



**Serralunga srl**

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**Exclusive Meeting**

**Terrace**

Via Montenapoleone, 13  
20121 Milan, Italy  
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**BDNY (Boutique Design New York)**

Jacob K. Javits Center  
8-9 November 2015  
Booth 1067

After Europe (Salone del Mobile and Host in Milan, Superyacht Design Week and DesignJunction in London) and the Middle East (Downtown Design District in Dubai), Serralunga continues to promote its new collections and strengthen its brand on international markets with Boutique Design, which will be held 8 and 9 November in New York.

BDNY is a rapidly expanding trade fair focussed on innovation for the hospitality sector (hotels, resorts, cruise ships, restaurants, spas, casinos, nightclubs, etc.). This strongly design-oriented event is attended by a public of architects, interior designers and professionals from the USA and Canada, and is enriched with a programme of talks in which design is discussed in combination with other subjects such as technology and art.

Our space will host few but important pieces, icons of Serralunga's outdoor style: our historic "Giulietta" bench by Paolo Rizzato, the majestic "Lady Jane" collection of floor lights by Marc Sadler, the new "Baba" collection of lights by Raffaella Maniarotti and "Doggy" and "Pulcino", the small but distinctive decor elements by Eero Aarnio.

Made in Italy style and quality, collaboration with famous international designers, the use of a highly performing material with excellent resistance to sun rays, a "full service" which fully leverages our extensive experience in integrating the design of the landscape with outdoor furnishing, attentive post sales assistance and communication: these are the core values, the balance of ingredients, on which from the start Serralunga has built its reputation and its success. Having explored the world of outdoor planters, Serralunga research has increasingly moved towards the world of the outdoor in general, with projects that are always innovative, always strongly influenced by the collaboration with international designers.

First with furnishings and then with light, Serralunga proposes a complete concept of outdoor living for the house and for shared spaces, based on

**SERRALUNGA**  
Since 1825

balance, beautiful lines, and technological innovation in ways of working a material, polyethylene: the company is a pioneer in its rotational moulding and technical evolution.

The sculptural collections of vases, furnishings and lights can be admired in the most beautiful locations of the world: prestigious homes, luxury hotels, venues, terraces, gardens, pools, spas, but also in public spaces such as town squares and parks.