

CORDA

Brand Overview

ABOUT CORDA BY ANNA ZIMM

Vienna-based designer Anna Zimm transforms vintage furniture into contemporary design pieces through vibrant rope weaving. Her brand, CORDA, reimagines the iconic Italian spaghetti chair aesthetic of the 1970s and 1980s — celebrating color, craftsmanship, and sustainability. Each chair is handwoven in Vienna, combining timeless frames with bold, intuitive color compositions. Originally trained as an art historian with nearly two decades in the art and auction world, Anna approaches design with a curator's eye for form and a colorist's instinct for emotion. What began as a personal creative experiment evolved into a full-fledged design practice that merges vintage restoration, contemporary craft, and sustainable production.

CONCEPT & VISION

CORDA is about reviving stories through design. Every piece starts with an existing frame and is given new life through intricate, handwoven polypropylene cords. The result: objects that are joyful, tactile, and sustainable, bridging the gap between past and present.

Anna's motto: "I'm drawn to the dialogue between bold color and quiet form."

MATERIAL & PROCESS

All CORDA pieces are woven with thinly braided, OEKO-TEX® certified polypropylene ropes produced in Italy and the Netherlands. These ropes are eco-sustainable, resilient, and safe for humans and animals alike. Each item is handmade in Vienna using traditional weaving techniques, adapted to both vintage and contemporary frames. The approach is circular — restoring, reworking, and reimagining — ensuring that design is both beautiful and responsible.

COLLECTIONS

Vintage Collection — Belotti Chairs

A reinvention of Giandomenico Belotti's chrome-plated chairs from the 1970s and 1980s. Their minimalist frames become canvases for colorful, durable rope weaves — each pattern unique, each piece a one-of-a-kind design statement.

CORDA x Klemens Schillinger — Filo

A collaboration with Viennese designer Klemens Schillinger, merging lightness, functionality, and CORDA's signature weaving style — a nod to Italian Industrial Design.

Re-Imagine / Restoration Service

Beyond her own collections, Anna offers to transform clients' existing furniture. "Make your chair a CORDA Chair" is an invitation to give sentimental or outdated pieces a new identity through color, texture, and craftsmanship.

SUSTAINABILITY COMMITMENT

CORDA embraces sustainability not as a slogan, but as a design principle. By reusing vintage frames and sourcing responsibly produced materials, Anna's practice minimizes waste and extends the lifespan of existing objects. Each CORDA piece embodies the idea that beauty can be renewed rather than newly produced.

KEY FACTS

- Founder: Anna Zimm
- Based in: Vienna, Austria
- Founded: 2024
- Signature Product: Handwoven CORDA Chairs
- Materials: OEKO-TEX® certified polypropylene rope, recycled when possible
- Philosophy: Timeless design through sustainable transformation
- Tagline: Old chairs, new life. Restored, rewoven, reimagined.