



prima
design



Prima Design at Movelsul 2018

Since its origin: Prima Design has taken part in every Movelsul since it was established.

Prima Design is about to participate for the ninth time in Movelsul showcasing design and colors that have become its hallmark. Curated by architect Eulália Anselmo, Prima Design booth was developed based on structures used in previous fairs. "The seed has to die to germinate"; concept that evokes the positive transformations guided the creative process.

Thus, believing in democratic design, the company presents the new version of its products and the new finish options that will catch on with consumers.



Products launched by Prima Design at Movelsul 2018

Banqueta Fronteira, designed by Eulália Anselmo, 2018

It was developed to furnish spaces such as dining rooms, kitchens and party rooms, focusing on residential areas. The new stool with metal frame and synthetic yarn weave is available in 10 color options.



Popup table for outdoor areas, redesigned by Prima Design, 2018

Based on existing molds for 90 cm round plastic tops, the company developed a new Popup table, totally different from the traditional “swimming pool tables”. With colored plastic-injected top, the table has two base options and each combination of top color, base type and base color results in different table styles. The Popup table is exhibited at the fair featuring a top in sawdust color (which reuses the industry’s residue as a pigment for polypropylene during the injection process) and the Projeto Varetas base developed by Menini Nicola, a Uruguayan design studio.





Lodelô Penta, redesigned by Bernardo Senna

The Lodelô colored plastic-injected shell has a new version with a base inspired by pentagons especially developed by Bernardo Senna for this chair.

Mix & Match: monochromatic or contrasting effect

The color bases are a new feature of the chair line. Traditionally, they had chrome or gray/black painted legs regardless of the color of the seat and backrest. Now customers can either choose the color of their chair base, creating a monochrome effect that is currently fashionable or a bold playful contrasting effect.





Mesa and Cadeira Fantasma-Pop Set

The idea was to combine a choice of chair and a table that had current and authentic design and at the same time gave good value for money. That is how the Fantasma-Pop set was developed. Lightweight, colorful and perfect for reduced spaces! Its reduced volume and the cut-out effect of the Fantasma chair design, in addition to the dimension of the Pop 90-cm tabletop make this set an excellent option to enhance small areas.



Cadeira Reninho, designed by Bernardo Senna, 2018

The Reno chair project has now a version for children. The combination of wood and a colorful metal frame will now also be part of kids' play.



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In addition to its booth...

Prima Design is also present at the international lounge of the Raiz Project organized by Sindmóveis exhibiting Cadeira Reno, designed by Bernardo Senna and Cadeiras Fantasma, designed by Eulália Anselmo and José Marton. The lounge will be visited by importers and designers in addition to the companies taking part in the project.

About Prima Design

Based in Bento Gonçalves (RS), PRIMA DESIGN supplies markets in Brazil and abroad with its three collections of products:

Prima Design – Bridging Role

Products in metal (carbon steel, stainless steel and aluminum), polypropylene or wood, which employ leading-edge technology in their production process. The in-company injection system and 100% Brazilian manufacture result in furniture that complements with practicality, comfort and beauty dining and living rooms, kitchens, home offices, and bedrooms in addition to commercial areas.

Prima Store – Brazilian natural design

It shows a wealth of unique combinations and unusual contrasts, bringing together playful, technological and manufacturing characteristics. Sustainability and environmental awareness are present in pieces that can be customized with the comfort of natural elements. Another striking feature of the line is the social inclusion as by taking part in the project, artisans contribute to the income of their families.

For more information, please contact prima@primadesign.com.br
or visit www.primadesign.com.br and www.primastore.com.br.

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