

# SERRALUNGA

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## PRESS RELEASE

### **BDNY / Boutique Design New York**

Booth 183 Jacob K. Javits Center  
November 9th – 10th , 2014 / New York City

*“With its passion for innovation, Serralunga is renowned for pushing the boundaries of materials, technologies and aesthetics in order to create ground-breaking products that both inspire and delight. The company’s eye-catching furnishings whether a sculptural planter, geometric table or minimal sun-bed are conceived to be highly functional as well as beautiful, and attest to the firm’s supreme mastery of new synthetic polymers and cutting-edge moulding processes.”*

*“Over recent years Marco Serralunga, who runs the family company which today is in its 5th generation, has commissioned some of the world’s leading architects and designers to create strikingly original pieces that are distinguished by their elegant yet modern forms.”*

*“Their strong sculptural presence also helps provide a characterful identity to the environments in which they are placed, whilst ensuring the designs look as good indoor as they do outdoors.”*

**Extract from Charlotte and Peter Fiell, *A passion for innovation*, in Serralunga the complete catalogue.**

## SERRALUNGA BDNY 2014

New York - Milano one way: Serralunga brings to the city that never sleeps some of the **news of outdoor design presented** last spring at **Salone del Mobile 2014 (Milan Design Week 2014)**, a success of innovation, refinement and functionality.

Being more than a sectorial fair, BDNY became a trend in only five years. It managed to become known internationally as a confrontation space and especially an inspirational space for architects and designers.

In this context, **Serralunga's outdoor design offers** could not be left out: in order to offer **hotels, spas, cafes and restaurants** overseas an external decor able to attract and hold customers thanks to captivating atmospheres which are in perfect harmony with the purpose of the space and with the spirit wanted for customers.

**New lightnings and the wood's warmth**, for emotional locations with intrigued atmospheres. This is the theme around which our presence in New York will be

## NEW PRODUCT SERRALUNGA 2014

**LUBA**, bench by **Ionna Vautrin**

Luba is a simple object with an unpredictable soul; multipurpose for indoor or outdoor use it is always exuding warmth and affection. Soft and generous, Luba is mid-sized. Always welcoming and inviting whether for contract purposes or for a private garden. Luba is discrete, precise and measured it adapts perfectly into its surroundings. Luba has the unmistakable touch of the French designer Ionna Vautrin and seems to have sprung directly from the pages of her sketchbook. Charmant.

Material: polyethylene

Technology: rotational moulding

Dimensions: 1410 mm x 460 mm x 490 mm h

Optional: pillow for outdoor use; light sources: IP68 LED RGB light system with battery and remote control; IP67/IP20 light system with energy saving light bulb or LED RGBW light bulb with remote control

**PICNIC**, lamp by **Joan Gaspar**

Picnic is a lamp characterized by strong volumes. Bold, unapologetic and oversized, it embraces the spirit of Serralunga and rotational moulding technology. For the first time an outdoor lamp is available in a multitude of colours, complimenting surrounding objects, the space and of course itself, Picnic likes to be grouped together creating a strong contemporary landscape. Chromotherapeutic.

Material: polyethylene

Technology: rotational moulding

Dimensions: 490 mm Ø x 910 mm h

Lighting: IP68 LED RGB light system with battery and remote control; IP67/IP20 light system with energy saving light bulb or LED RGBW light bulb with remote control