

SERRALUNGA Serralunga srl

Via Serralunga 9
13900 Biella, Italy
Phone: +39 (015) 243-5711
info@serralunga.com

Exclusive Meeting Terrace

Via Montenapoleone, 13
20121 Milano, Italy
showroom@serralunga.com

Downtown Design
Dubai Design District (d13)
27-30 October 2015

"Downtown Design in Dubai is the third international stop, after Designjunction, in London, and Host, in Milan, through which we have been promoting our collection and consolidating the Serralunga brand worldwide.

Renewed energy after the significant Salone del Mobile in Milan, with which we are determined to be present in strategic areas for our market, in constant dialogue with our target public; I'm thinking about designers in particular".

Marco Serralunga

Serralunga will participate in Downtown Design, the only design-oriented international trade market of the Middle-Eastern market. From the feet of the Burj Khalifa, it displays a hundred of international brands of furniture design, and hosts a very complete schedule of lectures that focus on a specialised public comprised of designers, architects, and international and local buyers.

The quality and style of products made in Italy; cooperation with renowned international designers; use of high-performance materials in terms of resistance to sunrays as well; a full service that can translate our long experience in the field of integration of landscape design and outdoor furnishing; our accurate after-sales assistance; communication: these are the irrevocable values, the harmonious ingredients with which Serralunga has always built its reputation and its success.

Serralunga's research, after exploring the world of plant pots for outdoor use, has been shifting to the outdoor sector in general, with innovative projects that are always strongly marked by a cooperation with international designers.

With furnishing first, and with light after, Serralunga offers a complete concept of outdoor living, for the house and for its shared spaces, where the cornerstones are always balance, the beauty of shapes, and the technological innovation of material processing: polyethylene, with a rotational moulding and technique evolution pioneered by the company.

The sculptured collections of pots, furnishing items and light fixtures can be found in the world's most beautiful households: prestigious residences, luxury hotels, disco clubs, terraces, gardens, swimming pools, spas, as well as public places such as squares and parks.