**CALIA ITALIA CELEBRATES ITS 60TH ANNIVERSARY AT SALONE DEL MOBILE.MILANO 2025 AND IN ITS FLAGSHIP STORE IN THE CITY CENTRE WITH A RICH OFFER OF LIVING SOLUTION AND A NEW CLAIM “60 YEARS. TIMELESS COMFORT”**

This year, Calia Italia, one of the most renowned companies in the upholstered furniture industry, is participating with a double appointment at **Salone del Mobile.Milano 2025 and at Fuorisalone in its flagship Store di via Molino delle Armi 49** and an important milestone to celebrate. The company celebrates its **60years** in business with the new claim **"60 years. Timeless comfort"**, which will in fact be the *leitmotif* of the entire Design Week. The brand thus invites visitors inside a family history closely linked to the local territory, the region of Basilicata and Matera in particular, which is always an important source of inspiration for its creations. Its timeless allure can also be perceived in the **exhibition stand at Salone del Mobile.Milano 2025,** both in the new contemporary living proposal, which is the result of continuous research on comfort and beauty embracing the themes of nature, sustainability, and authenticity. The stand plays with the shades of the local territory – browns, burnt grey and beige, sand and copper that seem to echo the veins of the canyons – enhanced by the texture of the upholsteries. Strong with the know-how throughout its many years in business - since 1965 - every product included in the exhibition expresses artisanal expertise and the company’s skill in perfectly combining the contemporary and the traditional. The big star, featured in the centre of the space in all its versions – 3-seater, 2-seater, 2.5 seater, and armchair, upholstered in leather and fabric – is the **Choco Magic sofa, an emblem of this 60th anniversary** because it was designed in 1984 by founder Liborio Vincenzo Calia. Today, Choco Magic is **presented in an exclusive restyling** conceived by his son and creative director of the brand, architect Saverio Calia, and represents a symbolic tribute to the company’s production, which has been handed down from generation to generation. The new version of Magic is inspired by the attractive design of the ‘70s and has been revisited in its lines and details to strike a balance between past and present. With its distinctive armrest that reaches all the way to the ground, it ensures maximum seating comfort thanks to its soft soap-bar-shaped cushions placed on a slightly tilted base. The backrest, like in the original model, is equipped with a headrest that can be adjusted manually to offer a fully relaxing easy position.

The second leading product in the collection is Freestyle, a sofa with a contemporary design, available in both a linear version and with chaise longue. With elegant metal feet that lift it above the ground, it has a quilted seat equipped with pocket springs for ideal comfort and longer product life. The armrests can be adjusted manually and moved outside, just like the backrests, which can be raised with a swing mechanism for a more ergonomic support. The Zero Wall system offers swinging backrests that extend the depth of the seat and transform Freestyle into an actual day bed while maintaining the same bulk.

Calia Italia’s bestseller, the **wingback** **Jacob** with quilted seat upholstered in leather or fabric, has been revisited with a wooden foot (instead of metal) to give it a new appeal. After last year’s success, the **collection I Sassi** designed by Timothee Studio with composable elements with soft and organic lines inspired on the famous Sassi di Matera will likewise be present in the new and elegant version with upholstery in light shades and dark wood base.

Another important novelty this year is the result of a collaboration launched in 2024 with Matera-born artist Stefano Siggillino: a rich collection of **embroidered decorative cushions** made according to a design created by the artist inspired by Matera’s Sassi. The precious embroidery evokes the thousand-year-old tradition handed down from generation to generation by the women who lived among the Sassi and embodies the memory of that place.

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