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Serralunga promotes "Industrial landscapes. Young designers build ideas" and the Federico Maggia 2015 Architecture Award
Lanificio Maurizio Sella, Biella, 12 October – 27 November 2105

The iconic **Vas-oni luminosi** (designed by Luisa Bocchietto) and the harmonious **Luba multi-purpose seats** (designed by Ionna Vautrin) will be **welcoming visitors to the "Industrial Landscapes. Young designers build ideas" exhibition**, containing the ten installations by young designers (below 30) **finalists of the Federico Maggia 2015 architecture award.**

The purpose of the initiative is to stimulate and express new ideas that may influence the development of the Biella territory, endorsing its places in terms of culture and of landscape. Serralunga has decided to support this initiative for its direct link with the Biella territory as well as for the architectural value of the collections of outdoor pots and furnishing.

For years, Serralunga has been exploring the world of outdoor furnishing with innovative projects, always strongly marked by a cooperation with international designers and studies.

First with furnishing, and then with light, the company has long been working on a complete concept of outdoor living, for houses and for their shared spaces.

In this system, the cornerstones are always balance, the beauty of shapes, and the technological innovation involved in the working of a material, polyethylene, with a rotational moulding process and technical evolution pioneered by Serralunga.

A pole-position in the industrial context that today, in particular, the company fiercely defends, maintaining the entire production process within its historical headquarters and plant in Biella.

The sculptured collections of pots, furnishing items and light fixtures, always design-oriented, 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.