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### **IIDEXCanada - Toronto**

Metro Toronto Convention Centre, North Building  
2-3 December 2015

Serralunga continues with its policies of promotion of its new collections, and of brand consolidation in international markets, by participating in IIDEXCanada, scheduled for December 2<sup>nd</sup> and 3<sup>rd</sup> in Toronto.

IIDEXCanada is an annual trade show dedicated to design, building, and the real estate section, enriched with a calendar of lectures. Its public includes architects, interior designers, landscape designers, builders and operators of the sector, coming from the USA and Canada.

Our stand will be displaying some of our significant pieces, icons of Serralunga's outdoor style: **Greenpills**, a modular element for the building of vertical green walls, can also be used singularly as decoration elements in outdoor and indoor areas. The **Lady Jane** collection of floor lamps, designed by Marc Sadler, the **Bonheur** floor lamp by Michele De Lucchi, and the new **Honey** lantern by Raffaella Mangiarotti. **June**, a large vase by Christophe Pillet, the sculpted **Loop** bench by the same designer. Sir Chester, the Chesterfield armchair by Matteo Bazzicalupo and Raffaella Mangiarotti, and the recognisable decoration objects **Paloma** and **Pulcino**, by Eero Aarnio.

A combination of Italian style and quality, which, thanks to a cooperation with renowned international designers and to the use of high-performing material, including in terms of resistance to sunrays, summarises the Serralunga brand.

Add to these features our full service, which translates our long experience in the field of integrating landscape designing and outdoor furnishing, guaranteed after-sales assistance, and communication: irreplaceable values, balanced ingredients Serralunga has always used to build its reputation and its success.

Serralunga's research, after exploring the world of flower post for outdoor use, has been shifting towards the field of outdoor in general, with a strongly tailor-made-oriented attitude and with innovative projects, al-

ways strongly marked by 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.

Thanks to its very wide range of products families, for indoor and outdoor use, and to the know-how it has developed in decades of activity, Serralunga can achieve a very high level of customisation of projects, to fulfil very different needs.

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.