

# SERRALUNGA

**Serralunga srl**

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**Exclusive Meeting Terrace**

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**Creative Garden Show**

Exposition in Suncheon, South Korea  
30 September-16 October 2016

**Serralunga in South Korea with Atelier Mendini**

Two weeks dedicated to outdoor design in Suncheon, South Korea, in the exposition assigned - for the design, set-up and selection of pieces on display - by the municipality to Atelier Mendini's Alessandro and Francesco Mendini.

At the Suncheon Bay Garden national park, near the immense and great Suncheon Bay nature reserve tourist attraction, some selected pieces from the Serralunga catalogue - Zaha Hadid's Flow, Denis Santachiara's Santavase, Eero Aarnio's Doggy and Pulcino, Emanuelle Jacques' Ramo and Lineeverdi's Kentia News 2016 - will star at the "Creative Garden Show", the 1,600 square metre indoor expo with over 1,000 square metres outdoors, from September 30th to October 16th.

Serralunga, world leader in research, style, creativity and international distribution, consolidates its presence on the global market with another international event.

100 pieces on display, including furnishings and accessories, produced by 20 top sector Italian and European brands.

"The idea of the Creative Garden Show emerged from observing the Korean middle class' growing interest in having greenery in their homes, balconies and other spaces such as bars and restaurants, combined with the admiration these people have always nurtured for Europe in General and, specifically, Italy. The appreciation of outdoor design, not only in vases but also as furnishing accessories, is the natural outcome."  
Alessandro Mendini

**Selected Products:**

**Flow** vase, design by **Zaha Hadid**



**Santavase** vase, design by **Denis Santachiara**



**Doggy and Pulcino** accessories, design by **Eero Aarnio**



**Ramo** ladder, design by **Emanuelle Jacques**



**Kentia** modular partition panel, design by **Lineeverdi**



*Today, Serralunga, 200 years of history in the Biella factory, is a company that offers the international market a series of outdoor and indoor living collections able to meet both contract and home furniture needs.*

*Functional and safe, technological and ergonomic, design and comfort, are the characteristics of all its products that allow the brand to meet the needs of different markets while maintaining its strong identity.*

*The sculptural collections, from vases to furnishings, express the functional concept of creativity distinguished by a globally recognised strong Made in Italy style and design, multi-faceted for residential, retail, hospitality and public space in general.*