



Press release

Milan, 5 April 2018

PLUST COLLECTION UNVEILS ITS NEW CORPORATE IMAGE AND PRODUCT POSITIONING AT MILAN'S SALONE DEL MOBILE 2018.

From 17 to 22 April 2018 at Milan's *Salone del Mobile* (**Stand D14 in Hall 10**), **Plust Collection** will be presenting the result of the brand's journey in recent years that has culminated in the redefinition of its corporate image and product positioning.

The new **Brand Book** tells the story of this evolution and – through the campaign photos by **Maurizio Marcato** – lays out the new approach, emphasising the characteristic versatility of these collections, which are perfect both indoors and out.

"All the ingredients were there" comments Vittorio Moretti, Marketing Manager of Plust Collection. "The drive to experiment with new lines, and the desire to measure ourselves in the world of design to see if we could grasp its essence and succeed in transforming artistic ideas into concrete achievements".

The year **2006** was when, going against the grain of the recession of those years, **euro3plast** launched the **Plust Collection** design brand, which set out to **combine a deep knowledge of plastic materials with an innovative design research.**

Hence the choice of the name **Plust**, a play on words between *plastic* and the Latin *plus*, which is completed with a "t" that becomes a graphic symbol "+", to again underline the intent to offer great-value solutions, which was clear from the outset.

Over the years, many designers have been brought into the project: first of all, **JoeVelluto (JVLT)**, then art directors who outlined the brand's profiles from the start; established designers such as **Giulio Iacchetti, Matteo Ragni, Luca Nichetto, Odo Fioravanti, Matali Crasset, Form Us With Love** and others; experimental designers such as **Chris Kabel - Droog Design, El Ultimo Grito**; and new talents such as **Philippe Tabet** and **Alessandro Gnocchi.**

"What was an initial challenge has been consolidated into a style that sees us constantly transforming. Today, the company is achieving high growth and the generational transition is projecting the founders' enthusiasm into the future" continues **Vittorio Moretti**, underlining the new perspective of **Plust Collection.**

During the 2018 edition of the *Salone del Mobile*, **Plust Collection** will present **the new product Momo, and two range expansions.**

An example of the typical versatility of **Plust Collection** is **Momo**, the bench designed by **Alessandro**



Gnocchi that will be unveiled at the *Salone del Mobile*. The complete mobility of its ends allows multiple combinations to be created, thus making this product ideal for both contract and private contexts.

The **Atene** family, designed by **Valerio Sommella** and inspired by the Greco-Roman colonnade, has been expanded with the introduction of the **sun-lounger**, to thus compose versatile and refined living environments. Instead, the introduction of the **counter** in the **Frozen** family, designed by **Matteo Ragni** and **Maurizio Prina**, with its characteristic multifaceted surfaces, is dedicated to the world of contract and catering.

The **Frozen** family, with its tables and chairs, will be present at Milan's **Design Week 2018** at the **Materials Village**, where, **from 16 to 22 April**, they will furnish the lounge area in the *Art Garden* and the *Datti Tempo* bistro on the rooftop of **Superstudio Più**.

PLUST COLLECTION
SALONE DEL MOBILE
17-22 April 2018
Hall 10 Stand D14

MILANO DESIGN WEEK
17-22 April 2018
Superstudio Più
Via Tortona 27, Milan

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