

# SERRALUNGA

**Serralunga srl**

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**Exclusive Meeting Terrace**

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## **Serralunga at Superyacht Design Week Design Centre Chelsea Harbour, London 23 – 25 June 2015**

Before an audience of architects, interior designers, landscape artists and yacht designers, on 23rd June Sebastian Bergne will speak about the importance of objects of design in creating atmosphere.

As guest of the Gallotti&Radice showroom within the Design Centre Chelsea Harbour, the British designer will describe the design strategy of the Oasis illuminated pouf and the Flame outdoor lamp, created for Serralunga and on display in the showroom, suggesting how to utilise these items in outdoor spaces to give an area character and to maximise the emotional impact.

The Superyacht Design Week is comprised of three days in which designers and architects from the marine industry - and otherwise - come together to explore the latest industry trends and to participate in workshops within the selected showrooms of the Design Centre Chelsea Harbour, whilst also networking.

*For years, Serralunga has undertaken research exploring the outdoor world with projects that are always innovative, strongly characterised by their collaboration with international designers.*

*First with furnishings, then with lighting, Serralunga has long been working on a concept of complete outdoor living for the home and for communal areas.*

*The cardinal rules in this system are always balance, beauty of form and technological innovation in the working of a material - polyethylene - used in rotational molding, and the evolution of the techniques pioneered by Serralunga.*

*A real record for the industry that, above all today, the company strenuously defends, keeping the entire production on site at the historic Biella factory.*

*The sculpture collections – be they vases, furnishings or lighting, all*

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*and always design-oriented – can be found in the most beautiful locations around the world: prestigious residences, luxury hotels, clubs, terraces, gardens, swimming pools and spas, as well as in public spaces such as squares and parks.*