

# SERRALUNGA

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## PRESS RELEASE

### EQUIP'HOTEL

Booth B07 – Hall 7.1  
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*“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.**

## UNDER THE BEACH UMBRELLA OF THE EQUIP'HOTEL PARIS 2014, THE OUTDOOR DESIGN BY SERRALUNGA

**Serralunga & Fim Umbrellas** will take part in partnership with the 2014 edition of the parisian fair dedicated to HORECA market, **Equip'Hotel Paris**: a creative alliance that wants to offer solutions for outdoor design that are not only original and charming, but also complete. A 360° interior design!

For the first time there, we are definitely proud to represent Made in Italy inside what is officially recognised as the most important European fair in the industry.

Not only leader in Europe, Equip'Hotel Paris is now an indoor and outdoor furniture kermesse internationally known, with a strong European and extra-european presence of both visitors and exhibitors. A space for meetings and confrontation that puts itself as an inspiration moment and as a profitable occasion to intercept world innovations and trends and to reinforce the professional networking. So, a real ideas lab dedicated to design for hotels, restaurants, cafes and every other reception and refreshment dedicated place.

In order to offer a complete and effective packet to operators looking for practical and attractive solutions, Serralunga opted for a collaboration with the Novara partner: pouf, sofas, chairs, vases and lamps under beach umbrellas and gazebos.

With the other pieces, there will be exposed: **Barceloneta, Barcelonina** and **Alba**, under the beach umbrella Flexy; **Loulou, Cup, La Regista, Sirchester** sofa and armchair for the beach umbrella Flexy Twin; **Paloma, June** and **Picnic** outside the beach umbrella area.

## NEW PRODUCT SERRALUNGA 2014

### **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

### **ALBA**, vase by **Massimiliano Adami**

A collection of vases in archetypal forms, enriched by a particularly simple effect: a gradient that brings to life the smooth surface of the vase, giving it a surprising lightness.

This unusual quality is the result of a constructive experiment that pushes rotational moulding technology to the limits of its unexplored aesthetic potential. The hand-finished border makes each piece unique and reveals the craftsmanship hidden within the mass production of plastic objects.

From this unique collection of Vases was launched in the market Alba Floor-Lamp : versatile lamp, with a natural feature perfect for any environment in which to be places .

Material: polyethylene

Technology: rotational moulding

Dimensions: Ø60xh45cm

Lighting: IP67/IP20 light system with energy saving light bulb or LED RGBW light bulb with remote control.

### **PALOMA**, seating/sculpture by **Eero Aarnio**

Eero Aarnio has a beautiful house on a lake just outside Helsinki, with a very luminous interior enlivened by the many colorful objects he has designed throughout his extraordinary career.

In the morning, he takes a dip in the lake and spends time in the sauna, keeping himself in excellent form: it is easy to see how he is able to design objects of such beauty and vitality.

The dove is one of his favorite animals and with this project he sought to create a dove that is both fun and elegant.

A fragment of reality, a metaphysical object, a sculpture set free in a park, it is like a detail of a surrealist painting, using poetry to interpret contemporary design.

Paloma is an unconventional seat for the garden. Alone or in multiples, it creates a poetic and emotive atmosphere. It is also available in an illuminated version suitable for outdoors.

Material: polyethylene

Technology: rotational moulding

Dimensions: 130x38xh53cm

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

**CUP, vase by Naoto Fukasawa**

Its design is about realising a cozy atmosphere for planting flowers, considered more as a cup than a flower pot.

CUP has a distinctive rounded bottom that seems to be a very common shape but it is not and is exactly what is granting CUP a unique friendly character.

It is available in two sizes: small and high.

Material: polyethylene

Technology: rotational moulding

Dimensions: small Ø47xh25cm, high Ø48xh40cm