



Design

The interview: Architect Monica Armani on her latest collaboration with B&B Italia

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Founded in 1966 by Piero Ambrogio Busnelli, B&B Italia has long been a symbol of innovation in contemporary design. Renowned for merging industrial precision with artistic vision, the brand has consistently pushed the boundaries of form and function.

From pioneering the use of cold polyurethane foam in furniture production to collaborating with leading architects and designers, B&B Italia has built a legacy defined by craftsmanship, research, and timeless modernity.

Among its esteemed collaborators is Monica Armani, an Italian architect and designer celebrated for her clean lines, architectural rigour, and refined sense of proportion. Born in Trento to an architect father, Armani’s design philosophy blends her technical background with a deep appreciation for beauty and balance. Her work spans architecture, interiors, and product design, all united by her meticulous attention to detail and pursuit of harmony.

For B&B Italia, Armani’s aesthetic sensibility and disciplined approach made her a natural partner. Their collaboration has produced standout pieces such as the Flair O’ and Allure O’ Outdoor collections—elegant yet functional designs that reinterpret outdoor living through the lens of sophistication and comfort.

In this conversation with *Boulevard*, Armani discusses her creative synergy with B&B Italia, the inspiration behind her outdoor collections, and why design, for her, is a lifelong journey of discovery.



Left: ‘Flair O’ Couture outdoor chair by Monica Armani
Top: ‘Allure O’ outdoor table by Monica Armani

Boulevard: When collaborating with a brand like B&B Italia with such a strong DNA, how do you balance their identity with your own design vision?

Monica Armani: I think B&B Italia and I—my style, my hand and my design—are very connected. Our DNA is probably similar, with a shared focus on precise detail. This is an important aspect in creating beautiful, complete designs.

Blvd: How would you describe the emotion or mood behind these pieces?

Armani: The Flair O’ and the Allure O’ Outdoor collections have a beautiful mood. The special weaving recalls the ancient tombolo handcraft and gives the chair a feminine, elegant and inviting look—you just want to have it.

The idea was also to create a new way of sitting—of experiencing the outdoors. We lowered the table height by a few centimetres so that when you sit, it feels more relaxed and lounge-like—a new way to enjoy outdoor moments.

Blvd: It’s a beautiful outdoor setting, with an interesting play of materials—the intricate knotting on the sides and the concrete texture of the table.

Armani: Yes. The table is made of light concrete, yet it still feels substantial. Its sculptural shape features a solid, voluminous base with a top that appears to float above it. The curved underside and the thick tabletop together create a sense of lightness.

Blvd: When you think about B&B Italia, what stands out to you compared to other brands? What makes it different?

Armani: For me, B&B Italia is one of the best design brands in existence. It’s exciting to work with their research and development team because what seems impossible often becomes possible. It feels like a playground for designers—ideas spark new ideas, new materials emerge, and through teamwork, something truly special is created.

Blvd: Where do you draw your inspiration from?

Armani: I always draw inspiration from nature. Sometimes inspiration suddenly appears in my mind—something I may have seen weeks or even years before. It’s always connected to nature. I spend a lot of time outdoors—skiing, biking, and doing sports—and after that physical effort, my mind feels open to receiving ideas from nature. If there’s something I can’t solve, I often find the answer while I’m out there.

Blvd: And lastly, what are you still learning in design?

Armani: I am learning everyday. With every product you design, you gain more experience and sensitivity. That’s the beauty of it. I love this work because I now feel that experience in my hands. I enjoy taking on new challenges—exploring new materials and different types of weaving. Every project teaches me something new, because design, like life, is all about experience.