



MILANO FUORISALONE 2010: ALL THE SHAPES OF ABET'S LAMINATES

Milano Design Week - From the 14th to the 19th of April 2010

On the occasion of the Salone Internazionale del Mobile, ABET LAMINATI participates to many Fuori Salone events placed in strategic points of Milan, the Italian capital of design.

At the premises of the Triennale di Milano, ABET LAMINATI participates with its materials to some important special events: *SWAROVSKI ELEMENTS at work* and *CAMPARITIVO in Triennale*.

Developed on a flooring made of laminate 870 Grigio Lastra by ABET, *SWAROVSKI ELEMENTS at work* shows SWAROVSKI crystal elements in a myriad of possible shapes, thus confirming their status of creative ideas for designers in every field. SWAROVSKI elements have been included in the panels of laminate by ABET that cover the walls. The panels are decorated with a serigraphy pattern designed by Konstantin Grcic, they create wonderful walls thanks to the small crystals.

The Camparitivo in Triennale opens just during the Milano design week. It is not only a bar, but it is a project which harmonizes design and architecture thus suggesting new points of view on the ways of drinking the perfect Italian aperitif.

The laminates by ABET characterize the environment organized to suggest the idea of a Wonderful Future, following the concept designed by Matteo Ragni to celebrate the 150 years of Campari. The tables of the bar are made of Stratificato Full Colour and pRaL[®] 2086 rosso, the wall of the structure is covered in Stratificato 880 and Stratificato 406. The chair "Camparina" is amazing, all covered in digitally printed laminate.

ABET LAMINATI is at the Triennale Design Museum, opening from the 27th of March with its Terza Interpretazione (Third Interpretation), organized by Alessandro Mendini. Among the works of art, a circle made of Stratificato (thickness 20mm) by ABET LAMINATI shows a snap of reality.

In via Tortona, ABET LAMINATI is present at the La Perla showroom, where Silvio De Ponte presents *SensoReal*, a project of sensorial architecture. Laminates from the collection Kaleidos in different colours and finishes and the recyclable and recyclete material Tefor[®] used for the footboards are placed in an environment characterized by La Perla's creations, which have been reinterpreted by a new design perspective: thanks to this creative process they adopt a new meaning and a new function.

At the Casello Ovest di Porta Venezia, the event organized by Studio Salvati Associati *Viaggio nel Giardino Magico* shows a furniture screening and the covering of an elevator cage personalized with digitally printed laminates: the playful décor suggests total freedom and unconventionality thanks to the graphic features and the combination of colours.

The first recyclable and recyclete laminate Tefor[®] by ABET LAMINATI rightfully participates to the exhibition *Sostenibilità a tutto vapore*, organized by Ottagono in collaboration with FdVLab and Comune di Milano. The exhibition is focused on materials inspired to the environmentally friendly policy shared by companies which are sensitive to the problems of the environment. Tefor[®] is present in 9 different colours: among them the new nuance Cream.

During the Milano Design Week the laminates by ABET are present at 6 different events, from 14th to 19th of April, thus confirming the goodwill of the company to answer to the needs of the Italian design.

