

**adrenajina<sup>®</sup>**

**1999**



# adrenalina®

è contract e non solo!  
it is contract and not only!



Adrenalina è una nuova, dinamica realtà produttiva e propositiva legata al mondo dell'imbottito per il contract e non solo. Adrenalina nasce da un sottofondo di esperienze industriali di rilevante spessore. Adrenalina ha arredato con i suoi prodotti importanti, prestigiosi ed affascinanti luoghi legati al mondo della collettività e al mondo domestico. Adrenalina vuole esprimere, attraverso i propri prodotti, il vero spirito della contemporaneità. Adrenalina presenta una serie di scelte cromatiche e di finiture per il nostro tempo. Adrenalina presenta nel suo catalogo tutti prodotti certificati, in linea con le normative antincendio internazionali. Adrenalina è strutturata per realizzare su disegno cliente un prodotto contract certificato, di alto livello qualitativo. Adrenalina è un'azienda trend e flessibile che propone prodotti di qualità, estremamente funzionali, super ergonomici studiati per un comfort globale. Il progetto Adrenalina, è stato ideato, diretto e coordinato da Simone Micheli, con la collaborazione, per la definizione del design del prodotto di Gianluca Tassi e Letizia Pietraperzia, per la realizzazione della prototipistica e dell'industrializzazione del prodotto di Savino Calcagnini, Antonio Sperindei e Giancarlo Marcantoni, per la veste grafica di Roberta Colla.

# adrenalina®

Adrenalina is a new dynamic manufacture reality connected with the world of contract upholstery and not only. Adrenalina is born out of a background of important industrial experiences. With its products Adrenalina has furnished prestigious and fascinating places connected to the contract and domestic world. Adrenalina wants to express through its products the real spirit of contemporariety. Adrenalina introduces a set of colour choices and finishes of our times. Adrenalina introduces in all its catalogue certificated products respecting the international fire-resistance regulations. Adrenalina is organized in a way to realize an high quality certificated contract product based on customer's design. Adrenalina is a trendy and flexible company, whose proposals are high quality, extreme functionality and super ergonomic products, projected in order to offer a complete comfort. The project Adrenalina has been created, managed and coordinated by Simone Micheli with the cooperation of Gianluca Tassi and Letizia Pietraperzia for the product's design establishment, of Savino Calcagnini, Giancarlo Marcantoni and Antonio Sperindei for the samples production and product industrialization, and Roberta Colla for the graphic layout.





HOTEL "CORTE DEI BUTTERI" GRUPPO MIGROS • HOTELPLAN • FONTEBLANDA • GROSSETO

# OLO COLLECTION

OLO COLLECTION:

SINUOSISSIMA

COMODISSIMA

FASCINOSISSIMA













# ST

## SEDIÓLA & TAVÓLO



"MAGIC CAFE" • BOSTON

SEDIÓLA & TAVÓLO:  
ROTONDISSIMI  
SPASSOSISSIMI  
ADATTABILISSIMI







FASHION SHOP "BRANDA" • BASTIA UMBRA  
PERUGIA



WAITING ROOM "POWELL&CO." • LONDRA

MACA COLLECTION:

PRATICISSIMA

FRESCHISSIMA

SIMPATICISSIMA

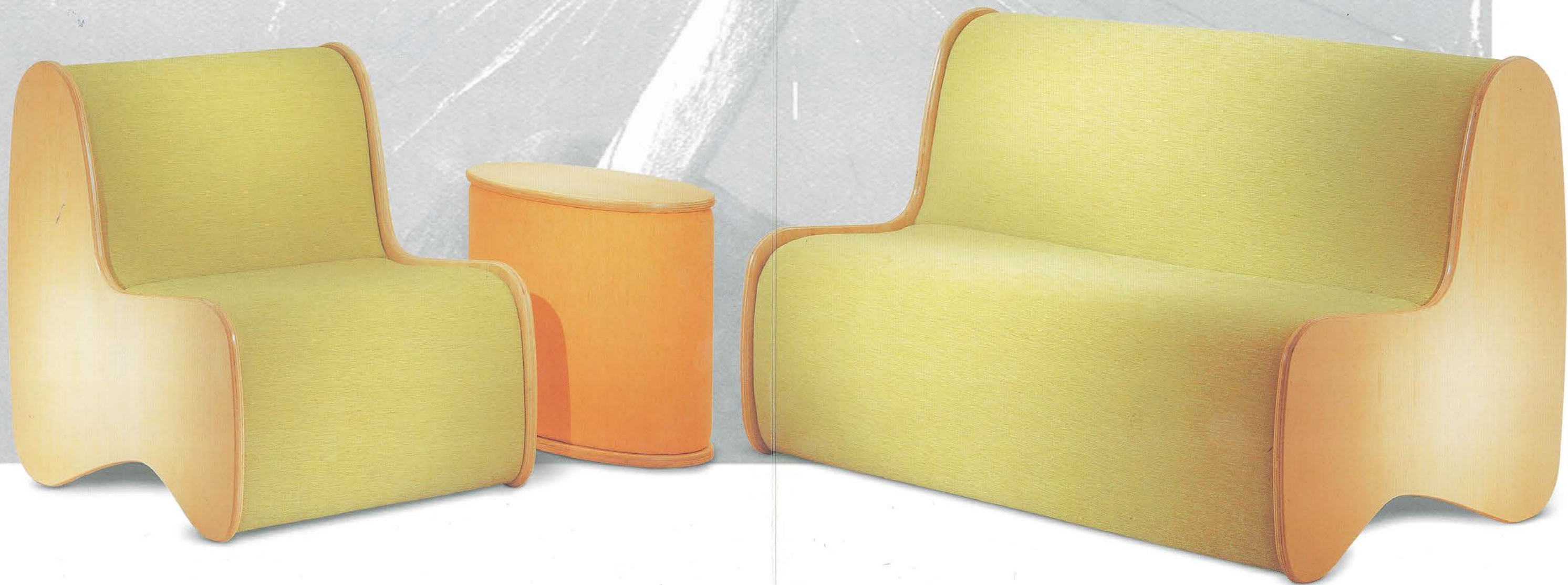
MACA COLLECTION



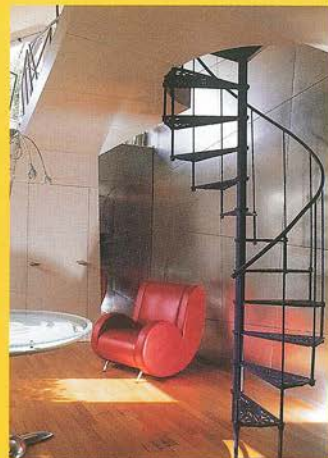












"ARNOLDI - SALA" HOUSE • MILANO

# ATA COLLECTION

ATA COLLECTION:  
ROMANTICISSIMA  
DINAMICISSIMA  
INSUPERABILISSIMA















SHOW-ROOM "FUZZI"  
VIA DELLA SPIGA • MILANO

# ETTA COLLECTION

ETTA COLLECTION:  
FRIZZANTISSIMA  
FLESSIBILISSIMA  
SEMPLICISSIMA















"NITTA PALACE HOTEL" - TOKYO

OTTO COLLECTION

MINIMALISSIMA

UNICISSIMA

INGEGNOSISSIMA

# OTTO COLLECTION











"KOROVA MILK BAR" • SIDNEY

HOC COLLECTION:  
AGGRESSIVISSIMA  
ELEGANTISSIMA  
GRINTOSISSIMA

# HOC COLLECTION











DISCOTHEQUE "PETER PAN" • RICCIONE



HOTEL "DOS PALMAS" • MIAMI • FLORIDA

ELLA COLLECTION:

POETICISSIMA

COMPONIBILISSIMA

INIMITABILISSIMA

ELLA COLLECTION













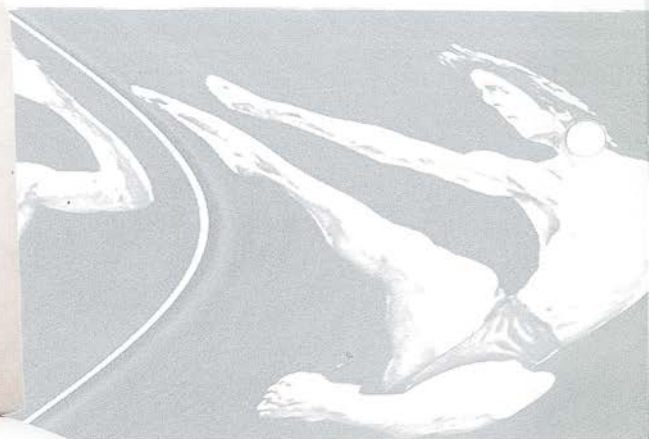


SHOW-ROOM "MASCIONI" • CUVIO • VARESE



SCIONI COLLECTION:  
LINEARISSIMA  
FUNZIONALISSIMA  
INDISPENSABILISSIMA

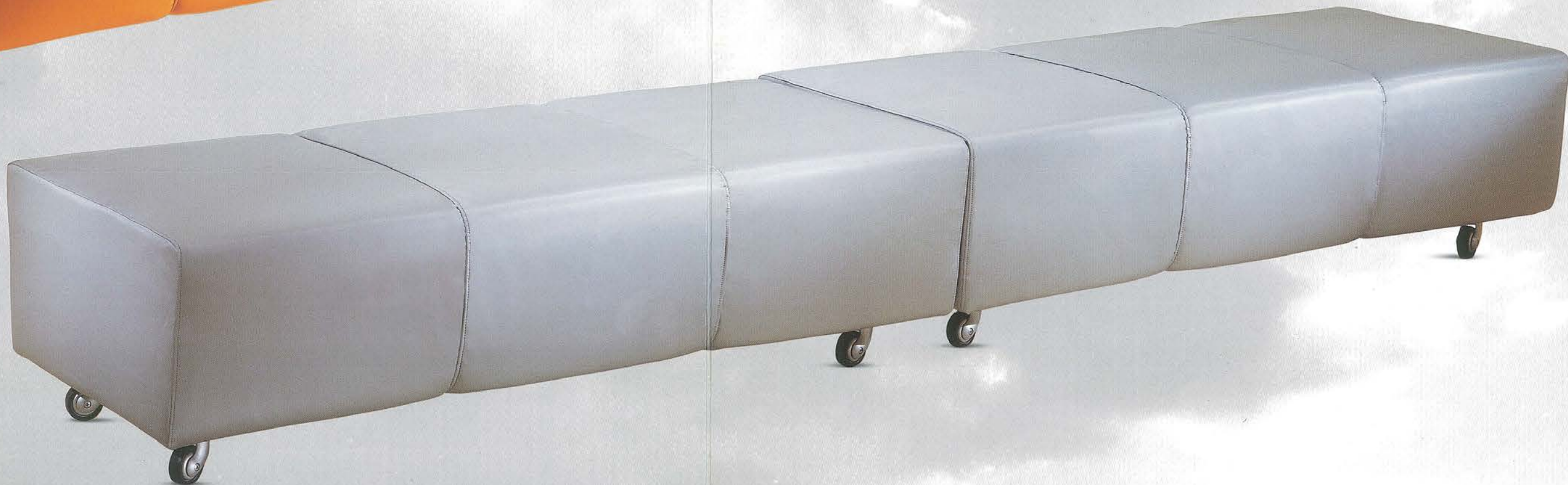
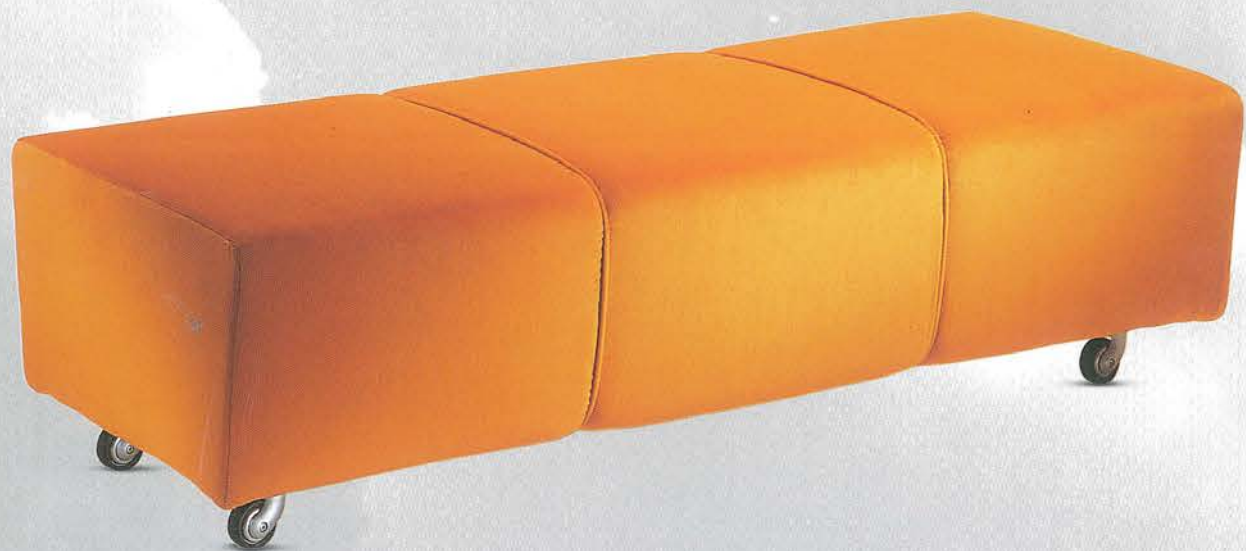
# SCIONI COLLECTION













# OP COLLECTION



"LOOKING FOR MEAL-TIME" DECOSIT 2000  
BRUXELLES

OP COLLECTION:  
SIMPATICISSIMA  
FUNZIONALISSIMA  
AGUZZISSIMA







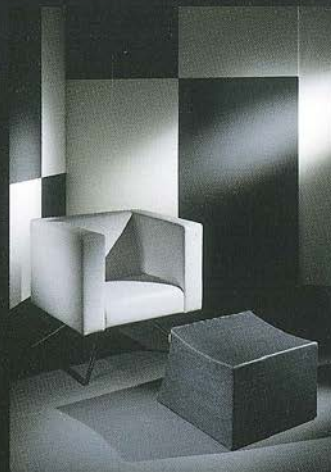






# U

UBO COLLECTION



"FASHION-ROOM" • ZURIGO

UBO COLLECTION:  
VERSATILISSIMO  
SQUADRATISSIMO  
ELEGANTISSIMO











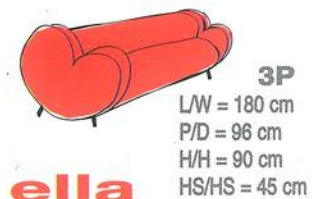
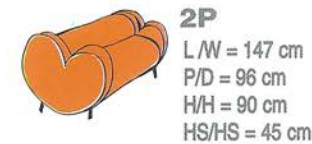
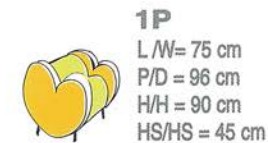


# LE MISURE

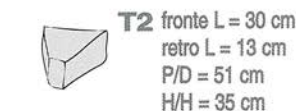
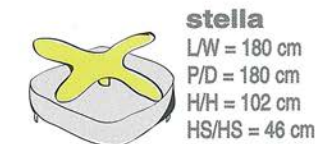
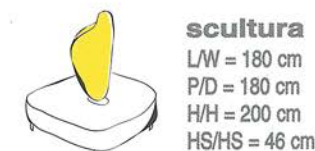
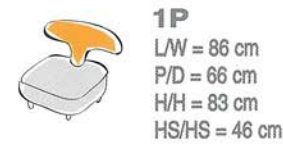
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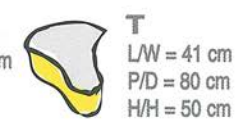
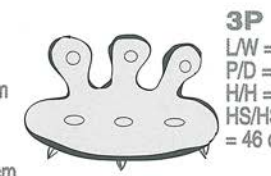
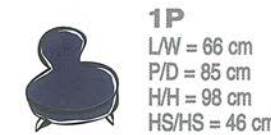
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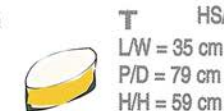
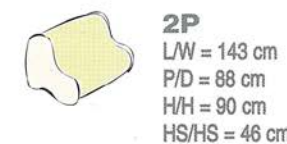
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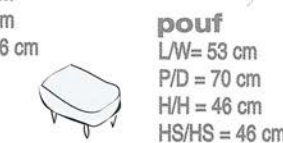
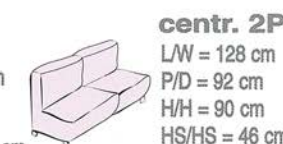
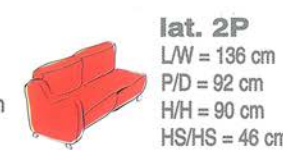
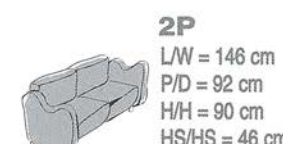
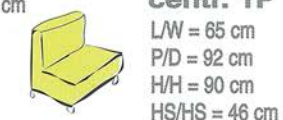
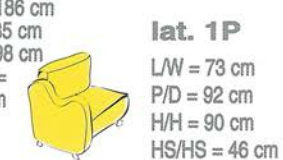
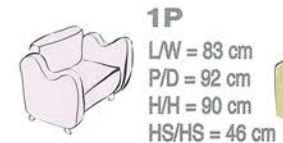
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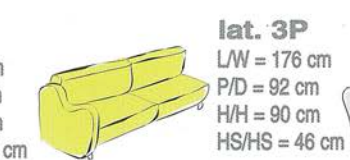
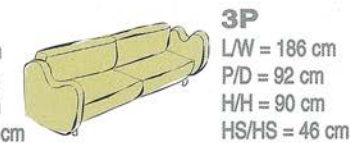
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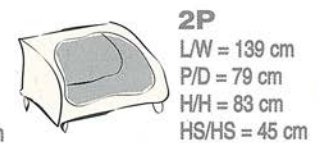
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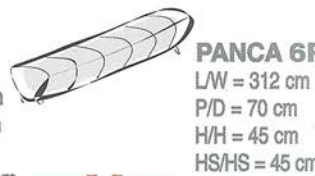
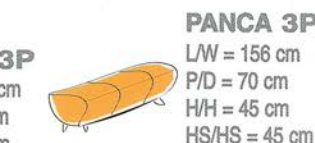
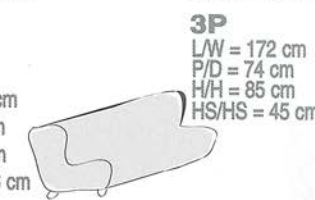
## etta collection



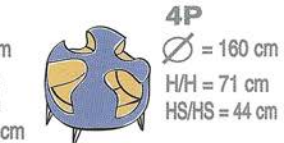
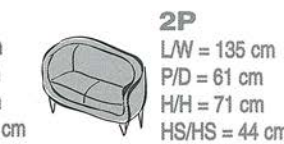
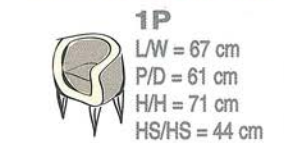
## hoc collection



## scioni collection



## otto collection



L/W = LARGHEZZA/WIDTH • P/D = PROFONDITA'/DEPTH • H/H = ALTEZZA/HEIGHT • HS/HS = ALTEZZA SEDUTA/SEAT-HEIGHT



## op collection



### 1P

L/W= 82 cm  
P/D = 80 cm  
H/H = 106 cm  
HS/HS = 47 cm



### 2P

L/W= 132 cm  
P/D = 80 cm  
H/H = 106 cm  
HS/HS = 47 cm



### 3P

L/W= 192 cm  
P/D = 80 cm  
H/H = 106 cm  
HS/HS = 47 cm

## op collection

### pouf



L/W= 82 cm  
P/D = 71 cm  
H/H = 47 cm  
HS/HS = 47 cm



### T

L/W= 86 cm  
P/D = 67 cm  
H/H = 44 cm

## sedióla tavólo



L/W= 54 cm  
P/D = 63 cm  
H/H = 88 cm  
HS/HS = 48 cm



Ø = 70 cm  
H/H = 74 cm

## ubo collection



### 1P

L/W= 91 cm  
P/D = 87 cm  
H/H = 86 cm  
HS/HS = 47 cm



### 2P

L/W= 152 cm  
P/D = 87 cm  
H/H = 86 cm  
HS/HS = 47 cm



### 3P

L/W= 213 cm  
P/D = 87 cm  
H/H = 86 cm  
HS/HS = 47 cm

## ubo collection

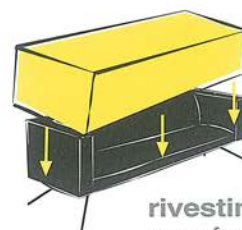


**cuscin  
cushions**  
Ø = 45 cm



**cubo estraibile  
extractable cube  
pouff**

L/W = 60 cm  
P/D = 69 cm  
H/H = 40 cm



**rivestimento  
cover for sofa-bed**





N117



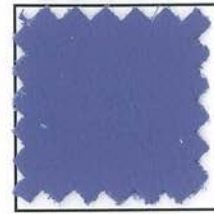
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N163



N146



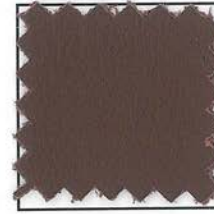
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N105



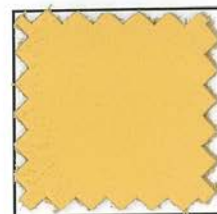
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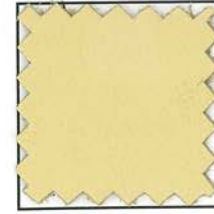
N108



N113



N148



N171

adrenalina®

• L'OTTIMA QUALITA' DI QUESTA PELLE DERIVA DA UN' ACCURATA SELEZIONE DI BOVINI DI ORIGINE EUROPEA. QUESTA PELLE E' DI TIPO FIORE LISCIO NAPPATO.

• LA SUPERFICIE DI CIASCUNA PELLE E' DI CIRCA MQ 4,8. LO SPESSORE DI MM. 1,0 -1,2. IL PROCEDIMENTO DI TINTURA E' PASSANTE, NELLA STESSA TINTA DELLA RIFINIZIONE.

• I PRODOTTI CHIMICI NECESSARI ALLA PRODUZIONE DELLA PELLE, UTILIZZATI PER LA CONCIA, LA TINTURA E LA RIFINIZIONE DEI GREZZI NON CONTENGONO SOSTANZE NOCIVE ALLA SALUTE ED ALL'AMBIENTE.

• PER MOTIVI TECNICI, NON E' POSSIBILE GARANTIRE LA STESSA TONALITA' DEL COLORE, TRA UNA PARTITA E L'ALTRA.

• THE EXCELLENT QUALITY OF THIS LEATHER COMES FROM A CAREFUL SELECTION OF EUROPEAN CATTLE. THIS LEATHER SHOWS A SMOOTH AND SOFT GRAIN.

• THE SURFACE OF EACH HIDE IS ABOUT 4,8 SQ. M. THE THICKNESS IS 1,0 -1,2 MM. THE DYEING PROCESS IS PASSING THROUGH, IN THE SAME DYE OF THE FINISHING.

• THE CHEMICALS NEEDED, FOR THE PRODUCTION OF LEATHER, USED FOR THE TANNING, THE DYEING AND THE FINISHING OF THE RAW HIDES, DO NOT CONTAIN SUBSTANCES THAT COULD BE HARMFUL FOR THE HEALTH AND THE ENVIRONMENT.

• DUE TO TECHNICAL REASON, IT'S NOT POSSIBLE TO GUARANTEE THE SAME TONALITY IN DIFFERENT LOTS.

**adrenalina®**

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e-mail: adrenalina@adrenalina.it

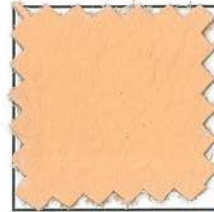




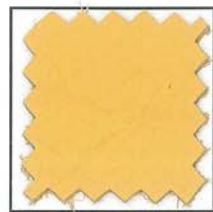
bianco



cipria



albicocca



giallo



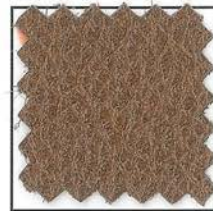
tropical



verde bottiglia



verde oliva



castagno



fuxia



rosso vivo



rosso vino



testa di moro



celeste



blu notte



titanio



nero

• L'OTTIMA QUALITA' DI QUESTA PELLE DERIVA DA UN' ACCURATA SELEZIONE DI BOVINI DI ORIGINE EUROPEA.

• LO SPESSORE DI CIASCUNA PELLE E' DI MM. 1,0. IL PROCEDIMENTO DI TINTURA E' PASSANTE, NELLA STESSA TINTA DELLA RIFINIZIONE.

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e-mail:adrenalina@adrenalina.it



Simone Micheli fonda l'omonimo studio d'architettura nel 1990. Vince vari concorsi di architettura e di design in Europa. Organizza mostre trend. Lavora con Abet Laminati, Adrenalina, Arius, Cover, Isa, Jean Klebèrt, Mangani, Poltrona Frau, Stone Italiana, Telecom Italia ed ancora... Crea oggetti, allestimenti, case, hotels, negozi ed uffici. Progetta per Alcatel Italia, Cerruti, Emu, Frette, Hoechst, Isa, Marzotto, Mascioni, M.B., Montedison, Nestlè, Kronenbourg, Peroni, Perugina, Poste Italiane, Sammontana, Skema, Terzani, Vismara, ed ancora... Cura gli eventi espositivi sperimentali per alcune tra le più importanti fiere internazionali. Insegna come visiting professor in varie scuole ed università europee. Scrive libri di design ed architettura legati ai temi del mondo contract. E' consulente esterno delle più importanti Fiere di settore europee. E' direttore artistico di varie aziende del settore dell'arredamento. E' direttore editoriale, dal 1998, dell'annual "Contract International guide".

# adrenalina<sup>®</sup> disegnata da simone micheli

Adrenalina is designed by Simone Micheli. He has founded in 1990 the architectural studio with his name. He has won several architectural and design competitions in Europe, organizes trend exhibitions, cooperates with Abet Laminati, Adrenalina, Arius, Cover, Isa, Jean Klebèrt, Mangani, Poltrona Frau, Stone Italiana, Telecom Italia and others. He projects objects, setting ups, homes, hotels, shops and offices. He designed also for Alcatel Italia, Alcatel Italia, Cerruti, Emu, Frette, Hoechst, Isa, Marzotto, Mascioni, M.B., Montedison, Nestlè, Kronenbourg, Peroni, Perugina, Poste Italiane,



Sammontana, Skema, Terzani, Vismara, and others. He takes care of the organization of experimental exhibition events for some of the most important international exhibitions. He teaches as visiting professor in varied schools and universities in Europe. He writes design and architectural books strictly connected to the "world of contract". He is consulent of the most important european sector exhibitions. He is artistic director for varied companies in the interiors area. He is editorial director of the annual "Contract International guide", since 1998.



Adrenalina può costruire il tuo prodotto contract! Adrenalina è strutturata per realizzare - con massima flessibilità ed in tempi brevissimi - su disegno cliente, un prodotto contract certificato, di alto livello qualitativo, perfettamente rispondente alle esigenze formali e funzionali del committente. Adrenalina può omologare il tuo prodotto nel rispetto della normativa antincendio di qualsiasi Paese.

Adrenalina can manufacture your "contract"-product. Adrenalina is structured for the realization of an high quality certificated product made on the customer's design, with full flexibility and in a very short time complying with the formal and functional requirements.





adrenajina<sup>®</sup>

l'unica scarica  
che ti ricarica!

the only dis-charge that re-charges



adrenalina<sup>®</sup>

produce

imbottiti ignifughi

certificati per il

fire-retardant upholstery for "contract" and not only!

contract

e...non solo!

adrenalina p.o.box 99 • 47841 cattolica • rimini • italia • tel. +39 - 0721/208372 • fax +39 - 0721/209923 • e-mail: adrenalina@adrenalina.it



adrenalina<sup>®</sup>

è contract e non solo!



GRAPHIC DESIGN: ROBERTA COLLA • STUDIO D'ARCHITETTURA SIMONE MICHELI • FIRENZE



adrenajina<sup>®</sup>