

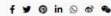
The hybrid-space revolution is here. Corradi wants to help extend it to the outdoors, too

Corradi Outdoor
Sponsored
Product Design
COVID-19 Crisis

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TEXT
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PHOTOS
Courtesy of Corradi



People are ramping up the functionality of their environments more and more as the pandemic progresses. The Italian company is one that's expertise can help bring increased usage to the exterior space.

The COVID-19 crisis has made 'hybrid' a prefix to most every action: learning, working, living and enjoying have been spatially redistributed, placing many a pressure point on the home sphere. As a result, online furniture sales (a majority no doubt made by those looking to boost the multifunctionality or comfort of their personal spaces) have risen dramatically - revenue in both the US and EU furniture markets is expected to grow annually by 4.3 per cent from 2020 to 2023. Italian outdoor design company Corradi believes that the shift in boundaries caused by lockdowns and quarantines will impact how people view the domestic realm and accentuate the hybrid use of spaces for years to come.

One division that was already in the process of being dissolved pre-pandemic is that between indoors and out. Frame has been vocal on the topic, reporting on how the need for greater interior engagement with the exterior and resulting tendency toward biophilic design is impacting every single spatial typology. Showing consumers how they can effectively merge their built and natural worlds has long been the creed of Corradi, which does not simply produce outdoor furniture but outdoor living spaces. Each structure manufactured by the brand - pergolas are its speciality - is customized to the user, able to transform a yard or garden into their ideal refuge.

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Corradi's latest innovation is *Imago*, a range of modular, self-sufficient pergolas which give people the ability to easily introduce new hybrid features to their outdoor space. If, burdened by the new need to become the home office, childrens' classroom and exercise studio, your home is no longer able to host another new function, that's where *Imago* comes in. Multiple variants make it possible to add on anything from a kitchen to an extra guest bed to a playroom, with customization options such as an add-on closet module, side-closure configurations and privacy partitions. Contained and regulated, these additions are a seamless way to get out of the house and enjoy the outdoors no matter the weather conditions.

Another highlight in Corradi's portfolio is *Maestro*, an aluminum pergola that can take on multiple forms with louvres or canvas and freestanding or attached to the house – the versatile model's strong suit is that it can be installed in a way that creates a visual flow with indoor spaces. And the team describes *Alba*, an option that's motorized and bioclimatic, as a 'perfect compromise between the outdoors and indoors'.



You've seen the articles: hundreds of pieces across publications have come out since COVID-19's onset helping people figure out how best to configure their extra green space. As investment and engagement increases in the personal outdoor sector, the expertise of brands like Corradi is sure to aid in helping people participate in the hybrid-space revolution.

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