



Art Design Group

The most refined Made in Italy arrives at Design Shanghai 2017

Seveso (MB), March 2017 - With a hundred-square-metre stand that will show the latest proposal for luxury living and dining areas, **Art Design Group** is taking part at Design Shanghai next edition, the most important international event dedicated to design in Asia, which is taking place from 8 to 11 March, 2017.

Back in 1996, fifteen Italian companies gathered into Art Design Group in order to cooperate and spread the culture of Made in Italy furniture across the world. Although each company has a strong, distinct personality and its own area of expertise, some characteristics can be said to be mutually shared: the quality of materials, ancient manufacturing techniques, assiduous attention to detail and quality in each phase of the manufacturing process.

A significant ADG delegation will attend Design Shanghai 2017: to name a few, **Vismara Design, Florence Collections, Salcom, Mobilform, Barj Buzzoni, Masca** and **Artnova**. They are all going to present an innovative concept for the living area, which perfectly harmonises classic and modern, luxury and art, tradition and modernity, hence creating a very exclusive environment.

Vismara Design will show its latest home entertainment solutions, especially those for the set-up of a refined private game room. The crown jewel of the collection that will be presented at Design Shanghai is **the Mahjong Table**, a fascinating Chinese strategy game. 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.

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.

As regards upholstered seats, **Florence Collections** will exhibit a peculiar **high back armchair** that combines moonlight and Inox leather finishes. The particular shape of its back, a perfect merger of comfort and aesthetic, provides the Atlantique style accessories with a strong personality, typical of Made in Italy luxury. Florence Collections will also present a **dining table** with sought-after design chairs: the combination of exclusive materials, harmonious colours, delicate lines and the peculiar dovetail shape provides each

element with a unique and distinctive style, so creating a luxurious and refined environment through a perfect merging of opaque and polished materials.

Salcom will present some products that embody its original *open space* concept where living and dining perfectly blend together in a minimal environment characterised by enamels, crystals and precious essences. A timeless design, typical of Made in Italy, adorned with classy and fashionable finishes that are perfect for those who love luxury without ostentation.

A **trunk/container** covered in toffee-coloured synthetic leather, initially conceived as a *toilette* but usable as a bar cabinet too, is what **Mobilform** is going to emblazon. The interior, with its coke oak shelves and drawer, perfectly combines with a top-lit round mirror. The surface and the upper shelf are made of clear crystal glass, while the drawer internal compartment is leather-covered with partitions for accessories and storage. The two doors are internally equipped with four containers each, fitted with front supports where any kind of product can be arranged.

Furthermore, the environment designed for Design Shanghai includes a lighting full of atmosphere, thanks to **Masca's** galvanised steel lamps; this Tuscan company also offers an original **large mirrored console table**, adorned with a high-impact modernly designed frame. Finally, **Barj Buzzoni** complete the circle by presenting its marvellous handmade paintings, whose frames are inlaid by ebony carvers and characterised by leaf gilding and gouache – a technique that can reproduce the most refined gold with all its qualitative and aesthetic features. Oil painting is executed entirely by hand, following the most classic of Italian artistic traditions. The elegance and value of these pieces of art are therefore the result of a unique alchemy, a perfect chromatic and stylistic combination between the painting and its frame.

Art Design Group waits for you at Design Shanghai, Stand W2-30.

ART DESIGN GROUP

Back in 1996, fifteen Italian companies gathered into the Art Design Group in order to cooperate and spread Made in Italy luxury furniture across the world. ADG groups different design realities with different types of products: from lighting to furnishing accessories, from kitchens to home decoration. Ceppy Style and Angelo Cappellini are two companies that place themselves in the classical furniture sector, developing exclusive products of fine craftsmanship. Turri, Vismara Design and Florence Collection deal with the luxury furniture market, which is characterised by modern and fashionable pieces of furniture and design. The company Masca, working in the sector of luxury lighting, develops high-impact products and lighting fixtures of great scenic beauty. Barj Buzzoni is specialised in the creation of impressive and valuable handmade paintings that echo ancient art techniques. Turati T4, Mobilform, Salcom, Art Nova, L.A. Vetreria, B.Lab Italia, Altacom and Vetraria Vismara close the circle, placing themselves in the modern furniture sector with products whose profiles are essential and minimal.

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.