

Vismara Design, one of the leads at **Design Shanghai 2017**

The company is presenting the latest products of its **Vip Entertainment Collection**, with the new Mahjong Table and the Chess Table as flagship products.

Seveso (MB), March 2017 – Vismara Design, a brand of reference in the luxury furniture industry, is taking part at **Design Shanghai**, the most important international event dedicated to design in Asia, which is taking place from 8 to 11 March, 2017. Design Shanghai will be hosted by the spectacular *Shanghai Exhibition Centre*, based in the Chinese city of the same name, which will welcome for the occasion the world's most prestigious brands, besides attracting many architects, interior designers, retailers and opinion leaders from all over the world.

Vismara Design is going to use this important event as an opportunity to officially present **the latest products of its Vip Entertainment collection** to its Asian market customers. Inside a hundred-square-metre stand, jointly built with Art Design Group, the company will show its latest home entertainment solutions, especially those for the set-up of a refined private game room. The idea of spaces entirely dedicated to home entertainment, capable of giving customers the possibility to enjoy their free time in the privacy of their own home, has recently been worming its way in the luxury projects sector. With the private game room, Vismara Design wants to offer something that is more than just a product: it is a unique service endowed with a great variety of items of furniture, all home-made designed and manufactured, as a real expression of the most genuine and sought-after Made in Italy.

The crown jewel of the collection that will be presented at Design Shanghai is the **Mahjong Table**, a fascinating Chinese strategy game. Vismara Design intends to remain true to its centuries-old tradition with this play field, which keeps all the conventional rules without forgetting to offer an innovative twist of great modernity. A complex mechanism enables us to optimise our gaming experience, making this table a unique and precious craft-trade product. The Mahjong Table that is about to be presented in Shanghai is adorned with matt ivory and dove-colour finishes, which perfectly frame the traditional green table mat.

A modern style with alluring silhouettes characterises **the Chess Table** too: a real work of art that, as necessary, can easily be transformed into a tea table or an elegant practical surface. A motorised lift mechanism, boosted by a rechargeable lithium battery that can be activated by pressing a button on the side or by using the optional remote control, conceals the secret of this chess table versatility. Chess pieces, checkers and backgammon chips – all anodized aluminium drop-forged products exclusively designed by Vismara – are easily arranged in the inner part of the table. The chessboard is finely inlaid with ebony and mother-of-pearl, besides being tempered glass-clad. In addition, there is a sophisticated and practical tray that, if applied, can serve as a backgammon board.

Other gaming tables will be presented at Design Shanghai, completing Vismara's home entertainment collection: their upholstered seats, as an example of essential furniture, merge an ergonomic design with refined and clear lines. The **Comfort Chair**, equipped with armrests, is perfect for the dining room, the living room and the vestibule and can be furthermore customised both in the wood finishes and the tissues selection. The same options also apply to the **High Chair** model, a delicate piece of modern design whose uniqueness is highlighted by its high back, which provides the chair itself with a distinctive touch. The models presented at Shanghai Design are all played out in tones of dark brown, matt ivory and Eco-Nabuk beige – a fabric representing an eco-friendly and heavy-duty version of one of the world's finest leathers.

“Vismara Design not only develops luxury products that perfectly suit private environments and exclusive clubs,” explains Pino Vismara, the company founder and its first designer, “but it can also provide turnkey solutions, curating all the design aspects of production, from interior design to flooring and elegant customisable boiserie. This is our new concept of entertainment, this is what we define as true luxury.”

VISMARA DESIGN

Vismara Design, now one of the leading brands in the luxury furniture sector, took its first steps back in 1950 as a small craft workshop in Brianza, in the very heart of northern Italy. The company owes its luck to the creativity and the intuitions of Pino Vismara, its founder and first designer, who has always been developing products with refined profiles and an unmistakable style. Vismara Design, specialised in the production of both classical and modern day room furniture, focuses on the home entertainment area, which consists of elegant game rooms and exclusive private home theatres. Each model is studied and manufactured by experts whose skills can create unique items. All the Vismara Design furniture solutions represent an authentic expression of sophistication: the selection of noble and precious materials, the meticulous attention to detail and the use of innovative technology give Vismara's customers the possibility to witness true luxury experiences.

DESIGN SHANGHAI

Last year more than forty-six thousand visitors from over 70 different countries participated in Design Shanghai, a Media 10 exhibition that represents a real rallying point between the East and the West. Three hundred and fifty exhibitors are expected to participate in the 2017 edition, planned to take place from 8 to 11 March, which will also involve many prominent Chinese design companies. The location of the exhibition will be the majestic Shanghai Exhibition Centre, a convention centre that was built in 1955 to seal the alliance between China and the former Soviet Union and that still stands as testimony to socialist and neo-classical architecture.