



PRODUCTS & BRAND NOVELTIES  
2021



DAYTONA RENEW ITS SPACE, PRESENTING TWO EXCLUSIVE NEW PIECES DESIGNED BY TOMMASO SPINZI, IN DIALOGUE WITH A RESTYLED VERSION OF THE ICONIC FURNITURE DESIGNS BY DAINELLISTUDIO.



LOCATION:  
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20122 Milano IT

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DAYTONA opens its door as a Hub for creativity to support the contemporary design scene.

On the occasion of MDW/2021, DAYTONA presents worldwide its newly concept space, with the artistic guide of Tommaso Spinzi. The main intention of the Brand is to keep working alongside leading Italian designers to create luxurious furniture pieces to bring the very best of Made in Italy in clients' properties.

Standing out as a protagonist, CAM sculptural mirror and MILAN sideboard cabinet, showcased on preview at DAYTONA SHOWROOM, in Milano Durini Design District and Isola Design District during FUORI SALONE 2021. This signature pieces by Tommaso Spinzi display his visionary design connecting with the universe of engines, mechanical precision and speed. Set in Dialogue with Spinzi's works, DainelliStudio, the acclaimed Italian design studio helmed by Marzia and Leonardo Dainelli, presenting some of their signature furniture pieces including ROGER Sofa, DL02 Chair, GIZA armchair. A curated concept that does not only show DAYTONA's must-haves, but also brings in other significant energies that reflect its vision, including the young artist Marta Mez, who created a refined setting to inspire design "aficionados" and experts alike, and the green project by Derek Castiglioni, leading outdoor Italian designer.

"Daytona represents the evolution of a long family history of dedication, passion and tradition. A challenge, of the third generation, which believes in innovation, diversity, contamination as key elements in creating a strong and recognizable identity" – Cecilia Coco (Marketing & Communication Manager of DAYTONA).



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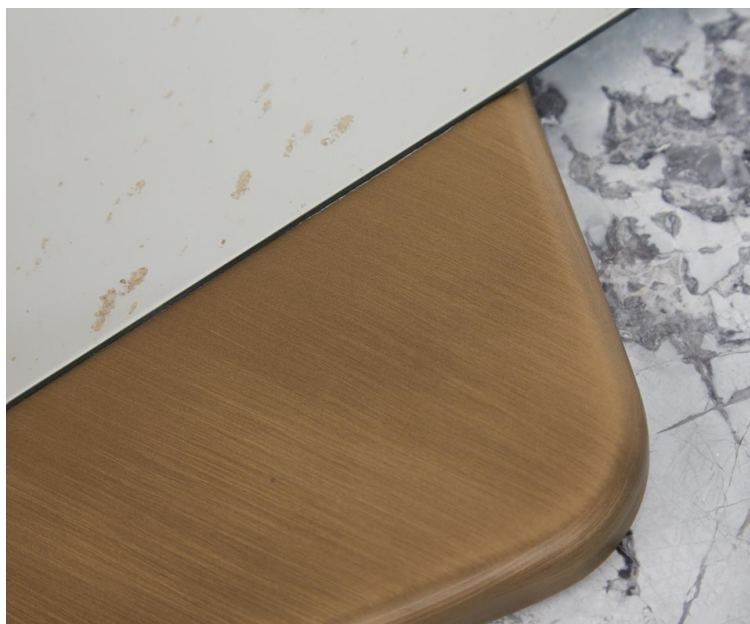


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Products Highlight:

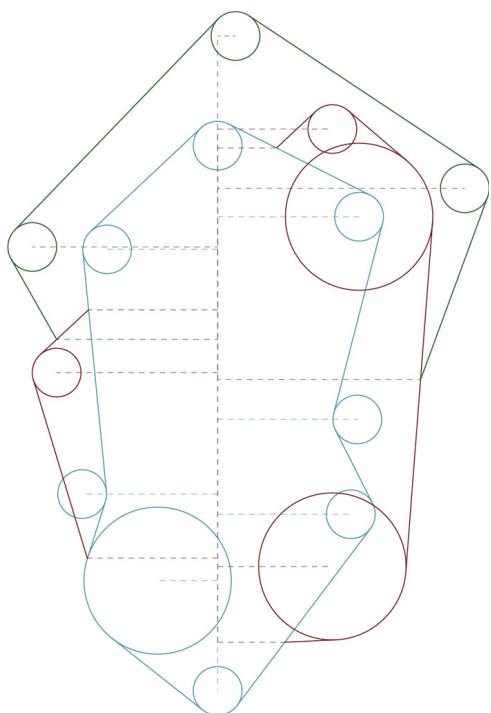
## "CAM" MIRROR



CAM is a mirror but also a sculpture. A flowing artwork that represents the shared values between Spinzi and Daytona. Speed, luxury, precision and elegance meet in CAM, inspired - in the name and shape - in the camshaft, beating heart of the car, symbol of its dinamicity and strength. The carefully selected materials represent Daytona's brand identity and Spinzi's artistic approach to the creation of exclusive furniture pieces. Refined Calacatta white marble with golden veins, brushed brass and stained mirror. Precious materials, made unique by artisanal treatments and refined textures.







A careful geometric study allows to obtain sinuous shapes, designed through the precision of geometry and with the use of two radiuses only. An apparently ornate design, yet defined by simplicity.



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## "MILAN" SIDEBOARD



Two massive sections of a HE steel beam hold Milan, a mirror-clad cabinet, that reflects the space around it. The two beams look almost too much, to hold the apparently lightweight cabinet: thanks to the reflections, it appears to be floating in the air. It's a surprising contrast, that invites to reflect on what's needed and what is instead unnecessary. The match between the solid beams and the evanescent mirrors is a perfect image of the city of Milan: its solid industrial past still inspires, and "holds up" the contemporary art and design scene. Hence the name.



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The hole in the beams, apparently just a caprice, is instead necessary to elevate them at a design dignity. Enzo Mari used to say: "take a clean and simple industrial object, and make a little modification: introduce a discording element. This is what I call design".

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## "GIZA" ARMCHAIR



The design of the Giza armchair plays with materials, rounding and softening metal in sinuous curves, while bringing edges and stiffness to cowhide and fabrics, in a perfect balance for a captivating, precious object. The project for Daytona embodies the decorative sensibility and design culture of the studio, while bringing out the know-how and productive prowess of the company. Burnished brass structure, lower part and back in steel foil covered in leather, cushion and seat in 3 cm Memory rubber.

Measurements:

W. 72 X D. 78 X H. 66 CM





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## "ROGER" SOFA



Roger is a sofa with soft lines that enhance its comfort. Presented in three sizes, its essential characteristics are combined with details of great personality. The metal frame is extremely thin, the result of a very advanced workmanship, the armrest is defined with a thin and elegant stitching, taken up on the seat cushions and backrest, particularly comfortable due to padding made up of fine feathers, which returns to the touch always composed and rigorous. Tailored stitching and upholstery are important attributes of this product with generous volumes but, at the same time, an almost airy lightness. Base structure is in 25-mm dual-layered poplar plywood reinforced with 50x50 metal profile, front support fastened with 6-cm elastic belts. Back and armrests structure in 18-cm poplar plywood. Base structure gummed with two densities: 30% for the external parts and 70% for the upper parts to improve the support of the upholstery.

Back cushion interior in a down-proof cotton casing stuffed with a combination of acrylic and down filling. Seat cushions are padded with expanded polyurethane double density foam: 30% high capacity for the front and 32% moon p elastic with high breathability for the backrest. Upper convexity in high resilience pink 35% os, all covered with a 3-cm memory foam sheet and enclosed in a down-proof cotton casing stuffed with down.

Completely removable cushion covers.

Base in powder-coated metal anchored to the load-bearing structure of the frame.

Measurements:

00344 / P - L. 244 x d. 110 x h. 80

00344 - L. 266 x d. 110 x h. 80

00344 / G - L. 300 x d. 110 x h. 80



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## "DL02" CHAIR



A chair among the most iconic products of Daytona, able to accompany the most important tables of the brand. The contrast of the black ash wood with the soft velvet recalls the collections of the great masters of the 1950s. With a shape that emphasizes the technical workmanship of production, DL02 represents a subtle tribute to the history of design. Curved, padded plywood structure, solid ashwood structure with open-pore opaque black finish. Satin brass feet.

Measurements:

L. 55 x P. 58 x H. 80 cm



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