

**Serralunga srl**  
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**Exclusive Meeting Terrace**  
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**Sleep, The Design Hotel Event**  
London, Business Design Centre  
22-23 November 2016  
Stand DG8

By introducing its new collections of interior design and modular elements for outdoors and indoors at Sleep, the Design Hotel Event, Serralunga confirms its quest for dialogue for the world of HoReCa and of tailor-made projects.

Italian style and quality, cooperation with famous international designers, the use of high-performance materials for high resistance to the sun, full service that translates our long experience in the integration of landscape design and outdoor furniture, accurate after-sales assistance and good communication: these are our core values, the balanced 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 a strong attitude towards tailor-made projects and the HoReCa field, with innovative projects that are always strongly marked by a cooperation with international designers.

We'll be displaying a few of our significant pieces at our stand at **Sleep**; icons of Serralunga's outdoor style: **Kentia** by LineeVerdi, a versatile self-supporting panel to be used by itself or in series, to create a simple area of privacy, or hung on the wall as trellis for climbing plants. For an elegant effect, there's the functional design of the **Pine Beach** sofa and armchair by Christoph Pillet, which have decorated the beach of Hotel Majestic Barriere, attended by directors and actors during the Cannes Film Festival. Other elements that help partition space are **Green Pills**, which premiered in Expo Milano 2015 and are now part of the Serralunga catalogue: ovoid pots that create a green vertical structure when stacked in piles of four, along parallel vertical bars.

Then there's the enveloping **Bay** armchair designed by Raffaella Mangiarotti, the **Juju** coffee table by Garth Roberts, both light and easy to handle but with a roomy table top, the **Solea** table and chairs by Jacobone and Roj (CMR), a harmonious mixture of metal tubes and single-unit bodyshell made of induction-moulded polypropylene, the classic **La**

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**Regista T17** chair by Michel Boucquillon, which has been perfected with a new fixing pin, in addition to the very wide **LouLou** range of tables and coffee tables and to archetypical design **Cup** vases by Naoto Fukasawa.

Another special novelty for the HoReCa world is Clean Fighter, an innovative compound that allows for rapid and super simple cleaning of Serralunga furniture, vases and decorative items. Less time wasted on the maintenance of polyethylene furniture and complements used outdoors or indoors, which also means less effort. Clean Fighter is absolutely transversal in terms of applications, and is available for all of Serralunga's catalogue collections and for all matt colours, except for a few variations, such as Nuova Impruneta and Impruneta Classica, Terracotta Antica, Rosmarino di Genova, Coffee Delavè and Pietra delle Dolomiti.

First with decoration, then with lighting, Serralunga offers a complete concept of outdoor living for the home and shared spaces. Its cornerstones are based on balance, the beauty of shapes, and the technological innovation of the processing of a material, polyethylene, in whose rotational moulding and technique evolution the company pioneers.

Thanks to the wide range of product families, for indoor and outdoor use, and to the know-how developed through decades of experience, Serralunga can achieve a high level of project personalisation, to meet even the most diverse requirements.

The sculpted collections of vases, decoration items and lighting elements can be found in the most beautiful parts of the world: luxury homes and hotels, disco clubs, terraces, gardens, swimming pools, spas and public spaces such as piazzas and parks.