

Press release

Milan, April 2017

THE PLUST COLLECTION FOCUSES ON THE EXCELLENT FINISHES FOR THE NEW COLLECTION AND LAUNCHES A LINE FULLY DEDICATED TO CHILDREN

At the **Milan Design Week 2017**, the **Plust Collection** will be focusing on the product and its high-class finishes, which bring out the elegant, essential design that has always characterized the brand.

During the **Salone del Mobile 2017**, the Plust Collection will be unveiling two new product families in **Hall 10 Stand D12: *Atene* by Valerio Sommella** - made up of straight and corner armchairs and occasional table in which the forms inspired by Greek-Roman architecture are softened by comfortable cushions; and ***Tool* by Philippe Tabet**, a collection made up of an elegant, slender stool and occasional table, which minimizes the thickness of the plastic material, giving the products a light and refined design form.

With allusions to the natural world, ***Raffa*** designed by Giulio Iacchetti, is a sculpture available in two sizes which looks like a giraffe, and the ***Beaver*** and ***Quack*** vases, designed by Matteo Zorzenoni, gently evoke the forms of a beaver and a duck.

Special attention has been given to the **world of children: Plust Collection** launches ***Plust Junior***, a veritable universe of objects-sculptures that evoke real and imaginary animals, toys for toddlers, and iconic good-luck items for older audiences who want to furnish their living and office spaces with a touch of humour. Many new characters give life to this new imaginary world: ***Marmotta*** and ***Cocodrillo*** by **AM Design Office**, ***Odla*** by **Giorgio Biscaro**, ***Ping*** by **JoeVelluto (JVLT)**, ***Peggy*** by **Matteo Ragni**, and ***Pony*** by **Olev Pugachev**.

For the **Fuorisalone**, Plust Collection creates a network within the city: with ***Plust Van***, designed by **Michele Menescardi** it is present from 3 to 28 April at the **Elle Decor Concept Store** project in Palazzo Bovara, Milan, in an installation which sets out to explore the interpretations and implications of retailing. The ***Plust Van*** is a resistant container free of sharp edges, available in different finishes and also in the "Mini" version. It has been selected for the tenth edition of the **Triennale Design Museum** for the exhibition **Giro Giro Tondo. Design for Children**, a story of design linked to childhood, will be on show from **1 April 2017 through to 18 February 2018**.

From 3 to 15 April at the University of Milan, Plust Collection interprets the theme "**Material Immaterial**" of the show organized by **Interni**, creating three relaxation areas with the products of the comfortable ***Bold*** collection designed by **Giulio Iacchetti**, consisting of ample sofa and armchair, and occasional table.

From 4 to 9 April, Plust Collection will also be lighting up the interiors of the former Casa del Pane at Porta Venezia, Milan, with the slender ***Frozen Lamp Light***, a matching of volumetric and geometric plays designed by **Matteo Ragni** and **Maurizio Prina**, and with ***Saving/Space/Vase*** by **JoeVelluto (JVLT)**, a luminous vase, sinuous in form, created by compressing the item just after extraction from the mold, which diffuse a soft ambient light always different for each lamp - unique yet serial.

SALONE DEL MOBILE
4 - 9 April 2017
Hall 10 Stand D12

ELLE DECOR CONCEPT STORE
3- 28 April 2017
Palazzo Bovara
Corso Venezia 51

INTERNI MATERIAL IMMATERIAL (ndt. Lasciato come l'originale. La trad sarebbe "MATERIAL IMMATERIAL INTERIORS")

3 - 15 April 2017
Università degli Studi di Milano

THE ESSENTIAL TASTE OF DESIGN
4-9 April 2017
Casello Ovest, Piazza Oberdan

TRIENNALE DESIGN MUSEUM
10th Edition
Giro Giro Tondo. Design for Children
1 April 2017 - 18 February 2018



INTERNATIONAL PRESS OFFICE

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