

CAPPELLINI AD “ABITARE 100% PROJECT”

Verona, 13th-15th October 2013 – Also this year Cappellini will be protagonist at “Abitare 100% Project”, exhibition-conference for those operating in the sector and accredited reference point for Triveneto , the markets of Europe and the East.

With art direction of Giulio Cappellini, "Abitare 100% Project " has a pragmatic and immediate cutting, dedicated to the protagonists of the distribution, with the objective of explore business strategies more effective for retailers, the new trends of the furniture and new contamination between the sectors. The halls are divided into display areas, exhibitions and dining areas, spaces cleverly arranged in a continuum that alternates organic commercial areas to areas of cultural study and research of the product.

Cappellini is located in Hall 4, a hall that looks like a "square of design" where 8 "boxes" 64sqm are arranged in a circle , open on one side only and visible and accessible only from the inside of the square. Each box is interpreted from 8 different companies that decorate this space as a sort of small single-brand showrooms corner or inside a biggest selling point.

The Cappellini display space enhances an international contemporary living ambiance but also warm and welcoming: the walls pink backdrop to the new products 2013 and 2012, such as Peg, Cap, Dalia, Oblong System, Branch: more opportunity for wonder admiring an environment Cappellini.

The presence Cappellini is also tangible in the exhibitions of "Abitare 100% Project ": "Colors" conceived and curated by Giulio Cappellini, six boxes chosen in many color tones (white, black, yellow, red, green and blue) will host some of the most interesting pieces of contemporary and historical production of the major design firms, declined in shades of color of the box in which they are inserted. "Take a seat" another exhibition designed by Giulio Cappellini, who describes the evolution in terms of style, comfort and decor of the chair, object so loved by the designers. A path between historical pieces and contemporary designs have become icons of design thanks to the technical quality with which they were made. "DecorCodes" curated by Elle Decor Italy, a strong emotional impact conceptual installations, narrate the new trends in which craft production communicates with the design in a game of contamination, colors, decorations.

Finally, "Art Verona" attached to the trade fair "Abitare 100% Project" and dedicated to the world of art, where are located the works of galleries and private: six works will be exhibited in the space of "Abitare 100% Project" and same time we will see some icons of design between the artistic works of "Art Verona".

Giulio Cappellini and the company:

A student of the “Maestri” of architecture like Gio Ponti and an undisputed protagonist of the years that saw the emergence and supremacy of Italian design, Giulio Cappellini has always been able to intuit the needs of the audience of the future. In many years of activity, Cappellini has created products that can be used in real houses around the world; products which are universally appreciated and recognized as carriers of a transversal culture that relates to the world’s tastes that from the outside seem to be extremely different. Indisputable icons that still continue to become part of the permanent collections of major museums of art and design around the world, as well as the public’s collective imagination. The company’s path aims towards building upon this idea: in his frequent trips Giulio Cappellini takes every opportunity to meet young designers, go to fairs and schools and to evaluate innovative materials and technical solutions. The future of Cappellini can only surprise us with new products and initiatives.

press@cappellini.it | www.cappellini.it | www.facebook.com/CappelliniOfficial | http://twitter.com/#!/cappellini

cappellini