



**MAY 2017**

## **CORPORATE SHOWROOM: PRESENTATION OF THE 2017 COLLECTION**

The corporate showroom was updated with new staging to showcase the latest innovations from the 2017 Collection coordinated, as were the previous ones, by Rodolfo Dordoni, and launched at the Salone del Mobile in Milan, where it received widespread acclaim.

Highlighting the system's amazing versatility and dynamic vibe, two generous compositions of the new Lawrence seating system were placed in the area facing the entry. Paired with it are seating elements from the Jacques collection, Colette armchairs and a clever selection of accessories, like the Song, Lou and Ellis coffee tables.

The outdoor area was also completely updated to include the new Florida seating elements, the Halley sofa and the Halley and Colette Outdoor armchairs.

Showcasing of the new collection in the corporate showroom, alongside the best-sellers from previous collections, exemplifies the company's boundless vitality and its ability to continue to develop its own evolutionary design ethos of continuity while, year after year, still expressing its creativity and innovative genius in fresh,