**CAPPELLINI INAUGURATES ITS NEW SHOWROOM IN VIA BORGOGNA 8, MILAN.**

**WITH A BRAND-NEW CONCEPT STAGING EXHIBITION PROJECTS, EVENTS AND INITIATIVES BY THE BRAND, INCLUDING THOSE FOR THE DESIGN WEEK**

**Spazio Cappellini is configured as a hymn to freedom promoting a cultural exchange starting from design: iconic and contemporary pieces dialogue with artifacts from all over the world.**

**An area is dedicated to open-air living.**

Cappellini expands its aesthetic and conceptual horizons with a new and unprecedented showroom in Milan, in **via Borgogna 8**, in the Via Durini district. The destination replaces the historic store in Via Santa Cecilia and reveals a contemporary interpretation of the theme on the *Genius loci*: it is a place where creativity, projects and events driven by human talent reside. Conceived as an immersive path, this container is configured as an ideal synthesis of a brand in continuous dialogue between past and future and becomes a stage where the visitor lives an experience of which they are the main character together with projects and objects.

The new **Spazio Cappellini** is therefore a hymn to the freedom of the brand, which over the years has evolved and renewed thanks to illustrious collaborations with internationally renowned designers such as Marcel Wanders, Jasper Morrison, Patricia Urquiola, Ronan & Erwan Bouroullec, Marc Newson and with new names in the creative scene such as Elena Salmistraro and Cyril Dunděra & Matěj Janský. A DNA in which minimalism meets maximalism, introspection harmonizes with whimsical outbursts, refinement welcomes eccentricity. Confirming Giulio Cappellini's vocation as a talent scout and his visionary spirit, the brand has recently also explored the world of the metaverse, new exhibition experiences, multicultural languages and an experimental new wave.

On the occasion of **Milan Design Week**, the brand broadens its gaze on international design by presenting the new projects of Dimore Studio, Jasper Morrison, Nendo and Panter & Tourron, which find an ideal staging in the new Milanese location. In addition, among the previews of 2023, **Lido Cappellini** stands out, the first outdoor collection that presents outdoor furniture inspired by the gardens and terraces of the great hotels of the early twentieth century on the Italian and French coasts, recasted in a contemporary key. Some products, such as those designed by Scholten & Baijings and Jangir Maddadi represents a new type of project for the brand, while others draw inspiration from historic indoor products designed by talents enlisted over the years and revised with materials for the outdoor.

To celebrate this debut, the atmosphere of the showroom leads to an area dedicated to open-air living. "*I imagined a neutral set for the mixture of colours and materials, defined by elegance and contemporaneity,*" said its inspirer and art director Giulio Cappellini. «*Like a theatrical scenography, Spazio Cappellini will tell different concepts from time to time, all strongly linked to the spirit of the brand, and will host all the events, including those of the design week*». The intent of the new location is already clear from its windows, in which stands a video with a text broken down into letters and the icons of the brand reproduced in the form of a drawing with a childish and pure graphic trait.

"*This sophisticated container is a place to appreciate beauty. A path crossing our planet that makes us feel at home anywhere in the world. This space in which stones, resins, woods and reflective surfaces alternate echoing in a contemporary key the extraordinary ateliers of the past, is the setting for a virtuous encounter between the Milan of today and the ancient East, the Europe of Rationalism, the Africa of nature and reuse, the Mediterranean with its charm of colours and atmospheres* » Giulio Cappellini pointed out. In the showroom in Via Borgogna, therefore, the Cappellini products of yesterday and today dialogue with objects and artifacts from all over the world to create a unique and unrepeatable atmosphere. Its rooms become the traveling theater of an engaging and unique shopping experience.

An area next to Spazio Cappellini is dedicated to meetings with the press and dealers: a blue box telling the importance of colour in the history of the brand. For the windows of this spin-off Giulio Cappellini created the installation Homage to Shiro. A celebration of his long friendship with designer Shiro Kuramata (1934-1991), whose iconic pieces are presented with a shower of red roses.

The new ecosystem of Spazio Cappellini thus becomes a symbol and spokesman of a unique story of its kind, made of objects that have written the history of design, authoritative signatures and a gaze always turned toward the future. Prompted by this renovation vision, a strategic positioning of the brand has recently been added to the online channel , renewed in its graphic design and enriched with experiential content to increasingly configure itself as a digital place of direct dialogue with the company.

In addition, among the challenges that defined Cappellini's 2022 was the launch of their **first e-shop**, for which a product expansion is planned within this year, starting with lamps and furnishing accessories. Last year, the **new CEO** was appointed, **Emanuele Corvo**, who took over from Kurt Wallner and his mission to consolidate expansion projects in international markets.

In this global mission to reinforce brand awareness, Cappellini has recently landed in the Madeira Palace Residence complex, furnishing the lobby and meeting rooms with some of its iconic products. Finally, for the Dom-Destinations of Mixology restaurant in Manhattan, New York, Giulio Cappellini has signed the interior project, which includes some best-sellers of the brand, already part of the MoMa permanent collection.