

# SERRALUNGA

## **Serralunga srl**

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## **Milano Contract District**

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## **Salone Internazionale del Mobile**

Milano Rho. Hall **20** Stand **D29**  
4—9 April 2017

## **Serralunga and top international designers: a great partnership is renewed.**

Serralunga has almost two centuries of history behind it: six generations have been making garden furniture with inexhaustible dedication, skill and innovation. With strong local roots – the company's creative and productive heart is still in Biella, on the street the city named after the family – the company boldly emphasises innovation in forms, finishes and production.

At the 2017 Salone del Mobile di Milano, Serralunga confirms its characteristic approach involving partnerships with prestigious international design firms by signing a new partnership agreement with award-winning Spanish designer Patricia Urquiola. The two have joined forces to create the **Cassero** collection of vases made in a single block - inspired by the formworks used to cast concrete in the construction industry - both for outdoor use and as indoor plant pots.

Serralunga has been exploring the world of the outdoors in its highly characteristic projects for many years. Its quintessentially sculptural collections marked by a bold and highly recognisable style and design – including large plant pots, furniture, accessories and dramatic lighting – symbolise the all-Italian quality admired the world over. These projects inhabit and enrich the world's most beautiful locations, both in residential projects and in the contract furniture sector: prestigious homes, therefore, but also luxury hotels, bars, patios and gardens, pools and spas, as well as public spaces such as plazas and parks.

First outdoor furnishings, then lighting: Serralunga offers complete outdoor living solutions for the home and public spaces, based on balanced, beautiful shapes, and on technological innovation in the use of a material - polyethylene – in which the company is a pioneer, going beyond the limits of the material itself, and of technology and form.

The stand in the 2017 Salone – a very simple urban setting in which shimmering opaque metal alternates with exclusive touches of colour such as an original peacock green – features: variations on the theme of the entire *Time Out* collection by Rodolfo Dordoni (fixed and reclining sunbeds, armchairs, seats and stools); the *Solea* chair by Giovanni Jacobone and Massimo Roj, with its modern wrap-around lines inspired by the late nineteenth-century Viennese style - a simple, timeless elegance enriched with a table with a square and round top; Raffaella Mangiarotti's *Fence* garden plant pots that look like a fence, offering a modern interpretation of the classic flower 'shed'; and *Regista T17*, a restyling of Michel Boucquillon's chair which, with its light weight and practicality, returns to the shape of the typical director's chair. A prototype of Garth Roberts' *Mojo* chair, complementing the *Juju* coffee table presented at last year's Salone, closes the exhibition.

The Cassero collection and other new products from Serralunga will also be present at:

- *PRE\_FABulous*, a project by Andrea Castrignano transforming a prefabricated house into a dream home; 4 - 9 April | 10-19 | Via Adige 11.

- *Design Brunch In the Garden with Serralunga*, 9 April | 12:00 - 16:00 | Parco delle Stelline entrance from Via Aristide de Togni 6/8 (Corso Magenta)

- *Milano Contract District*, 3 - 7 April | Via Macedonio Melloni 3 - Via Guicciardini 6 | 9:30-18:30

- *Milano Sotterranea*, Spazio Tempio | 6 – 8 April | Via Forcella, 7 | 18:00 - 03:00