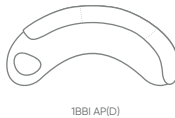
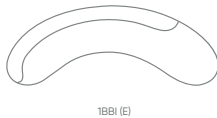
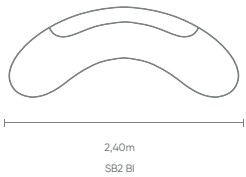
CASACOR PERNAMBUCO

Room:
Vivaz Bar
Vitru Arquitetos (Magno Costa and Thaisa Tenório)

Partner retailer: Living Interiores
Photo: Walter Dias
Century Products: Andros Sofa.

Andros sofa

Suggested compositions:





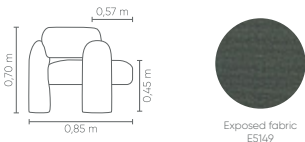
CASACOR BRASÍLIA

Room:
Casa Raízes
Studio Arch Mais (Renata Vieira, Laísa Figueiredo
and Juliana Velloso)

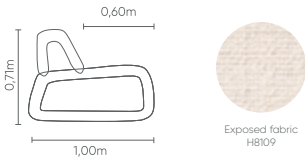
Partner retailer: Cassio Veiga Casa
Photo: Edgard Cesar
Century products: Ábaco armchair, Active armchair.

Designed according to the principles of biophilic design, this environment has nature as its point of fusion between body and dwelling. The Ábaco and Active armchairs rest against a backdrop of natural textures: stones, wooden muxarabis, plants, and cozy lighting, elements combined in a precious way to create a space of connection between the root of the being and the home.

Ábaco armchair



Active armchair





CASACOR BRASÍLIA

Room:
Spa Naz Deca
Traama Arquitetura (Amanda Saback and Ana Luiza Veloso)

Partner retailer: Arquivo Contemporâneo
Photo: Edgard Cesar
Century products: Otopeni sofa.

Otopeni sofa



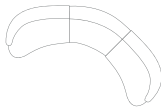
Suggested compositions:



1B1 (E) + CTO 45 + CH 1B (D)



1B1 (esq) + CTO + 1B1 (dir)



1B1 (E) + CTO 45 + 1B1 (D)



Exposed fabric
G7134



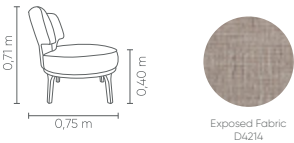


CASACOR BRASÍLIA

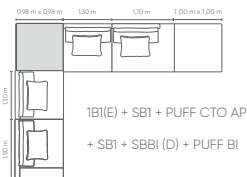
Room:
Space Contro “verso”
Tatiana Guedes

Partner retailer: Nardim Jr. Home
Photo: Edgard Cesar
Century products: Aragon sofa, Santa Marta armchair.

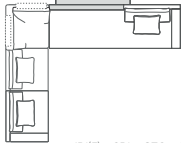
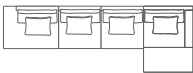
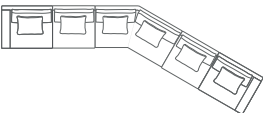
Santa Marta armchair



Aragon sofa



Suggested compositions:



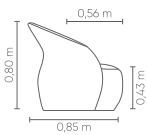


CASACOR BRASÍLIA

Room:
Loft Casablanca
Daniele Franco

Partner retailer: Casa Blanca Decorações
Photo: Edgard Cesar
Century products: Catalunya armchair.

Catalunia armchair



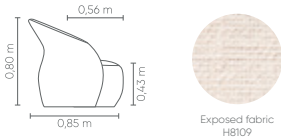


CASACOR PARANÁ

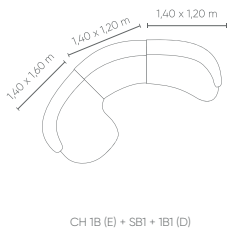
Room:
Suíte Morada
Griff Arquitetura (Juliana Marques and Roberta Lanza)

Partner retailer: Villa Batel
Photo: Bia Nauiak
Century products: Catalunia armchair, Otopeni sofa.

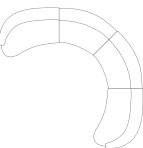
Catalunia armchair



Otopeni sofa



Suggested modulations:





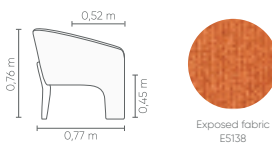


CASACOR PARANÁ

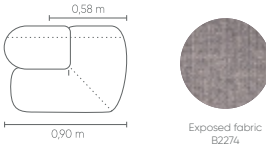
Room:
Living Artsy
Samara Barbosa Arquitetura

Partner retailer: Villa Batel
Photo: Marcelo Stammer
Century Products: Pomme Armchair, Pomme Sofa, Cecile Armchair, San Cristobal Bookcase, Pisac Table, Flat Table.

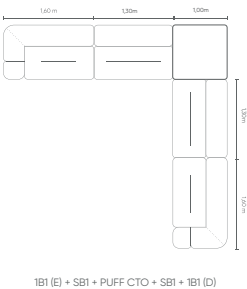
Cecile Armchair



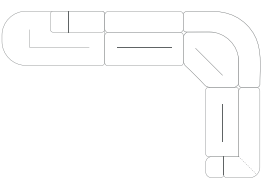
Pomme Armchair



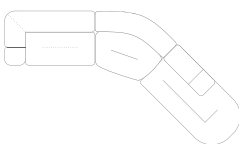
Pomme Sofa



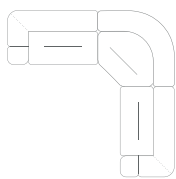
Suggested compositions:



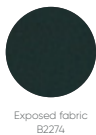
SB BI (E) + SB1 + CTO + 1B1 (D)



1B1 (E) + CTO CH 45 + SB BI (D)



1B1 (E) + CTO + 1B1 (D)



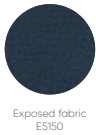
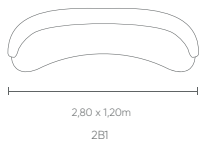


CASACOR PARANÁ

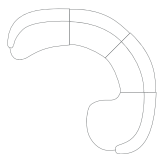
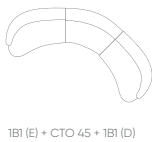
Room:
Loft do Artista (Artist's Loft)
Adriana Marcassa Cotrin

Partner retailer: Villa Batel
Photo: Samuel Berger
Century products: Otopeni sofa

Otopeni sofa



Suggested compositions:

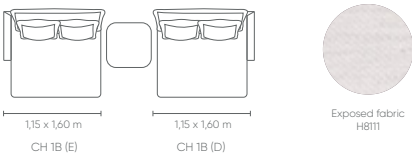


CASACOR PARANÁ

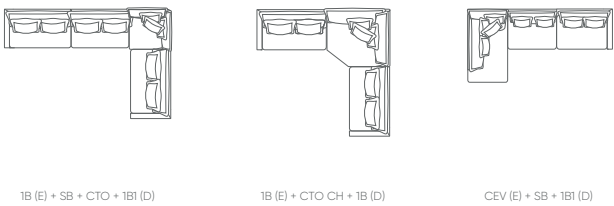
Room:
Manifesto Deca
Gustavo Scaramella

Partner retailer: Villa Batel
Photo: Bia Nauiack
Century Products: Chaise Fier

Chaise Fier



Suggested compositions:



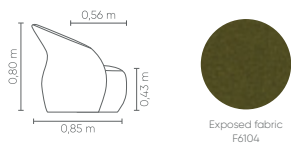


CASACOR BALNEÁRIO CAMBORIÚ

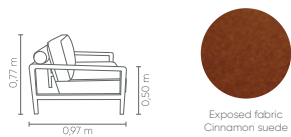
Room:
Cabana 16 (Cabin 16)
Studio Casa Design (Moacir Schmitt Junior and Salvio Moraes Junior)

Partner retailer: A Studio & Home Design (Alma Basca)
Photo: Lio Simas
Century products: Pitesti sofa, Nicaia armchair, Catalonia armchair.

Catalunia armchair



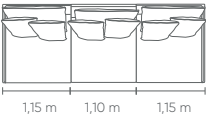
Nicaia armchair



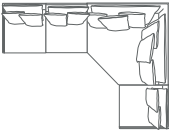


Pitesti sofa

Suggested compositions:



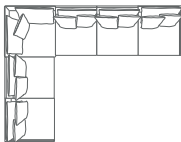
1B1 (E) + SB1 + 1B1 (D)



1B1 (E) + SB1 + CTO CH + 1B1 (D)



CH 1B (E) + CH 1B (D)



1B1 (E) + SB1 + CTO + SB1 + SB1 + 1B1 (D)



Exposed fabric
C3084



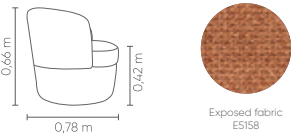
CASACOR BALNEÁRIO CAMBORIÚ

Room:
HabitAR-se
Daniela Schmitt

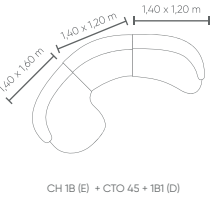
Partner retailer: Dass Design
Photo: Fábio Júnior Severo
Century products: Otopeni sofa, Nea armchair.



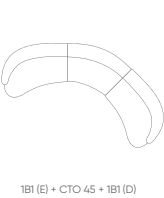
Nea armchair



Otopeni sofa



Suggested modulations



Exposed fabric
E5159

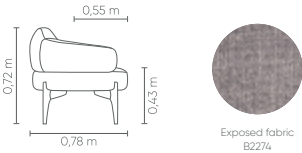


CASACOR BALNEÁRIO CAMBORIÚ

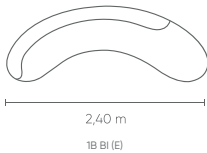
Room:
Sala de Leitura (Reading Room)
Klaxon Estúdio (Jairo Lopes and Doug Monteiro)

Partner retailer: Sonhare Ambientes
Photo: Lio Simas
Century Products: Elysian Armchair, Andros Sofa

Elysian armchair



Andros Sofa



Suggested compositions:



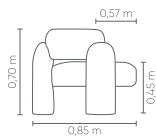


CASACOR RIO DE JANEIRO

Room:
Restaurante Terraza (Terraza Restaurant)
Marcela Martins

Partner retailer: LZ Studio
Photo: André Nazareth
Century Products: Ábaco armchair

Ábaco armchair



Exposed fabric:
D4241

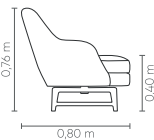
CASACOR RIO DE JANEIRO

Room:
Piano Bar
Paula Neder

Partner retailer: Arquivo Contemporâneo
Photo: André Nazareth
Century products: Aghata armchair



Aghata armchair



CASACOR RIO DE JANEIRO

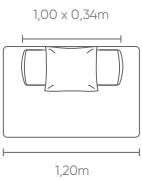
Room:
Quarto 021 (Room 021)
Studio 021 (Camila Simbalista and Paula Witzel)

Partner retailer: Novo Ambiente
Photo: André Nazareth
Century Products. Burgos sofa

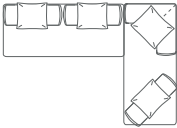


Burgos sofa

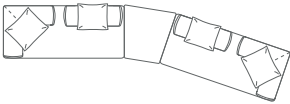
Suggested compositions:



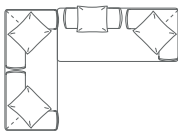
ASS + ENC SB



ASS + ENC SB + ENC SB
ASS + ENC 1B + ENC SB



ASS + ENC 1B + ENC SB + ASS CTO
ASS + ENC SB + ENC 1B



ASS + ENC 1B (E) + ENC 1B (D)
ASS + ENC SB + ENC 1B



Exposed fabric
E5154



CASACOR FLORIANÓPOLIS

Room:
Living Integrado (Integrated Living)
Aline Fagundes

Partner retailer: Moad Home
Photo: Lio Simas
Century products: Almeria armchair and Belmont sofa.

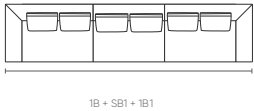
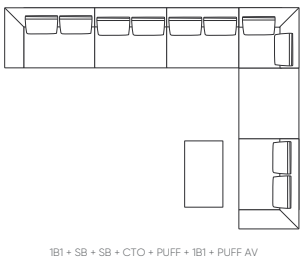
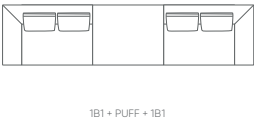
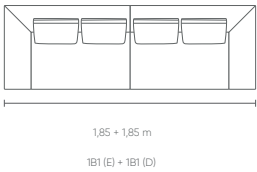
Almeria Armchair





Belmont sofa

Suggested compositions:



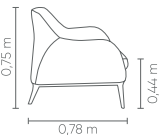
CASACOR RIBEIRÃO PRETO

Room:
Restaurant Bonne Affaire
Manarelli Guimarães Arquitetura (Thiago Manarelli and Ana Paula Guimarães)

Partner retailer: Novitta Home
Photo: Felipe Cuine
Century Products: Almeria Armchair, Guadalajara Armchair and Cairo Armchair.



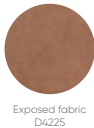
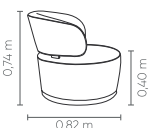
Almeria armchair



Guadalajara armchair



Cairo armchair









CASACOR BOLÍVIA

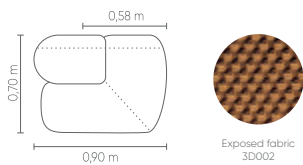
Room:
Loft Terra Rossa
Taynara Wazilewski

Partner retailer: Loja Exclusiva Century Bolívia

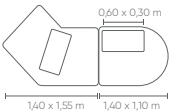
Photo: Álvaro Mier

Century products: Pomme armchair, Literatto sofa, Oniros bed, Round chair, Otopeni sofa, Santiago table, Alexandria table, Elysian armchair, Maldovia table.

Pomme armchair

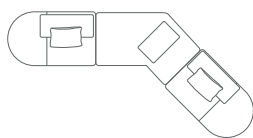


Literatto Sofa

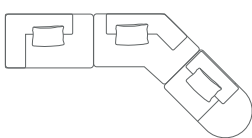


ASS CTO 45 + ENC SB + ASS ARRED + ENC SB

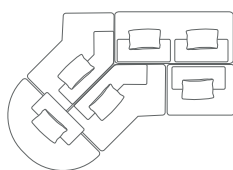
Suggested compositions:



ASS ARRED + ENC SB + ASS CTO 45 + ENC SB
ASS ARRED + ENC SB



ASS ARRED + ENC 1B (E) + ASS CTO 45 + ENC 45
ASS ARRED + ENC SB

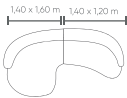


ASS LUIA + 2X ASS CTO 45 (D/E) + ASS RETO + ASS RETO
+ 4X ENC SB + 2X ENC 45° (D/E)



Exposed fabric
D4222

Otopeni Sofa



CH 1B (E) + 1B1 (D)

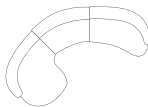
Suggested compositions:



1B1 (E) + CTO 45 + 1B1 (D)



1B1 (E) + CTO 45 + CTO 45 + 1B1 (D)

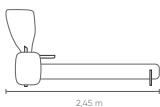
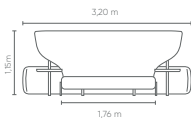


CH 1B (E) + CTO 45 + 1B1 (D)



Exposed fabric
E5146

Oniros bed



Exposed fabric
C3090





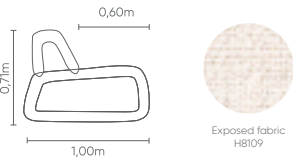
CASACOR RIO GRANDE DO SUL

Room:
Casa Viva (Living House)
Andréa Magalhães

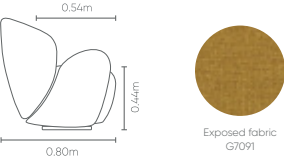
Partner retailer: Gobbi Novelle
Photos: Melt Fotografia
Century Products: Blumen Armchair, Rio de Janeiro Sofa, San Cristobal Bookcase, Aclive Armchair, Pomme Sofa, Cantabya Puff, Flat Table.

Inspired by Brazilian vegetation, this integrated living explores the connection with nature in a bright, welcoming, and pleasant space. Among the various pieces of Century furniture specified by the architect are the Aclive armchair, designed by Natasha Schlobach, the Blumen armchair, the Pomme sofa, and the Rio de Janeiro sofa.

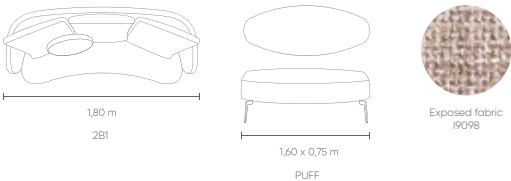
Aclive Armchair



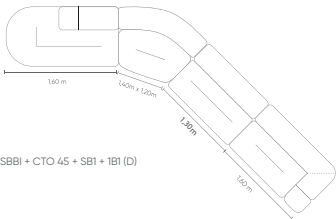
Blumen Armchair



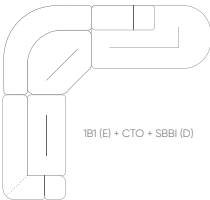
Rio de Janeiro Sofa



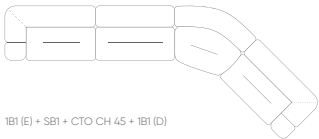
Pomme Sofa



Suggested compositions:



1B1 (E) + SB1 + 1B1 (D)



1B1 (E) + SB1 + CTO CH 45 + 1B1 (D)





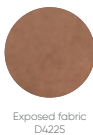
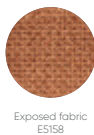
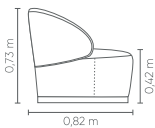
CASACOR RIO GRANDE DO SUL

Ambiente:
Livraria Paisagem (Landscape Bookshop)
Kátia Vinciprova Arquitetura

Partner retailer: Gobbi Novelle
Photo: Cristiano Bauce
Century Products: Ondina Table, Fidda Armchair.

The Bookshop space brings comfort to those who find literature a way to reconnect with themselves. The bookshelves, built in straight lines, highlight the colorful arrangement of the books and contrast with the organic character of the pieces of furniture, Ondina table and Fidda armchair, which create a cozy spot for readers.

Fidda Armchair



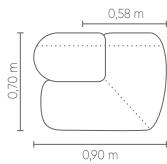


MODERN AND TIMELESS SHOWS

Room:
A Brasilidade em Casa (Brazilianness at Home)
Cassio Gontijo

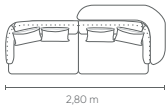
Partner retailer: Quality Decorações
Photo: Gustavo Xavier
Century products: Pomme armchair, Desmond sofa.

Pomme armchair

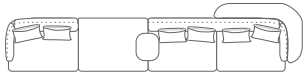


Exposed fabric
3D002

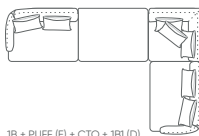
Desmond sofa



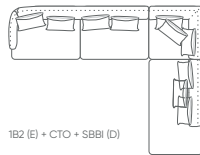
1B1 (E) + 1B1 (D) + APARADOR L (D)



1B + PUFF (E) + 1B2 (D) + APARADOR L + MESA CENTRAL



1B + PUFF (E) + CTO + 1B1 (D)



1B2 (E) + CTO + SBBI (D)



Exposed fabric
ES146







NEW COLLECTION

PERSPECTIVE



Exhibition on display: Lucila's house-soul

She sees the house as a personal museum. An intimate exhibition, that invites the resident to be and to be in themselves. And like what we see in the mirror, the house also lives in constant metamorphosis. Throughout her life, she has visited different addresses, undergone small and large renovations, and refined her gaze by traveling outside and inside herself. She recently recognized herself in the new house made from scratch for the life she shares with her husband and two children in São Paulo.

Lucila Zahran Turqueto is an ambassador for Century, a journalist specializing in decoration, and a national reference in the segment - she is the head of the Casa de Valentina portal - and this time she is appearing in the pages of Century Magazine in the "final consumer" mode, opening the doors of her

house-soul to tell us about her references and the choices of Century upholstery that make up her new home.

An enthusiast of this growing movement to value the home with memory, Lucila says that in her new house, she exhibits simple items that date back to her childhood; furniture inherited from her family; objects that have been mined and snapped up at auctions; and she makes a point of framing the memories

beautiful stories that she writes with her body in the world.



Lucila at home with the Pitesti sofa. Photo: Cacá Bratke @cacabratke

Beyond what has been physically accumulated throughout life and which is already loaded with subjectivity, she explains that it is possible to idealize a house with a history starting from absolute zero. The idea is for the story to build on the feelings of pleasure, belonging and well-being that the piece of furniture arouses in the residents. An admirer of the Mediterranean aesthetic, she says she was able to bring this atmosphere into her home with a 100% new piece of furniture, made from her choice of modulations and fabric. This is the Pitesti Capa Sofa, signed by Century.

"The first piece of furniture I chose for the house was the Pitesti. Even before we designed the layout of the living room, I already knew that this would be the upholstery. I wanted a sofa that would be an invitation to relax, so I opted for linen fabric, which, being a natural material, gives comfort and that nest-like feeling we get when we see it all crumpled and unpretentious. The choice of white was designed to bring a feeling of freshness, a representation of that Mediterranean breeze inside the house that brings back delicious memories."



Photo: Cacá Bratke @cacabratkei

She emphasizes that the freedom to define the sofa's modulations and the diversity of Century's portfolio was decisive since it has more than 300 products and 350 fabric and finish options.

"We did some simulations and it was very interesting to think about how the fabric completely changed the aesthetics of the room. In practice this was a challenge, because they were all very beautiful," the journalist recalls.

Century
BY NATASHASCHLOBACH

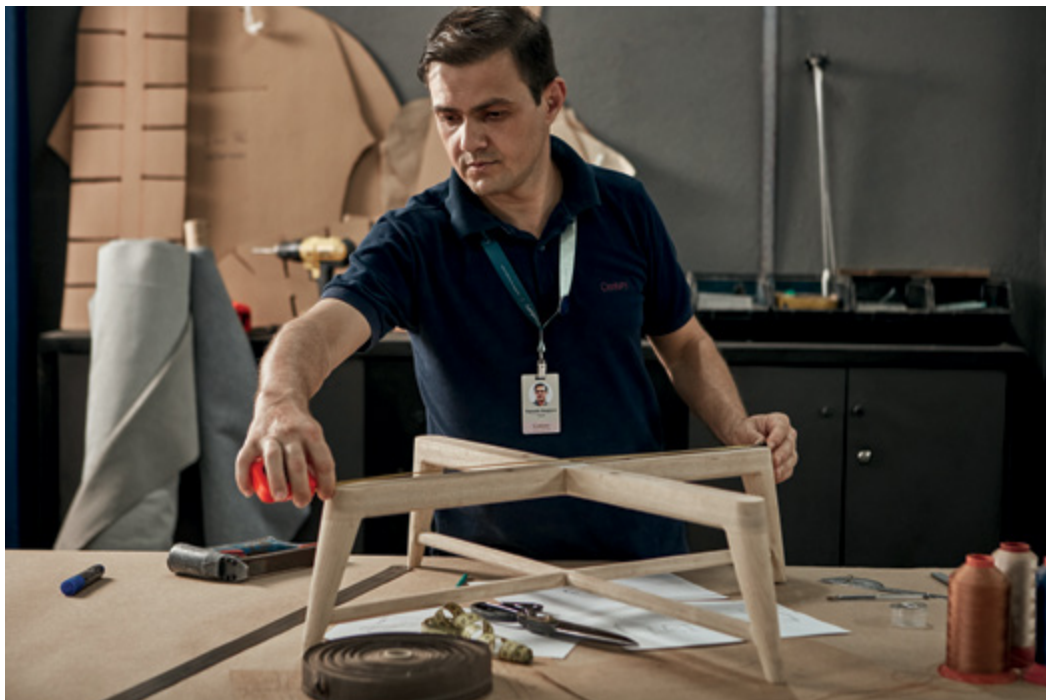
Designed by
Natasha Schlobach

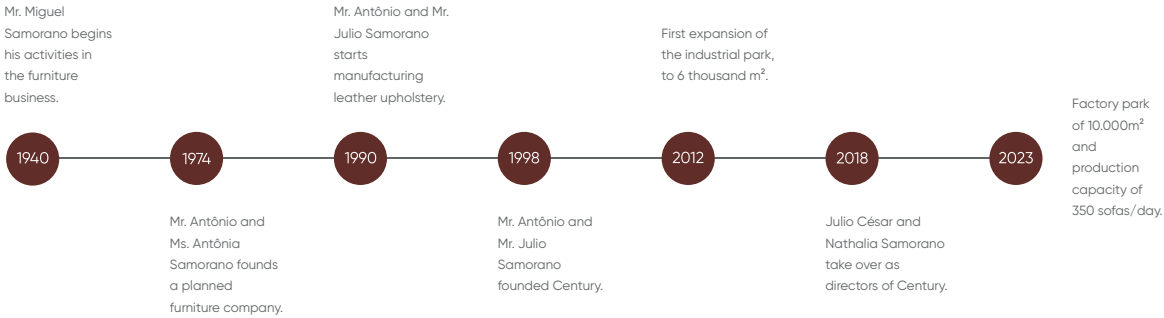


25 years of Century

4 generations of legacy and vanguard

The success of the family business lies not only in ancestry, nor only in professionalization, but in the combination of the two. Julio Cesar Samorano Filho, director of Century, believes that the balance between these two aspects has had a driving effect on the trajectory of the brand, which has just turned 25. "A company registered under the same CNPJ for 25 years has already proven its solidity and credibility in the market. This legacy left by our patriarchs is an extremely positive point, but it's not everything. Those of us in the current generation are working tirelessly to formalize processes, decentralize decisions, and become increasingly efficient from a governance point of view so that the company can continue to grow at a sustainable pace," he said.





Julio Cesar Samorano (Founder), Julio Cesar Samorano Filho (Managing Director), and Nathalia Samorano (Marketing and Creative Director) from Century.

Julio Cesar Samorano Filho's story is intertwined with that of the industry, which was once a playground for him and his sister, Nathalia Samorano (director of Marketing and Creation). The young brothers witnessed the founding of the company in 1998, grew up together with Century, and five years ago took over as directors with the mission of positioning it as the largest high-end upholstery company in the country. Since then, Century has been voted Brazil's Top of Mind upholstery brand; it has represented Brazil for the third consecutive year at the Salone dei Mobile in Milan, Italy, and at parallel exhibitions; and its products have won awards every year at ABIMAD, Latin America's largest trade fair for the sector.



Eliana Samorano with animals taken in at Pet Farm.

In a successful business trajectory, the second and third sector go hand in hand for the common good. Pet Farm, one of Century's social arms, is a non-profit organization that supports the cause of animals. Eliana Samorano is in charge of the initiative, which offers shelter, love, and veterinary care to vulnerable animals of all kinds. Those who manage to recover are sent for responsible adoption and the others remain in the care of the Pet Farm.



Century team gathered in front of the current factory park in Sarandi (PR).

The Samorano family's tradition in the furniture industry dates back to the 1940s, the fruit of a romance set against the backdrop of a furniture store where the patriarch and matriarch of the family met. Since then, furniture has become a great passion of the family, who see poetry in the curves of a sofa, delight in its comfort, and are obsessed with the minutiae of each finish.

The romance transcended the small store and gave rise to the largest national industry of high-end sofas, present in 900 multi-brand stores in all Brazilian states and in 24 other countries. Century currently has 400 employees, and a 10,000-square-meter factory park with a production capacity of 350 products per day, but with the progress of the new headquarters, these figures are about to become obsolete. By 2025 there will be 37,500 square meters of manufacturing space and a production capacity of 800 products per day.

The most expressive number, however, is the one that translates the expertise of Century in meeting the specific wishes of each customer: there are 4,500,000 possible combinations to customize the products, choosing from different materials, shapes, sizes, and finishes of sofas, armchairs, chairs, stools, dining tables, benches, puffs, coffee tables, sideboards, beds, bookcases, and screens.

To maintain the country's position as a leader and vanguard in the national high-end furniture market, Julio Cesar stresses that the brand must remain dynamic and sensitive to change, investing in research, creation, and development of products based on comfort and copyright design; promoting Century as an attractive and contemporary brand with launches, showrooms, and exclusive flagships that translate the brand's atmosphere; maintaining the focus on the multi-brand channel, on the relationship and experience of retailers; and reinforcing the brand's permeability in new markets so that it is recognized as a globally relevant Brazilian design industry.



Conquering the international market Century in Milan

Between April 18 and 23, Century once again traveled to Italy to take part in two of the main events of Milan Design Week 2023: iSaloni and Fuorisalone.

For the second year, in partnership with APEX Brasil and Abimóvel, Century has completed its participation in the world's largest furniture trends fair, iSaloni. In contact with companies from more than 30 countries, it represented Brazil on its own stand, where the Manifesto collection stood out for its original design and comfort, and on the stand of the Brazil Design + Industry project, which brings together designers and industries to develop products and aims to boost Brazil's presence on the international market, with the launch of the Aclive armchair, designed by Natasha Schlobach.

Another designer piece from the Century portfolio that was in the spotlight in Milan was the Sublime armchair by Daniel Simonini, selected to be part of the Brazilian space at Fuorisalone, the furniture exhibition taking place at the same time as iSaloni.

In 2024, Century continues on the path of international brand projection and is already preparing to land once again in Italy. During the next edition of iSaloni, the pieces from the new Perspective Collection promise to enchant the public with beauty and comfort.



Salone
del Mobile.
Milano





Design made in Century is highlighted in the World Capital of Architecture

The world of architecture will be looking to Barcelona for the next three years. Unesco's announcement naming the city as the World Capital of Architecture for 2026 went hand in hand with the opening of the first-century furniture store in Barcelona. Over the next few years, the Catalan capital will be a global forum at the forefront of discussions on contemporary issues in urban planning and architecture and will welcome a significant influx of professionals, academics, and enthusiasts in the field.

Sensitive to global market movements, Century now translates the comfort, elegance, and quality of genuine Brazilian furniture design into Catalan. For Century's International Business Manager, Rodolpho Alves, Barcelona is a key city for the brand's expansion in the other countries of the European Union and North Africa. "Our presence in Barcelona has been strategic for prospecting new markets," he says.







With a well-established career in the high-end luxury segment, architect Jorge Chavez had a craving for entrepreneurship in the furniture and interior decoration segment and found an advantageous business partnership in Century. "The broad product portfolio and endless customization possibilities have surprised architects and customers in the region. It's a brand that competes equally in quality with Italian furniture and the logistics time is also very similar, so it's been very advantageous," he concludes.



Project: GAM arquitetos - Photo: @paolayrenato_



25th anniversary special edition

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