**ZAMBAITI CREATIVELAB**

Zambaiti CreativeLab is the research and development center, inside the design Studio, at the beating heart of the Albino plant. It develops the collections from design to prototyping, up to the technologies involved in the new substrates on which to print the graphics. The stylistic sources divided into contemporary and classic, come both from the continual updating on contemporary design with particular attention to the decorative and furnishing sectors and from the historical archive of the Company, renewed by the very modern digital technologies for processing unique designs, in some cases handmade, and thus hard to replicate. The products are the result of a tradition of about half a century, projected towards the future through the constant relationship between design and technological innovation.

Zambaiti CreativeLab designed *Forme* (Shapes) for the Project Collection by Zambaiti Contract. The *Forme* collection is based on graphic elements which openly refer to nature, its colors and its innumerable facets. Lights, plants, stratifications are the key concepts, interpreted by Zambaiti CreativeLab, with the desire to decorate spaces with a natural and elegant taste. With references to the Cubist movement, the digital panels are designed in different proportions, sometimes with replicable themes to meet the needs of out-of-scale environments, sometimes with a predominant graphic theme. The idea of intertwining contract spaces with nature is an interpretation that encompasses modernity and sustainability, of which Zambaiti is a sponsor and main actor.