

SERRALUNGA

Serralunga srl

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Serralunga confirms its presence at the Majestic beach during the 69th Cannes Film Festival Cannes 11 – 22 May 2016

For the second year in a row, Serralunga's outdoor items have been selected to decorate the Majestic 69 beach imagined by ADR Prod, **one of the strategic venues in Cannes during the film festival**. A place where actors, directors and producers meet and are interviewed.

Serralunga's Italian products show the 2016 novelties: Juju table by **Garth Roberts**, Kentia by **Linee Verdi**, Bay armchair by **Raffaella Mangiarotti**, Pine Beach sofa and armchair by **Christophe Pillet**, and Vas-One by Luisa Bocchietto – a Serralunga icon - welcome the guests of **Majestic 69**, the exclusive **private quay of the Hôtel Majestic Barrière**, which faces the city's Boulevard de la Croisette where cocktails, press releases and exclusive parties are held for the festival's VIPs.

The Serralunga brand represents polyethylene, a high-performance material for which our company has done pioneering work in developing rotational moulding processes and exploring its potential in terms of shapes and colours, thanks to our innovative technology and partnership with international designers.

A leading company which, today more than ever, we fiercely defend, maintaining our entire production in our historic headquarters and production plant in Biella, the same location where we first started working, almost 200 days ago, in Via Serralunga.