

Serralunga srl
Via Serralunga 9
13900 Biella. Italy
Phone: +39 (015) 243-5711
info@serralunga.com

Exclusive Meeting Terrace
Via Montenapoleone, 13
20121 Milan. Italy
showroom@serralunga.com

www.serralunga.com

IIDEXCanada - Toronto

Metro Toronto Convention Centre, North Building
November 30/December 1, 2016
Booth #5335

Serralunga proceeds with its policy of promoting its new collections and consolidating its brand in international markets by participating in **IIDEXCanada with its partner BUM Contract Furniture Ltd**, scheduled for November 30 and December 1 in Toronto.

IIDEXCanada, a yearly event dedicated to design, construction and real estate, made even more interesting by a programme filled with lectures and events, is attended every year by a wide public of architects, interior designers, landscape designers, builders and operators of the sector, coming from the USA and Canada.

Our booth will be displaying some of our most significant pieces, icons of Serralunga's outdoor style: **Greenpills**, modular element for the creation of green vertical walls that can be used singly or combined as decoration elements either indoors or outdoors. Serralunga's collection of floor lamps, including **Lady Jane** and **Miss Jane**, by Marc Sadler, and **Bon-heur**, by Michele De Lucchi.

In the vase/pot category: **Lluna**, modular luminous elements designed by Joan Gaspar; historic **Eufonio**, by Paolo Rizzato, with their grooved surface that recalls a classic style; **Kabin Extra**, by Luisa Bocchietto; and **Flow M.**, by Zaha Hadid - all very large items. We will also be displaying our **Barceloneta** collection of stackable armchairs, by Raffaella Mangiarotti and Matteo Bazzicalupo; **Canisse**, by Philippe Nigro, with their particular reed structure; and the **Meteor** bench by Arik Levy, with its alien design.

A blend of Italian style and quality, which, thanks to cooperation with renowned international designers and to the use of a high-performance material (including in terms of resistance to sunrays), is summed up in the Serralunga brand.

Add to this our full service, which benefits from our long experience in the field of integration between landscape design and outdoor furniture and includes accurate after-sale assistance and excellent communication.

Fundamental values, balanced ingredients with which Serralunga has always built its reputation and its success.

Serralunga's research, after exploring the world of flower pots for outdoor use, has been shifting towards the field of outdoor in general, with a strongly tailor-made-oriented attitude and with innovative projects, always strongly marked by cooperation with international designers.

First with decoration, then with lighting, Serralunga offers a complete concept of outdoor living for the home and shared spaces. Its cornerstones are based on balance, the beauty of shapes, and the technological innovation of the processing of a material, polyethylene, in whose rotational moulding and technique evolution the company pioneers. Thanks to the wide range of product families, for indoor and outdoor use, and to the know-how developed through decades of experience, Serralunga can achieve a high level of project personalisation, to meet even the most diverse requirements.

The sculpted collections of vases, decoration items and lighting elements can be found in the most beautiful parts of the world: luxury homes and hotels, disco clubs, terraces, gardens, swimming pools, spas and public spaces such as piazzas and parks.