



OCTOBER 2015

## THE 2015 COLLECTION AS FEATURED IN WALLPAPER\*

As part of its Ad campaign launching the 2015 Collection, art directed by Rodolfo Dordoni and debuted at the Salone del Mobile furniture show in Milan, the company imagined a special venture, created in partnership with the high-profile Wallpaper\* design and lifestyle magazine, known in the international design community for its authoritative voice.

A 10-page spread showcases the most brand-defining products from the 2015 Collection – the Yang and Seymour seating systems, Leslie armchairs, and the Rivera outdoor series – that are gaining universal acclaim around the globe.