



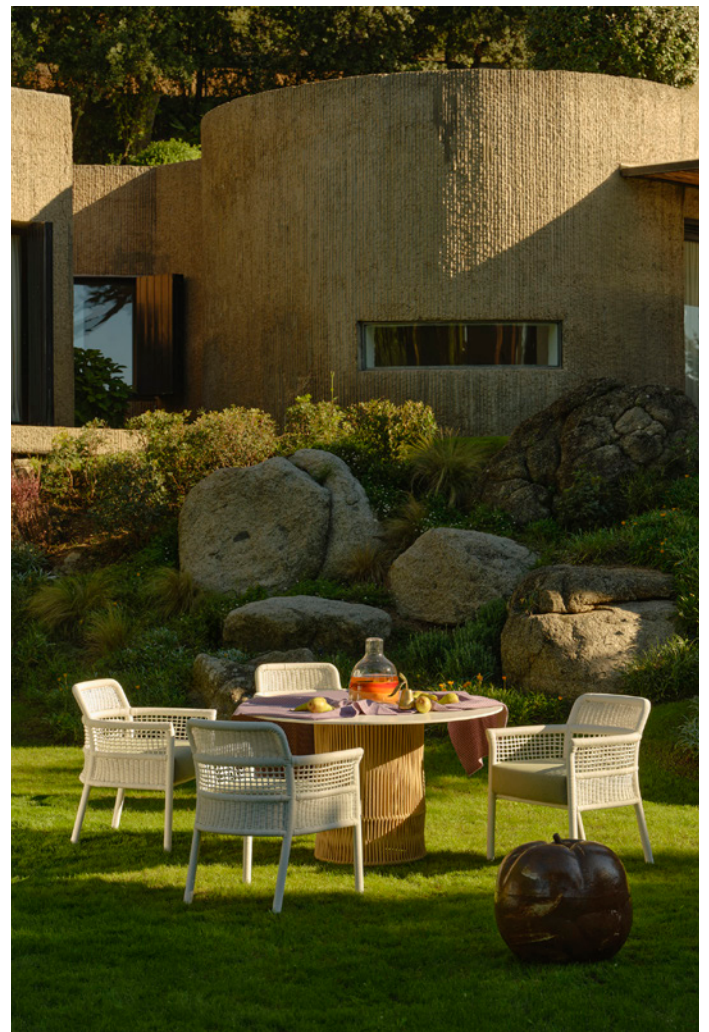
ESCALA, A LASTING ESSENCE. BY FABIO NOVEMBRE

Some collections are not created to follow trends, but to endure over time. Escala, designed by Fabio Novembre for POINT, emerges from this conviction — a design that finds its strength in the balance between material, craftsmanship and emotion.

The collection is defined by carefully considered proportions, a clear structural language and an intricate hand-woven pattern that adds both visual depth and tactile warmth. Its formal expression feels immediate and recognisable, combining the calm familiarity of traditional craftsmanship with the singularity of contemporary design.

Each piece highlights the technical mastery behind POINT's Shintotex® fibre, a high-performance material developed specifically for outdoor use. Durable, comfortable and visually stable over time, the fibre is made with 30% recycled material and is 100% recyclable, reflecting the brand's commitment to responsible design.

Available in pure white and natural linen tones, Escala conveys a timeless aesthetic and a refined sensitivity that allows it to integrate naturally into outdoor spaces while maintaining a distinctive presence.







| HIGH BACK LOUNGE CHAIR | |



ROCKING CHAIR | |



LOUNGE CHAIR |



| DINING ARMCHAIR | |



COFFEE TABLE | |



SWING WITH BASE |



Trained in Milan as an architect and designer, Fabio Novembre approaches design as a language capable of connecting objects with people, space, and emotion. His work moves beyond function to explore the symbolic and the human, understanding each project as a narrative that engages with the body and everyday experience.

In Escala, his philosophy takes shape in a collection where architectural structure softens, craftsmanship takes center stage, and design is placed in the service of time and real use. Rather than imposing itself, the collection is meant to accompany its surroundings, creating spaces with meaning and fostering a natural relationship with those who inhabit them.

“Life is a matter of proportion. The scale of objects is tied to their function and, as in this collection, also to their degree of privacy. A kind of modular diagram that grows with the need to escape the gaze of others. A double interlacing that rhythmically conceals or reveals, leaving us free to be either the subject or the object of the gaze”

DESIGNED BY FABIO NOVEMBRE

ABOUT POINT

With more than a century of history, POINT is deeply connected to the essence of the Mediterranean — its way of experiencing time and its respect for craftsmanship. Founded in 1920 in Xaló (Alicante, Spain), the brand has evolved from a small artisan workshop into an international reference in outdoor furniture and solutions, while preserving the warmth and authenticity of a family-owned company.

Today, POINT understands design as a form of care — for materials, processes, and the people who inhabit the spaces it creates. Its distinctive language combines balance, durability, and contemporary sensitivity, shaping environments where the outdoors becomes an experience and time takes on a central role.

Present in residential and hospitality projects around the world — with clients such as Four Seasons, W Hotels, Shangri-La, The Langham, and Hyatt Regency in destinations including Dubai, Mexico, Paris, London, and Miami — POINT acts as an ambassador of Spanish design through an open perspective connected to diverse cultures and lifestyles.

Awarded the Spanish National Design Award in 2019 for its contribution to improving society and people's quality of life, the brand continues to build its future on a strong artisanal legacy and a strategy focused on creating spaces that endure, adapt, and are designed to be genuinely experienced.

